

Mass Media Theory

Academic Year: (2021 / 2022)

Review date: 05-07-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CARRERA ALVAREZ, MARIA PILAR

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

Students will

Identify different mass media theories and their related conceptual frameworks.

Be able to apply these concepts and theoretical frameworks to the critical analysis and interpretation of current phenomena.

DESCRIPTION OF CONTENTS: PROGRAMME

The objective of this course is to introduce students to the main theories and basic concepts related to mass media, from the beginning of the 20th century to the present. The perspective is not historical, but genealogical: it is assumed that the current media system can only be understood from an structural and dialectical perspective of mass media.

Program:

1. Technologically mediated communication as object of science.
2. Media and mass culture
3. Propaganda and war
4. Persuasion and the media
5. Opinion leaders and the nature of influence
6. The functionalist approach
7. The Frankfurt School and the "cultural industry"
8. Structuralism, semiotics and mass communication
9. The medium as a message
10. Cultural studies and media
11. Mass media and social construction of reality
12. Internet and the digital environment
13. Towards a society without spectacle?
14. Post-truth, fake news and the reinvention of the mediated past.

LEARNING ACTIVITIES AND METHODOLOGY

Lectures

Seminars

Case studies

Online resources (Open Course Ware, MOOCs etc.)

Readings / Screenings

Textual / Audiovisual analysis

Teamwork

Discussion

Elaboration of reports

Classroom presentations

Forums

ASSESSMENT SYSTEM

Final Exam: 60%

Continuous Assessment: 40%

The final exam must be passed in order to pass the course

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Baudrillard, Jean Fatal Strategies, The MIT Press, 1990
- Bernays, E. Propaganda, Desert, 2018
- Carrera, P. Basado en hechos reales. Mitologías mediáticas e imaginario digital, Cátedra, 2020
- Carrera, Pilar Nosotros y los medios. Prolegómenos para una teoría de la comunicación, Biblioteca Nueva, 2016
- McLuhan, M. The Medium is the Message, Penguin, 2008
- Wolf, Mauro La investigación de la comunicación de masas, Paidós, 1987