

Course unit title:	Introduction To Mass Communication: Mass Media & Society		
Course unit code:	AJER 103		
Type of course unit:	Compulsory		
Level of course unit:	Bachelor		
Year of study:	1		
Semester when the unit is delivered:	1 (Fall)		
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"> <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>		
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>• 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> <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</li> </ul>		

	mass culture: Frankfurt School, J. Berger. The "postmodern".
Recommended and/or required reading:	Reader: Analytic, theoretical texts, and selected examples from Mass Media on issues under discussion
Textbooks:	<ul style="list-style-type: none"> <li>• Το Μήνυμα του Μέσου. Εκδ. Αλεξάνδρεια. Αθήνα 1989.</li> <li>• John Berger. Η εικόνα και το βλέμμα. Αθήνα: Οδυσσέας. 1993.</li> </ul>
References:	<ol style="list-style-type: none"> <li>1. Ανδρέα Σοφοκλέους. Εισαγωγή στην Επικοινωνία, Πειθώ, Προπαγάνδα. Λευκωσία. 1977.</li> <li>2. Μελίνα Σεραφετινίδου. Κοινωνιολογία των Μέσων Μαζικής Επικοινωνίας. Gutenberg. Αθήνα. 1987.</li> <li>3. Χανς Μαγνους Εντσενσμπεργκερ. Για μια θεωρία των Μέσων Επικοινωνίας. Επίκουρος. Αθήνα. 1981.</li> <li>4. Mark Achbar. Κατασκευάζοντας την Συναίνεση. Ο Νόαμ Τσόμσκι και τα Μέσα Μαζικής Επικοινωνίας. Παρατηρητής. Θεσσαλονίκη. 1996.</li> <li>5. Ντένις Μακ Κουειλ. Εισαγωγή στην θεωρία της Μαζικής Επικοινωνίας Καστανιώτη. Αθήνα. 1997.</li> <li>6. Ιγνάσιο Ραμονέ «Η τυραννία των ΜΜΕ. «Πόλις». Αθήνα. 1999.</li> <li>7. Μάρσαλ Μακλουαν. Media, οι προεκτάσεις του ανθρώπου. Κάλβος. Αθήνα.</li> <li>8. Walter Benjamin. Δοκίμια για την τέχνη. Αθήνα: Κάλβος. 1978.</li> <li>9. Jurgen Habermas. Αλλαγή δομής της δημοσιότητας. Αθήνα: νήσος. 1997.</li> <li>10. Γκυ Ντεμπωρ. Η Κοινωνία του Θεάματος. Διεθνής Βιβλιοθήκη. Αθήνα.</li> <li>11. Η κουλτούρα των μέσων. Εκδ. Αλεξάνδρεια. Αθήνα.</li> <li>12. Η Ψηφιακή πρόκληση: ΜΜΕ και Δημοκρατία. Εκδ. Τμήμα Επικοινωνίας και ΜΜΕ, Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών/«Τυπωθητω». Αθήνα</li> </ol>
Planned learning activities and teaching methods:	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.
Assessment methods and criteria:	<ul style="list-style-type: none"> <li>• Assignments 20%</li> <li>• Midterm 20%</li> <li>• Final Exam 60%</li> </ul>
Language of instruction:	Greek
Work placement(s):	No