



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM-501	Course Title COMMUNICATION THEORY	Credits (ECTS) 10
Department Communications	Semester Fall, Spring	Prerequisites None
Type of Course Required	Field Communications	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 1 ST YEAR	Lecturer(s) Dr. Nayia Roussou
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

To give the student a historical view of communication theories and how they were developed.

To enable the student to understand the function and relationships of the media with social processes.

To provide the student with a strong background about different functional, social and cultural dimensions of the media.

To make the student realize the possible effects of the media in all their varied range of genre and aesthetic and technological potential.

Learning Outcomes:

1. Have a general overview of how the Mass Media developed up to our times
2. Explain the relationships between the Theory of the Media and the Theory of Society
3. Realize that the New Media should be analyzed in the light of a new theory still being formulated by new technologies
4. Conceptualize the discourses established between mass communication and the culture of different societies, local or global
5. Get a stronghold on Normative Theories of Media and of Society and be able to analyze and assess media products in the light of the Narrative Theory
6. Differentiate between the effects of various media genres
7. Comprehend the various types of media effects – Long-term and Indirect Effects – as well as socio-cultural Effects
8. Analyze the components going into the production of Media Culture

Course Contents:

Rise of the Mass Media Theory of Media and Theory of Society New Media, New Theory? The Production of Media Culture Normative Theories of Media and Society Mass Communication and Culture Media Genre Effects Audience Theory and Research Traditions Short-Term Effects and Processes Long-term and Indirect Effects Global Mass Communication Social-Cultural Effects

Learning Activities and Teaching Methods:

Lectures, PP presentations, showing of film and TV programme excerpts and discussions or writing up of comments, or discussion by the students. Presentation by the students of different projects.
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Assessment Methods:

Oral presentation of projects by students and preparation of lengthier studies on issues relevant to the course lectures.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
McQuail, D.	“McQuail’s Mass Communication Theory	Sage	2005	9781412903721