The Hebrew University of Jerusalem

Syllabus

Theories of Communication (A) : History Interpretation and Critique - 50500

Last update 10-02-2021

<u>HU Credits:</u> 3

<u>Degree/Cycle:</u> 2nd degree (Master)

<u>Responsible Department:</u> Communication & Journalism

<u>Academic year:</u> 0

<u>Semester:</u> 2nd Semester

<u>Teaching Languages:</u> Hebrew

<u>Campus:</u> Mt. Scopus

<u>Course/Module Coordinator:</u> Amit Pinchevski

<u>Coordinator Email:</u> amitpi@mscc.huji.ac.il

<u>Coordinator Office Hours:</u> Tue, 13-14 , room 5417

Teaching Staff:
  Prof Amit Pinchevski,
Ms. Noa Shakargy

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

analyse the historical context of theories with emphasis on key concepts

Attendance requirements(%):
  80%

Teaching arrangement and method of instruction: lecture + discussion section

Course/Module Content:
  see to the right

Required Reading:
 as above

 Additional Reading Material:

none

<u>Course/Module evaluation:</u>
End of year written/oral examination 50 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 30 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 20 %
online discussion

<u>Additional information:</u>
none