COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ **Level:**	5
Course Title:	Mass Communication & Society
Course Code:	COM 5200
Course Leader:	Susan Pell
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning :	75
Semester:	Fall, Spring or Summer
Credits:	12 UK CATS credits
	6 ECTS credits
	3 US credits

Course Description:

In this course, "mass communications" is taken in its broadest sense, which may include cinema, television, newspapers, magazines, comics, and the Internet, as well as fashion and merchandising. "Society" involves the people who engage with those texts, from critical theorists to fans, censors to consumers. The course examines the relationship between texts and the people at various points during the twentieth and twenty-first centuries, from various cultural and national perspectives. Throughout the course, students are encouraged to test and debate established theories by bringing them to bear on everyday popular texts.

Prerequisites: COM 3100

Aims & Objectives

This course aims to explore central questions in the study of Mass Communications and Society, such as: Why does media ownership matter? What role do mass communications play in the formation of identities and societies? What are 'alternative' and 'autonomous' communication and why are they important? Throughout the course we will engage in critiques and analyses of corporate and non-corporate media sites and communication practices. By the end of this course successful students will have:

- A critical understanding of the theoretical approaches to the study of mass communications in contemporary societies.

- The ability to critically analyze a range of texts from sources related to journalism, cinema, television and the internet.
- Further developed a range of intellectual skills, including an appreciation of current issues in social life, an ability to challenge common explanations and analyses of those issues, and the capacity to gather, synthesize and make reasoned judgments about information on those issues.
- Further developed a range of practical skills in relations to: critical writing and clear communication, the collection and analysis of information from a variety of sources, the ability to link theory, empirical evidence and social issues, and time management and independent study.

Programme Outcomes:
5A(iii); 5B(ii); 5C(i); 5C(iii); 5D(iii)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Ability to demonstrate crtiical engagement with major thinkers in Mass Communication and their theories underlying the production of cultural products, especially issues of hegemony, ideology, media ownership, and globalisation.
- Students are expected to exercise informed judgement and present rational, thoughtful and well-supported arguments, through independent analysis.
- Development of a detailed understanding of the ways in which forms of mass media and mass cultural consumption are embedded in everyday life, and how this shapes our identities, behaviour and relationships.
- Demonstrates the ability to adapt to complex and non-routine performance tasks using information communication technology (ICT).

Indicative Content:

- Key definitions of Mass Media
- Consumption and Consumer Society
- Spectacle
- Culture Industries
- Media Ownership
- Global Media Industries
- Convergence Culture
- Independent and Alternative Media

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:
Course meetings will consist of interactive lectures on assigned readings, small group discussions, reflection activities and the presentation of audio visual materials.

Bibliography:
See syllabus for complete reading list

IndicativeText(s):

- Kellner, Douglas (2003) Media Spectacle. London: Routledge
  Theodor Adorno and Max Horkheimer (1944) "The Culture Industry: Enlightenment as Mass Deception."
  http://www.marxists.org/reference/archive/adorno/1944/culture-industry.htm
- Debord, Guy. *Society of the Spectacle.* Full text is available online
  http://www.marxists.org/reference/archive/debord/society.htm
- Jenkins, Henry(2006). *Convergence Culture.* New York: NYU Press
- McQuail, Denis (2004) Mass Communication Theory: Revised Edition. London: Sage
- Flew, Terry (2007) Understanding Global Media. London: Palgrave

Journals
International Journal of Communication
Media, Culture & Society

Web Sites
Corporate Media Watch
Garr Reynold's Presentation Zen Tips
Global Media Research Center
Guardian's media page
Media News International
media/culture online journal
New Media Age business news
Oxford Internet Institute
TED talks

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry