

MASS COMMUNICATION THEORY

Introduction

This module introduces students to the key concepts and theorists of modern communication studies. It gives students grounding in current media theory issues and academic research in the core areas. This detailed examination culminates in a critical understanding of communication processes and structures whether from the roles played by the audience, media industry practitioners, as well as considering the impact of political and social factors.

Module Learning Outcomes

Upon module completion students will be able to:

- (i) Demonstrate an understanding of the key media theorists of the last century and how their work has shaped understanding of communication processes.
- (ii) Show knowledge of academic research in critical areas such as audience behaviour, the impact of technological change as well as general trends in communication.

Indicative Module Content

- (1) Ideology and Communication
 - Theories of Hegemony
 - Marxian Theories of Communications
 - Post Modernism
 - The pluralist model
 - Schiller
 - Castells
- (2) Advertising and media, from mass to niche
- (3) Media and Representation
 - Ethnicity, Gender, Identity, Age
- (4) Mass media and political debate
- (5) Mass media and sport
- (6) Entertainment and globalisation