

Global Learning Semesters

Course Syllabus

Course: COMM-503 Media Effects and Society

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-503	Media Effects and Society	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

This course describes and analyzes the history and the theories of the impact mass media have on the public. Offers an advanced understanding of important issues: propaganda and rhetoric, social movements and public communication campaigns; advertising and political communication. Theories and types of the audience, the psychology of the audience, theories of attitude change and social information processing.

Prerequisites

Graduate Standing

Topic Areas

1. Propaganda and rhetoric
2. Social movements and public communication campaigns
3. Advertising and political communication
4. Theories and types of audience-with reference to relationships between gender, race, ethnicity and issues of violence, stereotyping, exclusion/inclusion
5. The psychology of the audience
6. Cultural interpretations and audiences
7. Theories of attitude change and social formation processing
8. Research methods and approaches to media effect

Readings and Resources

Required Textbooks

- Bryant, J. and Zillman, D. (1994) Media Effects: Advances in Theory and Research. Hillsdale, New Jersey
- Gauntlett, D (1995) Moving Experiences: Understanding Television's Influences and Effects. John Libbey Media