



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-419	Popular Music, Culture and Media	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
COMM-116, ENGL-100	Communications	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Communications	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr. Mike Hajimichael	2 <sup>nd</sup> / 3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Enhance and develop an analytical and theoretical understanding of popular music with specific focus on issues of culture and media
- Provide students an understanding of different music scenes and audiences
- Enable students to conduct basic ethnography of a specific music scene
- Understand how to conduct semiotic analysis of popular songs

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Have an in-depth background on popular music theories
2. Acquire an in-depth knowledge of how The Music Industry has changed with regard to digitalization and the internet
3. Develop a grounded understanding of how to conduct ethnographic research in the local context on a specific music scene.
4. Be able to conduct a spherical contextual analysis of how songs work and are interpreted by different audiences

**Course Content:**

- Outline of the development of theories on popular music – from 1930's to present
- Analysis of key theoretical arguments – from Adorno to Straw
- Explanation of the production process and the music industry
- Communication as a process in the recording studio context
- Aesthetics, logic and different music scenes
- The problem with audiences and diverse interpretations
- How to conduct ethnographic research on a local music scene or popular music subject matter
- Writing an effective response paper and research project
- Analysis of different music scenes
- Presentation and completion of ethnographic music scene analysis

**Learning Activities and Teaching Methods:**

Interactive lectures, songs/video clips on music scenes, song analysis, research development discussions/tutorials/class notes & reading

**Assessment Methods:**

Homework, Ethnographic Research, Final Project, and Mid-Terms

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Popular Music in Theory	Negus, K	Polity	1996	0745613187
Analysing Popular Music : Image, Sound, Text	Machin, D	SAGE	2010	Available as eBook

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Keravnophone – in pursuit of the Cypriot Groove	Hajimichael, Mike in 'Music in Cyprus' Samson & Demetriou (eds)	Routledge	2015	e-book 9781315596815