Title: Media Theory and Analysis

Abbreviation and Number: JRNT298

School: Communication and Creative Arts

Department: Journalism and Communication

Credits: 3

Course Sequence: ( ) Fall (X) Spring ( ) Fall and Spring

Hours Per Week: (3) Lecture ( ) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen ( ) Other (Specify)

Pre-requisite(s): COM 150 or permission of Chair/Instructor

Co-requisite(s): None

COURSE DESCRIPTION

Students explore the theoretical foundations of the media and apply theoretical approaches to the analysis of media content.

SPECIFIC OBJECTIVES

Upon successful completion of this course, students will be able to

1) Assess the historical development of media theories;
2) Evaluate the strengths and limitations of theories;
3) Apply key theoretical approaches to research and practice in the field of media; and
4) Use theories and tools of analysis to conduct a piece of research.

COURSE CONTENT

I. The Development of Media Theory
   A. 1880s to 1910s
      i. Mass society and mass culture theories
      ii. Public opinion theory
   B. 1920s to 1930s
      i. Public opinion research
      ii. Propaganda
   C. 1940s to 1960s
   D. 1960s to present
   E. The digital age
      i. The global village
      ii. Digital divide
      iii. Hyperpersonal model

II. Normative Theories
   A. Authoritarian
   B. Libertarian
   C. Social responsibility
   D. Communist

III. Theories of the Press
   A. Agenda setting
   B. Gatekeeping
   C. Hegemony
The College of The Bahamas

Course Outline

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D. Status conferral
E. Sphere of consensus
F. News values
   i. Galtung and Ruge
   ii. Harcup and O’Neill
   iii. Itule and Anderson

IV. Audience Theories
   A. Effects models
   B. Uses and gratifications
   C. Attitude change theory
   D. Cultivation analysis
   E. Two step flow
   F. Reinforcement
   G. Dependency theory
   H. Social cognitive theory
   I. Aggressive cues
   J. Catharsis
   K. Vicarious reinforcement
   L. Desensitisation
   M. Reception
   N. Spiral of silence

V. Critical Cultural Theory

VI. Stereotyping

VII. Content Analysis
   A. The hypothesis
   B. The sample
   C. Conceptual and relational analysis
   D. Coding

ASSESSMENT
Class assignments……………………… 30%
Mid-semester examination………….… 20%
Essay…………………………………… 20%
Research project……………………… 30%
Total…………………………………… 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS