



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> COMM-522	<b>Course Title</b> Theory and Criticism of Media Production	<b>Credits (ECTS)</b> 10
<b>Department</b> Communications	<b>Semester</b> Spring	<b>Prerequisites</b> COMM-501 Communication Theory
<b>Type of Course</b> Elective	<b>Field</b> Media	<b>Language of Instruction</b> English
<b>Level of Course</b> 2 <sup>nd</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer(s)</b> Nayia Roussou
<b>Mode of delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> N/A

## Objectives of the Course:

To help the student analyze and understand production strategies in the media, esp. television  
To enable the student to understand the social effects and power relations between the forces of television production and audiences.  
To give the students an overview of ideologies and the media and how hegemonic concepts are present in the reading of images  
To enable students to understand the roles of Public and Private TV

## Learning Outcomes:

1. Comprehend the ideological concepts of the Media
2. Be able to describe and interpret representations and stereotypes
3. Define and explain Audience readings
4. Analyze social discourses
5. Distinguish and analyze narrative conventions in different media –Press, Radio, Television and the Internet
6. Compare the roles of Public and Private Television
7. Be able to analyze and apply constitutional and ethical restrictions on the Media
8. Conceptualize the power relations between production and audiences

## Course Contents:

Representations in the Media: Stereotypes, Audience Readings and Social Discourses  
Conventions of Narratives Across Media Forms – Press, Radio, TV, the Internet  
Professionalism in the Media, Constitutional and Ethical Restrictions

Audiences, Media Consumption and Power Relations  
Participation of the Public in Media Processes

**Learning Activities and Teaching Methods:**

PP Lecture presentation  
Class discussions  
Projection of film and TV programme excerpts and analysis in class

**Assessment Methods:**

Projects/presentations

**Required Textbooks/Reading:**

Authors	TMedia Studies –Texts, Institutions and Audiences	Publisher Blackwell, UK	Year 1999	ISBN
Taylor, Lisa and Willis, Andrew				