Syllabus

MEDIA INDUSTRIES AND CONSUMER CULTURE - 50871

Last update 19-02-2016

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: communication & journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Paul Frosh

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

Coordinator Office Hours: Mondays 12.15-13.15

Teaching Staff:
Prof Paul Frosh
**Course/Module description:**
The course addresses the historical, institutional and cultural connections between two key dynamics of modern societies: the establishment of media industries and the creation of consumer culture.

**Course/Module aims:**
The course combines a range of textual, sociological and cultural approaches and theories in order to explore the links between media industries and consumer culture, including the political economy of communications, the sociology of cultural production, and material culture.

**Learning outcomes - On successful completion of this module, students should be able to:**
To explain the major theories and topics in research media industries and consumer culture.
To achieve a high level of competence in conceptualizing the communicative, social, political and cultural connections between media industries and consumer culture.
To produce in-depth critical readings of advanced theoretical writings and research in the field.
To compare and contrast central thinkers and schools of thought and to interpret and evaluate their points of similarity and difference.
To analyze contemporary empirical communications and cultural phenomenon in the light of the works studied.

**Attendance requirements(%):**
100

**Teaching arrangement and method of instruction:** Lectures.

**Course Requirements:**
* Regular attendance, reading and participation class discussions
* Final take-home paper

**Course/Module Content:**
1. Introduction: Narratives of modern media, narratives of consumption

Part I Media Industries
2. The Culture Industries: Production, Creativity, Control and Profit

3. Commercial Mass Media

4. The Commercial Contexts of New Media

Part II - Consumer Culture

5. Consumer Culture: Historical and Theoretical Issues

6. Branding and Consumption: Encounters and Conflicts

7. Advertising: Ideological and Institutional Approaches

8. Consumer, Citizen, Activist?

9. Consumerism and the Nation

Required Reading:

* Raymond Williams (1983) ‘Culture’ in Keywords: A Vocabulary of Culture and Society. Oxford University Press, Oxford, pp. 87-93


**Additional Reading Material:**


* Daniel Mato (2009) [(All Industries are Cultural). Cultural Studies 23(1): 70-87.](#)


Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 100 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:
None