| Module/Course Title: Media Studies | | | | | |
|---|---|---|---|---|---|
| **Module/ course code** | **Student workload** | **Credits** (ECTS) | **Semester** | **Frequency** | **Duration** |
| SBI | 8,5 hours per week | 3 CU x 1.5 = 4.5 ECTS | 7th | 3 CU x 16 = 48 | 16 meetings |

| 1 | **Types of courses** | | **Contact hours** | **Independent study** | **Class size** |
|---|---|---|---|---|---|
| | Elective coursework | | 3 CU x 50 minutes = 150 = 2.5 hours per week | 3 CU x 60 minutes = 180 minutes = 3 hours | 30 students |

| 2 | **Prerequisites for participation (if applicable)** <br> - |
|---|---|

| 3 | **Learning Outcomes (PLO + CLO)** |
|---|---|

**Course Description:**
This course is designed to provide an understanding about media, its forms and practices in the global age. The discussions cover theories and perspectives on the positions of media in relations with meaning making, power, representations, productions, regulation, etc. Students will be assigned to analyze media texts and interpret their meanings by taking into account the social contexts that affect the production and reception of media.

.

**Programme Learning Outcomes:**
**PLO 1** Graduates are expected to be able to play a role as creative industry players by using competence in the fields of language, literature and culture to produce innovative and competitive works.
**PLO 2** Graduates are expected to be able to act as research assistants, namely young scholars who have critical thinking to solve problems faced in society.
**PLO 3** Graduates are expected to be able to play a role as academicians, namely activists in the world of education who have intellectuality and professionalism.

**Intended Learning Outcomes:**

ILO 1 Students are able to show responsibilities in performing academic activities based on religious values, morals, and ethics.
ILO 2 Students are able to uphold entrepreneurship values in cooperating with the society and environment.
ILO 3 Students are able to demonstrate language skills by using proper English.
ILO 4 Students are able to analyze the development of linguistic, literary and cultural phenomena in the global and digital era.
ILO 5 Students are able to elaborate their ideas in both spoken and written forms in English within academic and non-academic contexts.
ILO 6 Students are able to use media and technology into their learning and research activities
ILO 7 Students are able to analyze various scientific texts in the fields of language, literature and culture in

English.
ILO 8  Students are able to produce scientific articles or creative writings on language, literature, and culture independently or collaboratively.

**Course Learning Outcomes**

On completion of this course, the students will be able to:

CLO 1  Acquiring basic concepts in media studies and its historical development.
CLO 2  Comprehending the theory and fundamental concepts in studying media to analyze media texts.
CLO 3  Explore the context of the issues related with media.
CLO 4  Write a comprehensive analysis on media texts.

| 4 | **Subject aims/Content** |
|---|---|

**Meeting 1:   Introduction to course and Overview of  Literary Criticism**
Students are able to understand topics on
a.  getting started – doing media studies
b.  Defining media: what are the media of media studies?
c.  The context of media and media studies: validating the field

**Meeting 2:   How do media make meaning**
Students are able to understand topics on
a. Thinking media as texts: making sense of textual meaning, analysing media as texts
b. Tools for analysing media as texts: (a) rhetoric, language and meaning, (b) semiology

**Meeting 3:   Organizing meaning in media texts: genre and narrative**
Students are able to understand topics on
a. Studying genre: problem of definition, genre dynamism and exhaustion
b. Narrative, narratology, and genre study: narrative as structure, point of view (POV), perspective and closure
c. Bringing genre and narrative together

**Meeting 4:   Media Representations**
Students are able to understand topics on
a. Conceptualizing and defining representations
b. Media professionals and the 'politics' of representation
c. Method: content analysis
d. Representations of individuality: stars, personalities, celebrities

**Meeting 5:   Reality Media**
Students are able to implement topics on
a. Conceptualizing reality and realism: defining 'reality media', historical realism, semiology and the real
b. Dominant practices and forms of reality media
c. Reality, truth, freedom, and responsibility

**Meeting 6:   The Business of media**
Students are able to understand topics on
a. Investigating media businesses
b. Political economy of media
c. Organizational studies

**Meeting 7:** **The Business of media**

     Students are able to understand topics on

     d. The culture of production-media professionals, creative workers

     e. The culture of production

     f.  Media busines in the digital age

**Meeting 8:** **Mid-Term : Written test**

     Students are able to show

     a. They understand the theories

     b. Review their experience in employing the theories

**Meeting 9:** **Media regulation and policy**

     Students are able to understand topics on

     a. Regulation and public policy

     b. Policy and regulation analysis

     c. Issues in policy and regulation

**Meeting 10:** **Media production in a global age**

     Students are able to understand topics on

     a. What's global about global media

     b. Regulating global media

     c. Global entertainment

     d. Television and globalization

     e. Global media, free markets and regulation

     f.  Studying the impact of global media

**Meeting 11:** **Producing audiences**

     Students are able to understand topics on

     a. What is an audience

     b. Propaganda and manipulating audiences

     c. Media effects and moral panics

     d. From effects to influence

     e. Investigating audiences: what do people do with media?

**Meeting 12:** **Media Power**

     Students are able to understand topics on

     a. Conceptualizing power

     b. Media and power (media make people powerful? Media as agents of power?)

     c. Ideology (Gramsci and hegemony; Althusser and structuralism)

     d. Discourse power and media (Michel Foucalt)

     e. Media and Gender (Judith Butler)

**Meeting 13:** **Conceptualising mass society**

     Students are able to understand topics on

     a. Contexts: mass society, mass media and social change

     b. Theories of mass society

     c. Who are the 'massess"? (Raymond Williams: culture is ordinary, Richard Hoggart: The uses of literacy to CCCS)

     d. Stuart Hall on Popular Culture

**Meeting 14:** **The consumer society and advertising**

     Students are able to understand topics on

     a. The scope and meaning of consumerism and advertising

|   |   |
|---|---|
| | b. Theorising the consumer society<br>c. Branding, identity and consumption<br><br>**Meeting 15:    The consumer society and advertising**<br>     Students are able to understand topics on<br>     d. The organization and practice of advertising in the digital age<br>     e. Rejecting consumption: adjusting and 'culture jamming'<br>     f.  The future of advertising<br><br>**Meeting 16:    Final Project** |
| **5** | **Teaching methods**<br><br>Lectures, discussions, presentations, project work (individual) |
| **6** | **Assessment methods**<br><br>1.  Class Participation<br>To maximize the learning opportunities in this course, students are not only required to be present for all class sessions, having completed all necessary tasks but they are also expected to interact with peers and the topics as directed in class discussions and activities.<br><br>2.  Quizzes<br>Quizzes enable students to identify gaps in knowledge or in other words to identify how well the students know the grammatical units. It is thus important for the students to take every quizzes along the semester. Score will be provided based on the answer key for the quizzes.<br><br>3.  Middle Test<br>The test may motivate the students to look through and review previously learnt theories. At such, students will have better understanding on the theories. Score will be provided based on the answer key for the exams.<br><br>4.  Final Project<br>Students individually will write an scientific article to present their arguments in analyzing media using the theories previously learnt in the course.<br><br> What follows is summary of the Assessment<br><br><table><thead><tr><th>Assessment Task</th><th>Task Type</th><th>Due</th><th>Percentage</th></tr></thead><tbody><tr><td>Class participation</td><td>Individual</td><td>Through the semester</td><td>0,7% for each meeting (10% : 14 meetings)</td></tr><tr><td>Quizzes</td><td>Individual</td><td>Meetings 4 and 12</td><td>10% for each of 2 meetings (20% : 2 meetings)</td></tr><tr><td>Mid Test</td><td>Individual</td><td>Meeting 8</td><td>20%</td></tr><tr><td>Essay</td><td>individual</td><td>Meeting 16</td><td>50%</td></tr></tbody></table> |

| | | TOTAL | 100% |
|---|---|---|---|
| | | | |

| 7 | This module/course is used in the following study programme/s as well |
|---|---|
| | - |
| 8 | **Teacher** |
| 9 | **Resources** |

**7** This module/course is used in the following study programme/s as well

-

**8** Teacher

**9** Resources

1. Media Semiotics (2002) Jonathan Bignell;
2. Ways of Seeing (1972) John Berger;
3. Roland Barthes (1972) Mythologies;
4. Defining Visual Rhetorics (2003) M.H. Helmers
5. Altman, R. (1999) Film/Genre;
6. Bordwell, D., et al (2003) Film art: an introduction;
7. Neale, S (1999) Genre and Hollywood
8. Haskell, M. (1974) From reverence to rape: the treatment of women in the movies;
9. Cottle, S. (ed) (2000) Ethnic minorities and the media;
10. Dyer, R. (1997) White; (1982) Stars
11. Aitken, I. (2001) European film theory and cinema: a critical introduction;
12. Bignell, J. (2005) Big Brother: reality tv in the twente-first century
13. de Burgh, H. (2005) Making journalists: diverse models, global issues;
14. Gitlin, T. (1994) Inside Prime Time;
15. Negus, K. (1999) Music genres and corporate cultures
16. James Curran (2003) Power without responsibility;
17. Feintuck, M. (2007) Media regulation, public interest, and the law;
18. Vaidhyanatha, S. (2001) Copyrights and copywrongs
19. De jong W. et al (eds) (2005) Global activism, global media
20. Ien Ang (1991) Desperately seeking the audience;
21. Chas critcher (1978) Policing the crisis;
22. Cohen, S. (2011) moral panics and folk devils