



# Media and Society: 1

Introduction



# Outline

- Introductions
- Syllabus
- Assessment
- Rules...



# Heads up!

- Most of the tasks for this course are in the latter half of the semester.
- Make sure to plan ahead and work out ways to manage your time!

# Introductions

- Who am I?
- Why would you listen to me?





# What is this course about?

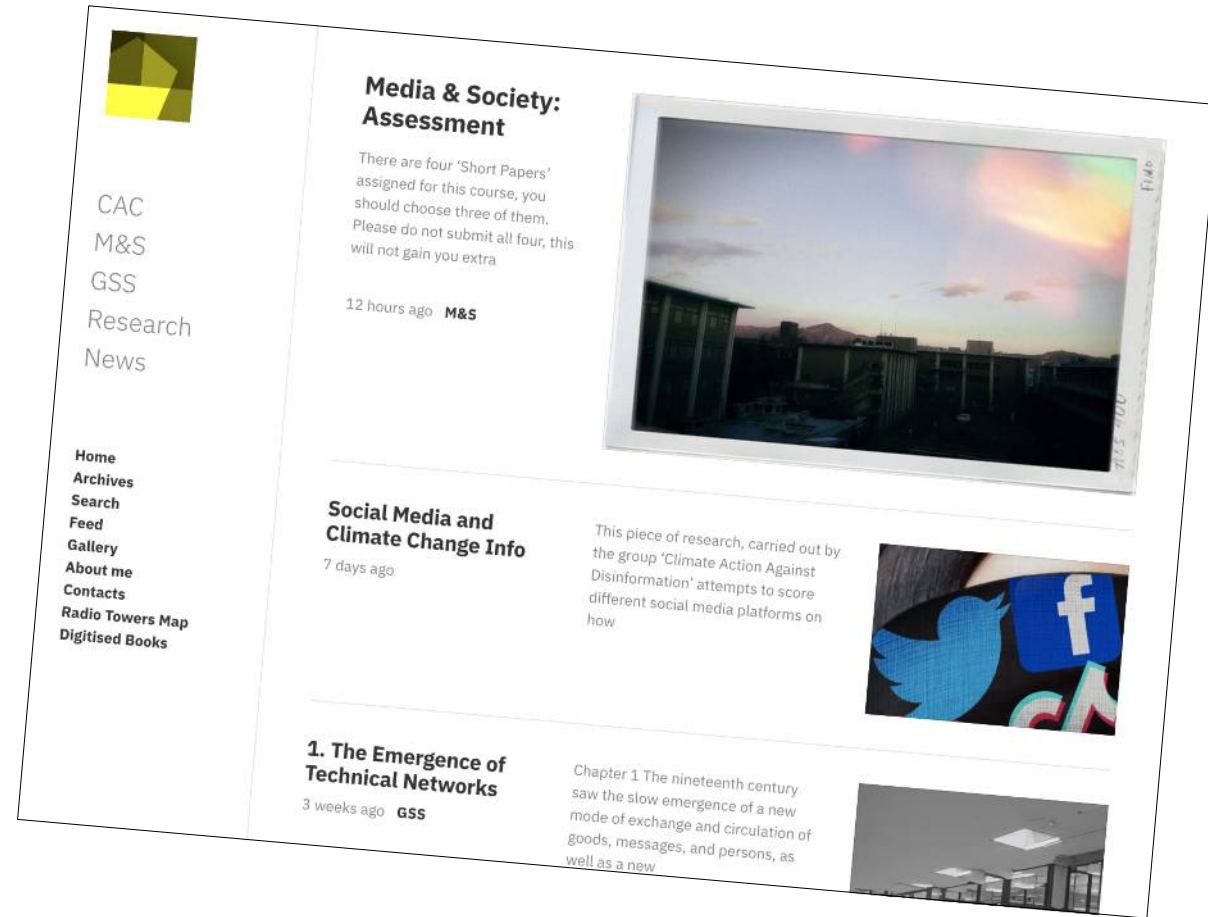
- Primarily about the **mass** media
  - Emphasis on information and journalism
- How theory can help us understand complicated things
- Information literacy skills. Assessing sources.






**What do you think YOU want to  
learn from this course?**


# Syllabus

- Online in manaba
- Also included in course website  
**spkb.blot.im**



The screenshot shows a course website with a navigation menu on the left and three article previews on the right. The navigation menu includes: Home, Archives, Search, Feed, Gallery, About me, Contacts, Radio Towers Map, and Digitised Books. The article previews are:

- Media & Society: Assessment**  
There are four 'Short Papers' assigned for this course, you should choose three of them. Please do not submit all four, this will not gain you extra  
12 hours ago **M&S**  

- Social Media and Climate Change Info**  
7 days ago  
This piece of research, carried out by the group 'Climate Action Against Disinformation' attempts to score different social media platforms on how  

- 1. The Emergence of Technical Networks**  
3 weeks ago **GSS**  
Chapter 1 The nineteenth century saw the slow emergence of a new mode of exchange and circulation of goods, messages, and persons, as well as a new  




# Course materials Website

<https://spkb.blot.im/tagged/m-s>







# Attainment Objectives

Upon successful completion of this course, students will have gained a knowledge of:

- a variety of theoretical approaches to the study of mass media
- the variety of actors involved in the process of production and distribution of newspapers, television news and other informational types of mass media product
- the kinds of relationships that exist between these actors



# Attainment Objectives

- how the variety of relationships can be seen as influencing the 'picture of the world' the mass media presents to us, and
- the social role of the mass media and journalists.
- They will also develop improved ability in reading, understanding, explaining and reviewing written academic materials.



# Sessions: 1

- **1 Introduction**

The mass media, what will we be studying, and why?

- **2 History of the Mass Media through Technology**

How did we get to where we are? And how does that journey affect how we study mass media?

- **3 Defining Mass Media**

Why 'Mass'? Communication models.  
Producer-Text-Audience.



# Sessions: 2

- **4 Mass Media Theories: 1**

Approaches to Producers: Political economy, organisational studies, professionalism

- **5 Mass Media Theories: 2**

Approaches to Audiences: Passive, active, fragmented.  
Media effects.

- **6 Mass Media Theories: 3**

Approaches to Texts: Framing, semiotics.  
Types of 'content analysis'.

- **7 Mass Media Theories: 4**

Internationalisation/Globalisation



# Sessions: 3

- **8-10 Newspapers**

Industry structures: circulations, subscriptions, funding.  
Representation and discourse

- **11-13 Television**

Industry structures: advertising, 'public service' broadcasting, ratings and audiences. Television texts: 'Encoding/Decoding'

- **14-15 Net and Social Media**

New media, new politics. 'Fake news' and disinformation.  
Social media, censorship and governmental control.

# Assessment

- The assessment for this course is in two main parts:
  - 1. Written work consisting of **three** short papers - 70%
  - 2. Class participation etc - 30%
- If you are absent five times or more without due reason you will automatically be awarded an F grade.



# Rules


- 5 or more (unjustified) absences = FAIL
- Plagiarism or academic dishonesty = FAIL
  - If you're not sure what this means, you better find out quick!
- Submit all work on time (manaba)
- Attend class
- Treat each other with respect



## Next session

- **Topic:** History of mass media through technology
- **To prepare:** nothing in particular...
- To read: *The Historical Context of International Communication*, D.K. Thussu 2000





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