

Course title:	INTRODUCTION TO MASS COMMUNICATION
Course code:	AAVC 103
Type of course:	Required
Level of course:	Bachelor
Year of study:	2nd
Semester when the course is delivered:	3rd
Prerequisites:	None
Number of ECTS credits allocated :	5
Hours:	2
Name of lecturer(s):	
Learning outcomes of the course:	<p>Upon completion of the course, students should be able:</p> <ol style="list-style-type: none"> 1. to understanding of the basic contours and perspectives of the analysis of mass communication; 2. to analyse the interaction of mass communication with social processes and dynamics; 3. to develop skills for research work on the media; 4. to evaluate the comparative weight of different arguments.
Course content:	<p>Communication, social interaction and socialisation Structure of communication, coding and decoding. Signs, context and meaning. The message and its polysemic and multi-level character. The negotiation of meaning. Freudian concepts and the subconscious.</p> <p>The social context of mass communication The functionalist and the conflict schools. The political economy of the mass media. Media in Cyprus. Ways of seeing. The male gaze and advertising. The social structures of patriarchy and the feminist challenge. A new compromise?</p> <p>Media and democracy Function of informing, propaganda and ideology. Liberal, elite-mass and Marxist conceptions of society. Chomsky and the manufacture of consent. Technological development and elite power. Media and authority. The construction of public opinion. Habermas: analysis of the emergence and crisis of the public sphere. The erosion of absolutism and the origins of bourgeois democracy. Print media, public debate and structural transformations.</p> <p>Hegemony and cultural politics Master narratives. Power: expression, contestation and subversion. The culture industry and its social function. Massification of society and its culture. Commercialisation of art, homogenisation of consumers.</p>
Essential reading:	<p>- Mac Quail, N. (1994) <i>Mass communication theory: an introduction</i>, London: Sage - Reader (Greek and English)</p>
Recommended reading:	<p>- Achbar M. (1996) <i>Manufacturing consent: Noam Chomsky and the mass media</i>, Black Rose Books Fiske J. (2010), <i>Introduction to communication studies</i>, Routledge</p>
References:	<p>Berger J. (1972) <i>Ways of seeing</i>, London: Penguin and documentary series available on th web.</p>

Planned learning activities and teaching methods:	Lectures and demonstrations together with detailed critical analysis at each stage engage students in the discussion of communication in a mass context. Lectures address the theoretical perspectives on mass communication while empirical issues and examples are addressed in the discussions. Students are introduced to the basic history of the media and its social and political context and are asked to develop arguments using the framework of the major schools of analysis on the role of mass media in society (liberal-pluralistic, organizational-elite, systemic/class). This process is supported by individual student research through directed and independent learning so that they develop practically the issues raised in class. The work is then presented and critically analysed and discussed in class. Students become acquainted with the basic media codes and able to develop comparative arguments on different forms of messages taking into account both content and context. Lecture notes and presentations are also available through the web for students to use in combination with the textbooks.														
Assessment techniques and Assessments criteria:	<table data-bbox="464 607 943 696"> <tr> <td>Mid-Term / Quiz</td> <td>25%</td> </tr> <tr> <td>Individual Project / Presentation</td> <td>25%</td> </tr> <tr> <td>Final exam</td> <td>50%</td> </tr> </table> <p data-bbox="368 730 879 763">Assessment Criteria for the project are:</p> <table data-bbox="368 790 1038 913"> <tr> <td>Conceptual understanding and analytical skills</td> <td>- 40%</td> </tr> <tr> <td>Quality of research work and effort input</td> <td>- 20%</td> </tr> <tr> <td>Structuring and developing argumentation</td> <td>- 15%</td> </tr> <tr> <td>Presentation and Communication</td> <td>- 25%</td> </tr> </table>	Mid-Term / Quiz	25%	Individual Project / Presentation	25%	Final exam	50%	Conceptual understanding and analytical skills	- 40%	Quality of research work and effort input	- 20%	Structuring and developing argumentation	- 15%	Presentation and Communication	- 25%
Mid-Term / Quiz	25%														
Individual Project / Presentation	25%														
Final exam	50%														
Conceptual understanding and analytical skills	- 40%														
Quality of research work and effort input	- 20%														
Structuring and developing argumentation	- 15%														
Presentation and Communication	- 25%														
Language of instruction:	English														
Work placement(s):	None														