



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> COMM 441	<b>Course Title</b> Media and Cultural Theory	<b>ECTS Credits</b> 6
<b>Department</b> Communications	<b>Semester</b> Spring	<b>Prerequisites</b>
<b>Type of Course</b> Major Requirement	<b>Field</b> Communications	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 4 <sup>th</sup>	<b>Lecturer</b> Dr. Nicholas Nicoli
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

### Objectives of the Course:

The main objectives of the course are to:

- Consolidate understanding and develop awareness of major theoretical traditions and analytical paradigms in the study of communications, culture and media.
- Map the development of theories and concepts in the field historically, including those of ideology and hegemony, critical theory, cultural materialism, political economy, public sphere, modernity and postmodernity
- Examine how different theories may be used in the analysis of media and cultural phenomena.
- Pay special attention to theoretical and substantive questions of class, gender, sexuality, ethnicity, 'race', and nation. The overarching aim is to facilitate a theoretically sophisticated approach on the part of students to the practical criticism of media and culture.

### Learning Outcomes:

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

Understand the nature and significance of theory.

Be in a position to identify different theoretical themes when reading media and cultural texts.

Understand and apply the major theoretical traditions and analytical paradigms in the study of communications, media and culture.

Be able to comprehend how different overarching theories can be used in

the analysis of media and cultural phenomena.

**Course Contents:**

1. Schools of Thought
2. Consumer Culture and advertising
3. Modernity and Postmodernity
4. Cultural Studies and audience research
5. Political Economy and media production
6. The Public Sphere
7. Theories of Ideology
8. Globalisation and cultural imperialism

**Teaching Methods:**

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

**Assessment Methods:**

Homework, Project, Mid-Term, Final Exam.

**Required Textbooks:**

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet	2009	

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Kevin Williams	• Understanding Media Theory	Hodder Arnold	2003	0340719044