

<b>Module</b>	Sociology of the Media
<b>Course code</b>	BAJH-SM
<b>Credits</b>	5
<b>Important Notes</b>	Available to students with a background in media, political science, and/or sociology.
<b>Allocation of marks</b>	40% continuous assessment 60% final examination

### **Intended Module Learning Outcomes**

On successful completion of this module, the learner will be able to:

1. Critique and analyse the media from a sociological and a critical political-economy perspective.
2. Demonstrate a critical understanding of the structure of the media institution, while applying an advanced understanding of the interrelationship of media with governmental, political and economic forces in society.
3. Bring sociological research on the media, to a research topic which they initiate, evaluate the research and draw reasonable conclusions from same.
4. Pursue further study and research in media/communications and/or related humanities based disciplines.
5. Competently identify and apply the knowledge, concepts and perspectives gained, to their work in media related employment.

### **Module Objectives**

The media, its organisations, and practices, are the major source of information and culture in or about our society and the world today. Learners must be able to not only operate within, but also to examine objectively, this immensely powerful institution. The purpose of the course is to provide an understanding of the relationship of social processes to the media. In other words this course looks at society in terms of how it impacts on the media and, in turn, in terms of how the media impacts back on society. Learners should view society in the media and the media in society.

### **Module Aims**

The course aims to instil in learners a knowledge and practical awareness of how and why media institutions, practices and culture developed in the way that it has in western society. Learners are taught to focus on, as well as from within, their industry in a critical and evaluative manner. The media is examined in broad economic, political, social, historical and cultural contexts, with the emphasis on examining the media as an institution, among many institutions in society. The media as an institution is examined in its interrelationship with society, politics and the economy

## **Module Curriculum**

### **Indicative Syllabus**

Media, Sociology and the Critical Political Economy Perspective: bringing a sociological perspective to the study of the relationship between media and society.

The Role of the Media in a Democracy: The Market, the State and the 'Public Sphere'. The Classic Liberal Theory of a Free press: its historical development and efficacy in today's 'market place'.

Media In The Public Interest: Inquiring into the ideal characteristics one would expect to find in a media which operated within a democratic political system and genuinely reflected the public interest.

What is Agenda-Setting?: Examining the development of research from the discovery of the 'agenda-setting function of the mass media' to contemporary evidence.

Who Sets The Agenda?: analyses the economic, political and cultural forces that determine what that agenda is and how it is formed.

Feminist Perspectives on Media Sociology: taking a feminist perspective to our understanding of media sociology and asks: can persistent sexism in society be partly explained by sexist media content?

Media Effects Research: Analysing the empirical evidence of the measurable effects that media consumption has on people's understanding of the world around them.