

# Global Learning Semesters

## Course Syllabus

Course: COMM-522 Theory and Criticism of Media Production

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-522	Theory and Criticism of Media Production	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

Course where basic production techniques are reviewed in order to analyze and evaluate the quality, intention, and effects of production strategies: production and post production techniques; technological determinism; negotiation of control in media organizations; public vs. private television.

### Prerequisites

Graduate Standing

### Topic Areas

1. Ideology and the Media: Hegemony and Reading of Images.
2. Representation: Stereotypes, audience readings, social discourses.
3. Conventions of narratives across media forms - Press, Radio, Television, the Internet.
4. The Role of Public Television.
5. Private Television and critiques of quality.
6. Professionalism in the Media, Constitutional and Ethical Restrictions.
7. Audiences, Media Consumption and Power Relations.
8. Participation of the Public in Media Processes.

### Readings and Resources

#### Required Textbooks

- Taylor, Lisa and Willis, Andrew (1999) "Media Studies – Texts, Institutions and Audiences" Blackwell, UK.