



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code SOC 345	Course Title Media, Culture and Society	ECTS Credits 6
Department Social Sciences	Semester Spring	Prerequisites None
Type of Course Elective	Field Psychology	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3rd	Lecturer(s) Dr David Officer
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The general aim of the course is to introduce students to sociological approaches to the media and its relationship to society more generally. In doing so the social context within which media images and texts will be explored, how audience meanings are produced and the impact of the media within culture more generally will be considered.

Learning Outcomes:

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

1. Reflect critically on the role of the media in contemporary society
2. Critically evaluate the impact the media has on wider society
3. How various sociological theories disclose the significance of the media
4. Use conceptual and theoretical tools to understand and analyze the media and its impact
5. Apply social science theories and knowledge to the production of media images and texts

Course Content:

1. The role of the media in contemporary society
2. The historical emergence of a variety of media forms
3. The contemporary media landscape and its relationship to wider society
4. Sociological theory and the media
5. The media image/text and the production of knowledge
6. Media reception and media effects, media influence and audiences
7. The media and issues of ethnicity, class and gender
8. The relationship between media and politics
9. The media, cultural production and the culture industries
10. Culture, media and post modernity

Learning Activities and Teaching Methods:

Interactive lectures

Assessment Methods:

Oral contribution; workshop presentation; project

Required Textbooks/Reading:

Authors	Title	Publisher	Year
Long, P and Wall, T	<i>Media Studies: Texts, Production and</i>	Longman	2009

	<i>Context</i>		
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Recommended Textbooks/Reading:

Authors	Title	Publisher	Year
Barlow, D and Mills, M	<i>Reading Media Theory: Thinkers, Approaches, Contexts</i>	Longman	2008