Syllabus

THEORIES OF COMMUNICATION (A) : HISTORY, INTERPRETATION AND CRITIQUE - 50500

Last update 13-02-2017

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: communication & journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Paul Frosh

Coordinator Email: paul.frosh@mail.huji.ac.il

Coordinator Office Hours: Monday, 16:15 – 17:15, room 5418

Teaching Staff:
Prof Paul Frosh
Ms. Hadar Levy

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:

1. לתיאוריה כתקשורת: טקסט ופרשנות (27.2)


Radway, J. (2000). Liquid modernity. Cambridge: Polity (Foreword: On being light...


Required Reading:
as above
**Additional Reading Material:**
none

**Course/Module evaluation:**
- End of year written/oral examination 65 %
- Presentation 0 %
- Participation in Tutorials 0 %
- Project work 0 %
- Assignments 25 %
- Reports 0 %
- Research project 0 %
- Quizzes 0 %
- Other 10 %
- online discussion

**Additional information:**
none