Syllabus

The Image Crisis in the Media - 50260

Last update 17-02-2019

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Zohar Kampf

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

Coordinator Office Hours: Monday, 10:30-11:30

Teaching Staff:
Prof 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:


Israeli Political Arena, Discourse & Society 19 (5): 577-598.


Additional Reading Material:


Kampf, Z. (2012). From [there are no Palestinian people] to [sorry for their suffering]: Israeli discourse of recognition in the Palestinians. Journal of Language and Politics


Lawrence Earlbaum.


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

Additional information:
None