

## PRC430 Theories of Mass Media Communication

Course unit title:	<b>Theories of Mass Media Communication</b>		
Course unit code:	<b>PRC430</b>		
Type of course unit:	Compulsory		
Level of course unit:	Bachelor		
Year of study:	4		
Semester when the unit is delivered:	Fall		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr Christiana Karayianni		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> <li>1. Comprehend the theoretical frame of mass communication and its basic principles, models and theories, and to discuss the effects of mass media on culture and society.</li> <li>2. Apply the theoretical approaches of mass communication and mass media to examples from contemporary Cyprus and/or international cases.</li> <li>3. Examine issues concerning mass communication, mass society and mass culture, and to discern the effects of mass media on various audiences and social groups.</li> <li>4. Analyse issues regarding mass communication and mass media in order to undertake a research project by collecting, evaluating and utilising data from multiple sources.</li> <li>5. Pose new theoretical questions in order to participate actively in discussions on and analyses of the topic of mass communication.</li> </ol>		
Mode of delivery:	Face-to-face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ul style="list-style-type: none"> <li>• <b>Definitions and models of mass communication:</b> Studying and understanding mass communication and mass media. Different models of mass communication.</li> <li>• <b>Theoretical approaches on mass media:</b> Liberal-plural theories. Classical and neo-Marxist theories. The Frankfurt school of thought. The theory of political economy. Semiotic theories and theories of communication technologies (McLuhan).</li> <li>• <b>Mass media, society and culture:</b> Mass communication and mass culture in social behaviour. Communication technologies, globalisation and culture.</li> <li>• <b>The normative theory of mass media and society:</b> Mass media, the civil society, public interest and the public sphere.</li> <li>• <b>Structure and organisation of mass media:</b> Basic principles of the structure of mass media and their analysis. The general frame of</li> </ul>		

	<p>organisation of mass media. Systems, production, selection and delivery of the messages of mass communication.</p> <ul style="list-style-type: none"> <li>• <b>The mass media on their audience:</b> Theoretical and empirical approaches on audiences. Psychological and sociological studies of the effects of mass media.</li> </ul>
Textbooks:	ΜακΚουέιλ, Ν. (2002). <i>Η θεωρία της μαζικής επικοινωνίας για τον 21<sup>ο</sup> αιώνα</i> . (The Theory of Mass Communication) Αθήνα: Καστανιώτης. In Greek.
References:	<p>Κουζέλης, Γ. (2000). <i>Η κριτική θεωρία σήμερα</i>. (The Critical Theory Today) Αθήνα: Νήσος (In Greek)</p> <p>Curran, J. &amp; Gurevitch, M. (2001) <i>Μέσα μαζικής επικοινωνίας και κοινωνία</i>. (Mass Media and Society) Αθήνα: Πατάκης. (In Greek)</p> <p>Baran, S.J. (2015). Mass communication theory: Foundations, ferment and future. De Fleur, M.L. (2016). Mass Communication theories: Explaining origins, processes and effects. Routledge. Jeffres, L.W. (2015). Mass Communication theories in a time of changing technologies. <i>Mass Communication and Society</i>, 18(5), 523-530. Κωνσταντινίδου Χ. (2002). Τα ΜΜΕ και η παραγωγή νοήματος. Θεωρητικές προσεγγίσεις και προοπτικές (μέρος α'). <i>Επιθεώρηση Κοινωνικών Ερευνών</i>, 108, 139 – 188.</p>
Planned learning activities and teaching methods:	This course is delivered to the students by means of lectures conducted with the help of computer presentations. Lectures are supplemented with film presentations and panel discussions in order for the students to familiarize with the critical approach of mass communication formulate theoretical questions regarding media.
Assessment methods and criteria:	<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></p> <p>In – depth knowledge and understanding towards the relevant topics of interest.</p> <p><b>Research and Analytical Skills - 40%</b></p> <p>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></p> <p>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></p> <p>Final Exam 50 %</p> <p>Assignment and a case study : 25%</p> <p>Project alongside with attendance: 25%</p>
Language of instruction:	Greek