Syllabus

THE THEORIES OF COMMUNICATION (A) - 50500

Last update 13-02-2014

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication and Journalism

Academic year: 1

Semester: 2nd Semester

Teaching Languages: hebrew

Campus: Mt. Scopus

Course/Module Coordinator: amit pinchevski

Coordinator Email: amitpi@mscc.huji.ac.il

Coordinator Office Hours: tba

Teaching Staff:
Dr. Amit Pinchevski
Yonatan Fialkoff
Course/Module description:
Critical review of schools of thoughts and major streams in the study of communication and culture from the 19th century to the end of the 20th century.

Course/Module aims:
We will discuss understanding of communication in modern society, the functions of the media, questions of propaganda and influence, the study of mass media, critique of mass culture, theories of information and cybernetics, structuralism and semiotics, technology, cultural studies, and ethics. These issues will be examined from historiographical and critical perspectives emphasizing the context of the approaches, their intellectual interactions, and the evolution of thinking about communication as an academic field.

Learning outcomes - On successful completion of this module, students should be able to:
Identify and analyze main perspectives in the study of communication
Conduct a critical discussion both comparatively and conceptually

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: lecture + discussion section

Course/Module Content:
תרגיל : מה noiי נראה מתיאוריה?

טקסט

קונטקסט


Armand Mattelart, Ch. 3 & 4 in The Invention of Communication, trans. S. Emanuel (Minneapolis: Univ. of Minnesota Press, 1996)


Charles Horton Cooley, Ch. 8 in Social Organization (Glencoe: The Free Press, 1909/1956), pp. 80-90


John Dewey, Ch. 5 in The Public and Its Problems (New York: Henry Holt, 1927)


Daniel Czitrom, Ch. 4 in Media and the American Mind (Chapel Hill: Univ. of North
Carolina Press, 1982).

4. שיעור: תעמולה, השפעה, וחברת ההמונים

תרגיל: תעמולה


Edward Bernays, Ch. 2. in Propaganda (New York: Horace Liveright, 1928)
Available online: http://www.historyisaweapon.com/defcon1/bernprop.html#SECTION2


5. שיעור: אסכולת קולומביה ומחקרים בתחום תקשורת החומים

תרגיל: השפעה

נתן מסללה ריאלית


Daniel Czitrom, Ch.5 in Media and the American Mind (Chapel Hill: Univ. of North


Norbert Wiener, "Cybernetics" in Communication and Culture (1948), pp. 25-35


Arthur Kroker, Technology and the Canadian Mind (Montreal: New World Perspectives, 1985), Ch. 3, 4.


David M. Rasmussen, Reading Habermas (Cambridge: Blackwell, 1990), Ch. 2.

Roger Silverstone, "Proper Distance: Towards an Ethics for Cyberspace" available online: http://www.infoamerica.org/documentos_pdf/silverstone05.pdf

Required Reading:
as above

Additional Reading Material:
none

Course/Module evaluation:
End of year written/oral examination 70 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 30 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:
none