



FREDERICK UNIVERSITY

SCHOOL OF ARTS, COMMUNICATION AND CULTURAL STUDIES
DEPARTMENT OF JOURNALISM, COMMUNICATION AND MASS MEDIA
(CIP file – Classification of instructional programmes)

Course unit title:	Theories of Mass Media
Course unit code:	AJER430
Type of course unit:	Obligatory
Level of course unit:	Advance
Year of study:	4 th
Semester when the unit is delivered:	Fall
Number of ECTS credits allocated :	5
Name of lecturer(s):	Irene Photiou
Learning outcomes of the course unit:	<ol style="list-style-type: none">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.2. Apply the theoretical approaches of mass communication and mass media to examples from contemporary Cyprus and/or international cases.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.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.5. Pose new theoretical questions in order to participate actively in discussions on and analyses of the topic of mass communication.
Mode of delivery:	Face to face
Prerequisites:	None
Recommended optional program components:	
Course contents:	<ul style="list-style-type: none">• Definitions and models of mass communication: Studying and understanding mass communication and mass media. Different models of mass communication.• Theoretical approaches on mass media: Liberal-plural theories.

	<p>Classical and neo-Marxist theories. The Frankfurt school of thought. The theory of political economy. Semiotic theories and theories of communication technologies.</p> <ul style="list-style-type: none"> • Mass media, society and culture: Mass communication and mass culture in social behaviour. Communication technologies, globalisation and culture. • The normative theory of mass media and society: Mass media, the civil society, public interest and the public sphere. • Structure and organisation of mass media: Basic principles of the structure of mass media and their analysis. The general frame of organisation of mass media. Systems, production, selection and delivery of the messages of mass communication. • The mass media on their audience: Theoretical and empirical approaches on audiences. Psychological and sociological studies of the effects of mass media.
Recommended and/or required reading:	Instructor's notes
Textbooks:	Robert S. Fortner, S. R. & Fackler, P. M. (eds). (2014). <i>The Handbook of Media and Mass Communication Theory</i> . Oxford: Wiley
References:	<p>Κουζέλης, Γ. (2000). <i>Η κριτική θεωρία σήμερα</i>. (The Critical Theory Today) Αθήνα: Νήσος (In Greek)</p> <p>ΜακΚουέλ, Ν. (2002). <i>Η θεωρία της μαζικής επικοινωνίας για τον 21^ο αιώνα</i>. (The Theory of Mass Communication) Αθήνα: Καστανιώτης. In Greek.</p> <p>Curran, J. & Gurevitch, M. (2001) <i>Μέσα μαζικής επικοινωνίας και κοινωνία</i>. (Mass Media and Society) Αθήνα: Πατάκης. (In Greek)</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:	<ul style="list-style-type: none"> • Midterm 30% • Assignment: 20% • Final Exam 50%
Language of instruction:	Greek
Work placement(s):	