

## COM103 - INTRODUCTION TO MASS COMMUNICATION

Course Title	<b>INTRODUCTION TO MASS COMMUNICATION</b>				
Course Code	<b>COM103</b>				
Course Type	<b>Compulsory</b>				
Level	Bachelor				
Year / Semester	1 year/ 1 semester				
Teacher's Name	Christiana Karayianni				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	To introduce the students to the key theoretical concepts, methods of analysis and perspectives in the area of media studies.				
Learning Outcomes	<p>By the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. To understand the basic contours and perspectives of the analysis of mass communication and its interaction with social processes and dynamics</li> <li>2. To be able to develop arguments and analysis by using the framework of the major schools of analysis on the role of mass media in society (liberal pluralistic, organizational-elite, systemic/class) so that they develop empirically and practically the issues raised in class</li> <li>3. To be able to develop analytic arguments on the basis of historical perspectives and the major theorists and analytic schools of the media phenomenon</li> <li>4. To develop skills for research work on the media, in the context of which they will acquire an initial experience in the evaluation of empirical data and on evaluating the comparative weight of different arguments</li> <li>5. To acquire the basis for critical and synthetic thought on which they will construct on subsequent semesters the intersection of theory and practice on the functioning of mass media and on the [sociological and ethical] role of the journalist</li> </ol>				
Prerequisites	NONE	Required	NONE		
Course Content	<ul style="list-style-type: none"> <li>• Introduction: The basic model of communication. Semiotics, psychoanalysis, interpretation. Society as a social system. Social spheres and levels of analysis. Analytic perspectives.</li> <li>• The liberal-pluralistic perspective: Diffusion and acculturation. Participation, consensus and problems of journalistic responsibility.</li> <li>• The elite/organizational perspective: The rise of pseudo-events. "Spectacular democracy" and news manipulation. Elites and bureaucratic dynamics.</li> </ul>				

	<ul style="list-style-type: none"> <li>• The Marxist/class perspective: The media and the economy: a mechanism of distribution or communication? Accumulation and concentration of ownership. Monopolies, cultural imperialism and forms of resistance</li> <li>• The historical development of the Public Sphere [the western European model and the Cypriot experience]</li> <li>• Culture and the Media: Forms/types of communication: oral/acoustic, writing, printing, electronic. McLuhan's model. The Aesthetic dimension in mass culture: Frankfurt School, J. Berger. The "postmodern".</li> </ul>
Teaching Methodology	<p>This course is delivered to the students by means of lectures and class discussions. Lectures are supplemented assignments on specific case studies in order for the students to familiarize themselves with the concepts and their application.</p>
Bibliography	<ul style="list-style-type: none"> <li>• Andreas Sofocleous. Introduction to Communication. Introduction to Communication, Persuasion, Propaganda. Nicosia. 1977. Melina Serafetinidou. Sociology of the Mass Media. Gutenberg. Athens. 1987.</li> <li>• Hans Magnus Enzensberger. For a Media Theory. Epicurus. Athens. 1981.</li> <li>• Mark Achbar. Constructing Consent. Noam Chomsky and the Media. Observer. Thessaloniki. 1996.</li> <li>• Dennis McQuill. Introduction to the theory of Mass Communication Kastaniotis. Athens. 1997.</li> <li>• Ignacio Ramone "The tyranny of the media. "City". Athens. 1999.</li> <li>• Marshall McLaughlin. Media, the extensions of man. Kalvos. Athens.</li> <li>• Walter Benjamin. Essays on art. Athens: Kalvos. 1978.</li> <li>• Jurgen Habermas. Change the structure of publicity. Athens: island. 1997.</li> <li>• Guy Debord. The Society of the Spectacle. International Library. Athens. 2000.</li> <li>• Nick Couldry. Media Rituals: A Critical Approach, London: Routledge. 2003.</li> <li>• Costas Livieratos (ed.). The culture of the media. Ed. Alexandria. Athens.1994.</li> <li>• The Digital Challenge: Media and Democracy. Ed. Department of Communication and Mass Media, National and Kapodistrian University of Athens / "Tybothito". Athens. 2001.</li> <li>• Christiana Karayianni. Challenging the Sacredness of 'the Mediated Center': The Shift in Media Discourses on Bicomunal Relations in Cyprus after the Crossing Points Opening in 2003. In Cyprus and its Conflicts: Representations, Materialities, and Cultures, Carpentier, N. &amp; Doudaki V. (eds.), pp.163 - 181. 2018.</li> </ul>
Assessment	<p><b>Methods:</b> Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus. Students are prepared for final exam, by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable. The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p>

	<p><b>Students are assessed on the following:</b></p> <p><b>Knowledge and understanding - 30%</b>  in – depth knowledge and understanding towards the relevant topics of interest.</p> <p><b>Research and Analytical Skills - 40%</b>  Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p><b>Presentation and Communication - 30%</b>  Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand.</p> <p>Assessment criteria are available in each written assignment, midterm or in the final exam.</p> <p><b>Weights:</b>  Final Exam 50 %  Mid-term 25 %  Homework assignments and participation 25 %</p>
Language	Greek