

Course unit title:	Public Sphere, Mass Media And Cultural Analysis		
Course unit code:	AJER 204		
Type of course unit:	Compulsory		
Level of course unit:	Bachelor		
Year of study:	2		
Semester when the unit is delivered:	1 (Spring)		
Number of ECTS credits allocated :	5		
Name of lecturer(s):	Andreas Panayiotou Christiana Karayianni		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. To get directly involved with the in-depth exploration and understanding of a journalistic form/type (or more generally of public discourse/representation) through their research and the interpretation of its data, so that they will acquire the necessary experience for further explorations – journalistic or academic 2. To combine and apply knowledge and information from previous research, social science, and journalistic courses, so as to develop the research question and the interpretative-analytic context 3. To get analytically involved with the issue of the historical development of mass communication in Cyprus, offering in the process new data, possible interpretations and analytic perspectives on the basis of their research and their interpretation. 4. To develop their skills in relation to articulating, documenting and supporting a position, logically and empirically and in the context of their writing of the research work and its contextualization in a theoretical and historical framework 5. To be able to conduct creatively a research project for the media and interpret the data in terms of a theoretical – analytic model 		
Mode of delivery:	Face-to-face		
Prerequisites:	None	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ul style="list-style-type: none"> • Choosing a topic/area of study and/or a historical period. Formulation of the question to be explored – possible hypotheses within the framework of existing research • Initial research sample: exploring the availability of primary sources and analyzing initial sample of data. • Developing a theoretical framework. Exploring the broader theoretical literature on the research question – and the related debates. Reformulation of the initial research question/hypothesis in theoretical terms. • Exploration of the literature on the historical period under study with a focus on the research issues. Linking of the ongoing research with the existing historical literature and framing the emerging results/patterns in the context of the social history of forms of communication in Cyprus • Analysis of empirical data on the basis of the theoretical categories and in 		

	the context of the historical period outlined.
Recommended and/or required reading:	6. Reader with texts on methodology, theory on the areas of research in the department, and samples of work
Textbooks:	<ul style="list-style-type: none"> • Το μήνυμα του Μέσου: Η έκρηξη της μαζικής επικοινωνίας [συλλογή κλασικών κειμένων]. Αθήνα. Εκδ. Αλεξάνδρεια. 1989. • Μέσα Επικοινωνίας και Δημόσια Σφαίρα κατά την κυπριακή νεωτερική εμπειρία. 2010. [επιμ. Α. Παναγιώτου – Ν. Μενελάου. Λευκωσία. Αρχείο ΜΜΕ, Κοινωνικής και Πολιτισμικής Ιστορίας
References:	<ul style="list-style-type: none"> • Η κουλτούρα των Μέσων: Μαζική κοινωνία και πολιτιστική Βιομηχανία [συλλογή κλασικών κειμένων]. Αθήνα. Εκδ. Αλεξάνδρεια. 1991. • Jurgen Habermas. Αλλαγή δομής της δημοσιότητας. Αθήνα. Νήσος. 1997. • John Berger. 1972/1993. Η Εικόνα και το Βλεμμα. Αθηνά: Οδυσσεας. • Ανδρέα Σοφοκλέους, Συμβολή στην Ιστορία του κυπριακού τύπου, Intercollege Press, Λευκωσία, 1995 • Νάγια Ρούσου. Τηλεόραση και Τηλεκουλτουρες. Λευκωσία. 2005 • Brian McNair. Η κουλτούρα του Στριππίζ: σεξ, μέσα ενημέρωσης και ο εκδημοκρατισμός της επιθυμίας. Αθήνα. Σαββαλας. • Mary Evans. Φύλο και κοινωνική θεωρία. Αθήνα. Μεταίχμιο. 2004. • Αντώνης Αστρινακης. Νεανικές Υποκουλτούρες. Αθήνα. Παπαζηση. 1991.
Planned learning activities and teaching methods:	<p>This course is delivered to the students by means of group meeting and individual consultations. The students are expected to develop a research plan and are evaluated in the process of their work. Their writing is organized in an evolutionary structure so that theoretical and historical issues are introduced as the empirical research progresses so as to have a constant interaction of the two.</p> <p>The work must be presented to a group of Lecturers/Professors. This has to do also with the training of the students in presenting and defending their work in Public.</p>
Assessment methods and criteria:	<ul style="list-style-type: none"> • Assignments 20% • Midterm 20% • Final work [involving presentation] 60%
Language of instruction:	Greek
Work placement(s):	No