Syllabus

From Mass to Digital Media Events - 50305

Last update 16-02-2017

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: Dr. Alexandra Herfroy-Mischler

Coordinator Email: eliora.mischler@mail.huji.ac.il

Coordinator Office Hours: Sundays 11:00-12:00

Teaching Staff:
Dr. Eliora Mischler
Course/Module description:
This course offers a chronological approach tracing the evolution of the concept of 'media event' through time, space and the technology of information and communication. From classic Mass media such as Press Agencies News Wires, Radio, TV, and Press to the so called 'New' or Digital and social Media the course provides various tools to grasp the implication of this revolution on Journalism and the societies which consume those products. Based on academic, professional and interactive input, this course ponders mainly two aspects: how did media affect the concept of 'event' since the 1960s? To which extent Digital Media created new types of 'events' and journalism practices?

Course/Module aims:
1. Offer a general introduction to the notion of new and old media events
2. Study cases based on Israeli scholarship about new and old media events

Learning outcomes - On successful completion of this module, students should be able to:
1. Clearer understanding of the role of new media in relationship with so called 'old' media
2. Broader knowledge on Israeli scholarship on the subject of new media events and social media in relation with the Middle East conflicted environment

Attendance requirements(%):
70%

Teaching arrangement and method of instruction: 1. Frontal teaching with powerpoints
2. Exercises done in class based on media coverage material
3. Videos and photos decoding in class

Course/Module Content:
Week #1: 5.03.2017- What is a (social) 'media event'?
Week #2: 19.03.2017: Narrative and Framing
Week #4: 23.04.2017: Before and After the Internet: Media covering the Story of Ron Arad
Week #5 and 6 - 30.04.2017 and 07.05.2017: Internet 1.0 and 2.0: The Intifadas
Week #7 and #8 - 14.05.2017 And 21.05.2017: Turning point: 9/11 and its consequences on Journalism practices and Global Terrorism

Week #9 - 28.05.2017: Internet 3.0: Social Media and Global intelligence: the Mossad, Wikileaks and Israel
Week #10 - 28.05.2017: Internet 3.0: The Digital Media, Citizen Journalism and "The Insurrection as media Spectacle"
Week #11 - 4.06.2017: "New" Media and Terrorism: DAESH etc.
Week #12 - 11.06.2017: Social Media and Peace Journalism: Theory

Week #13 - 18.06.2017: Peace Journalism: Case studies

Required Reading:


**Additional Reading Material:**


Terrorism 31(7): 605-626.


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

Additional information:
The exam is a take home exam and can be written in English or in Hebrew