COURSE OUTLINE

(1) GENERAL

SCHOOL	SOCIAL SCIENCES
ACADEMIC UNIT	SOCIOLOGY
LEVEL OF STUDIES	UNDERGRADUATE
COURSE CODE	MMEK254 **SEMESTER** 5th and over
COURSE TITLE	Political Sociology of Mass Media

INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS
	3	5

COURSE TYPE	specialised knowledge
PREREQUISITE COURSES:	NONE
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	students-web (https://student.cc.uoc.gr/main.asp), moodle (https://elearn.uoc.gr/course/) και socmedia (http://sociology.soc.uoc.gr/socmedia/)

(2) LEARNING OUTCOMES

Learning outcomes
1. Students will be able: • To understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. • Tto understand emerging communication and media technologies, and the complex causes and opportunities of that evolution. • To analyze and explain the moral, ethical and cross-cultural dimensions of messages. • To apply communication and media theories to critically analyze real-world issues. • To Compare and critically discuss different theoretical approaches • To Assess empirical evidence supporting/questioning certain theoretical positions • Contribute to group discussions concerning media and society • Reflect on your own social background in a theoretically informed manner.

General Competences
Students will be competent in working independently Students will respect for difference and multiculturalism Students will show social, professional and ethical responsibility and sensitivity to gender

issues
Students will be competent in Criticism and self-criticism
Students will be competent in the production of free, creative and inductive thinking
Students will be competent in critical questioning and analysis and the production of new research ideas
Students will know how to make connections among apparently disparate forms of knowledge.

(3) SYLLABUS

The purpose of the course is to increase knowledge and understanding of the importance of mass media in contemporary societies. Special emphasis is given to the historical analysis of the contribution of media in the creation of nations and modern subjectivity, the nature, origin and purpose of the social forces that guide the creation, distribution and exhibition of news, information, entertainment, education and advertising within medias systems, as well as the issue of media effects, media perception and social use of the media. Moreover the course interrogates the current trends (concentration of ownership, global media conglomerates, digital convergence, blurring of media boundaries, interactivity, audience segmentation, globalization, diversification, etc.)

 Main Topics

• Historical Development of Mass Media in Modern Societies

• The Current Media Environment (organization, conglomerates, globalization, fragmentation, deregulation etc)

• The Content of Mass Media –Discourse, Ideology, Narratives

• The Audiences of Mass Media

• The Social Context.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching, communication with students, use of moodle platform
TEACHING METHODS	

Activity	Semester workload
Lectures	65
study and analysis of bibliography	40
Essay writing	20

	Course Total	**125**
STUDENT PERFORMANCE EVALUATION	Greek Written Exams Open Ended Questions. For Erasmus students written essay in English	

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

Collins, R. et al. (eds) (1986) *Media, Culture and Society. A Critical Reader,* London, Beverly Hills, Newbury Park, New Delhi Sage.

Curran, J. (2002) *Media and Power.* London, New York, Routledge.

Curran, J., Gurevitch, M. (eds) (2001) *Mass Media and Society*, London Arnold.

Curran, J., Gurevitch, M. Woollacott, J. (eds) *Mass Communication and Society,* London, Edward Arnold, The Open University Press.

Fletcher, W. (2010) *Advertising: A Very Short Introduction,* Oxford University Press.

Fuchs, C. (2013) *Social media: a critical introduction,* London, Sage.

Hall, S. (επιμ.) (1997) *Representation: Cultural Representations and Signifying Practices.* Sage, London, Sage.

Hall, S. & et.al. (1978) *Policing the Crisis: Mugging the State and Law and Order,* London, Macmillan.

Hall, S. & et.al. (επιμ.) (1980) *Culture, Media, Language.* London, Hyman Publishers Ltd,

Hall, S., Held, D. & Mcgrew, T. (επιμ.) (1992) *Modernity and its Futures.* Cambridge, Polity Press.

Hassan, R. & Thomas, J. (επιμ.) (2006) *The New Media Theory Reader.*

Havens, T. & Lotz, A. (2016) *Understanding Media Industries,* New York, OUP USA.

Hodkinson, P. (2016) *Media, Culture and Society,* London, New York, SAGE Publications Ltd.

Laughey, D. (2009) *Media Studies,* KAMERA BOOKS.

McQuail, D. (1994) *Mass Communication Theory,* London, Sage.

O'keeffe, A. (2006) *Investigating Media Discourse,* London, Routledge.

Paxson, P. (2010) *Mass Communications and Media Studies: An Introduction.* Continuum.

Thompson, John, B. (1995) T*he Media and Modernity: A Social Theory of the Media.* Cambridge, Polity Press.

Taylor, P. A. & Harris, J. L. (2007) *Critical Theories of Mass Media,* London, Open University Press.

Thornham, S. (2007) *Women, Feminism and Media,* Edinburgh University Press.

Garnham, Nicholas (2000) *Emancipation, the Media and Modernity – Arguments About the Media and Social Theory*, Oxford, Oxford University Press.

Waisbord, S. (2014) *Media Sociology: A Reappraisal,* Cambridge, Polity Press.

- Related academic journals:

Media Culture and Society
Feminist Media Studies
Journal of Communication
Critical Studies in Media Communication
European Journal of Communication
Gazette: The International Journal for Communication Studies
International Journal of Cultural Studies
New Media Society
Social Media + Society
Television & New Media
Theory Culture Society