



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM - 521	Course Title Communications, Culture and Society	Credits (ECTS) 10
Department Communications	Semester Fall	Prerequisites None
Type of Course Elective	Field Master in Media and Communication	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Mr. Nicholas Nicoli
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

The main objectives of the course are to: to provide an advanced analysis of the social and cultural context of mass media. Relevant topics include: theories of literature, society, culture and ideology, popular and mass culture, media modernism and postmodernism, cross-cultural communication and globalization, advertising and consumerism, cultural studies, political economy and critical theory

Learning Outcomes:

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

1. Conceptualize the different theories involved in communications and media studies
2. Read media texts and apply different theoretical models in order to analyze them
3. Demonstrate an understanding of several of the main literatures regarding the main theories under discussion
4. To conceptualize the power relations between the media and audiences

Course Contents:

Approaches to Culture
Assessing the Cultural Industries
Explaining the Cultural Industries
Marketisation and Telecommunications in Broadcasting
Cultural Policy and Copyright Law
New Media, Digitalisation and Convergence
Internationalization and Globalisation

Diversity, Quality and Serving the Interest
A new era in cultural production

Teaching Methods:

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

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks/Readings:

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

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
David Hesmondhalgh	The Cultural Industries	Sage Publications Ltd; Second Edition	2009	1412908086

