Syllabus

THE IMAGE CRISIS IN THE MEDIA - 50260

Last update 01-03-2014

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication and Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Zohar Kampf

Coordinator Email: zohar.kampf@mscc.huji.ac.il

Coordinator Office Hours: Monday, 16:00-17:00

Teaching Staff:
Dr. Zohar Kampf
Course/Module description:  
We will discuss the centrality of the image for public personae in contemporary media environment. The course will introduce the main theoretical approaches to the study of image and will focus on rhetorical strategies for maintaining and repairing image/face in various contexts, including politics, popular and commercial.

Course/Module aims:  
The aim is to introduce theoretical and empirical approaches to the study of image restoration.

Learning outcomes - On successful completion of this module, students should be able to:
The students will be able to describe different approaches to the study of image crisis processes in the media and to identify the major strategies of image restoration. Moreover, they will be able to assess the suitability of strategies for maintaining and restoring image and to evaluate their efficiency. The students will be able also to criticize inappropriate uses of strategies.

Attendance requirements(%):
80

Teaching arrangement and method of instruction: Lecture

Course/Module Content:
1. Introduction: the image and discursive restoration strategies
2. Processes of crisis
3. Image in the different stages of crisis
   The transgression stage
   The conflict stage
   The repair stage: excuses, justifications, apologies, silence, lies and spins
   The exclusion/inclusion stage
4. Analysis of case studies in political, popular and commercial contexts

Required Reading:


http://journals.tc-library.org/index.php/tesol/issue/view/4


Additional Reading Material:


Kampf. Z. (2012). From ăthere are no Palestinian peopleă to ăsorry for their sufferingă: Israeli discourse of recognition in the Palestinians. Journal of Language and Politics


**Course/Module evaluation:**
- End of year written/oral examination 90%
- Presentation 0%
- Participation in Tutorials 10%
Project work 0 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:
None