

Global Learning Semesters

Course Syllabus

Course: COMM-501 Introduction to Mass Communication Theory

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-501	Introduction to Mass Communication Theory	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

Covers selected topics in modern media and communications research and addresses key concepts and debates at an advanced level. Topics include history and concepts in mass communications research, mass media and society, mass communication processes and effects, mass media and social problems (e.g. children, violence, advertising), media economics, media and international relations.

Prerequisites

Graduate Standing

Topic Areas

1. The Rise of the Mass Media.
2. Theory of Media and Theory of Society.
3. Media Structure and performance: Principles and accountability.
4. The Production of Media Culture.
5. Media Genre Effects.
6. Audience Theory and Research Traditions.
7. Short-Term Effects and Processes.
8. Long-term and Indirect Effects.
9. Global Mass Communication

Readings and Resources

Required Textbooks

- McQuail, D. (2000). *McQuail's Mass Communication Theory*. (4th edition). London: Sage.