

Media Theory

About the course

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| subject | Kommunikation / Strategisk kommunikation og digitale medier |
| activitytype | master course |
| Teaching language | English |
| Registration | <p>Maximum of 35 students wich is decided by draw</p> <p>Tilmelding sker via stads selvbetjening indenfor annonceret tilmeldingsperiode, som du kan se på Studieadministrationens hjemmeside</p> <p>Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.</p> <p><i>The information about the activity will be continuously updated until 30 May, changes may occur. The final description will be available from 1 June</i></p> <p>Registration is happing through stads selvbetjening within the announced registration period, as you can see on the Studyadministration homepage</p> <p>When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p> |
| Detailed description of content | <p>Media studies is an interdisciplinary field that has its origins in the 20th century, even though we can trace a preoccupation with the nature of media and how they shape human communication back much further, given how crucial media are to the way societies are ruled, and how citizens interact. This course introduces students to the main debates in the study of media, from its emergence as a field during the 'golden age' of mass media to the seemingly disruptive digital media landscape we occupy today. Students will learn that the influence of media is more dynamic than often appears on the surface, and many commonsense assumptions about its role in society actually demand complex knowledge and analysis to properly grasp. Debates about media are often paradoxical: how can movies be both cultural touchstones that bring people together and representations that frequently harm marginalized groups? Do social media platforms allow harmful trolling or bring diverse voices together? Do video games have harmful psychological effects or build supportive communities? Are smartphones addictive or efficient? The list of seemingly contradictory debates goes on and on. By learning about the central theoretical currents in media studies, such as medium theory, technological determinism, social construction of technology, domestication theory, theories of mediatization, convergence, globalization, remediation, and many others, students will be in a better position to engage in more refined debates about the role of media in society. We will address the relation of media to their users and examine various theories of media effects and audiences, both in relation to mass and digital media, including the topics of fandom, user-generated content or resistant consumption. We will work with media codes and meaning, delving into specific media genres such as magazines, film, television, podcasts or computer games; also zooming into the affordances of more specific subgenres like newscasts, soap operas or pop music. The classroom sessions will encourage discussion to develop a critical perspective on media, and also deal with institutions, regulation, ideology and power.</p> |
| Expected work effort (ECTS-declaration) | The course is worth 10 ECTS |
| Course material and Reading list | Most of the course pensum will be made up of research articles and book chapters which will be linked to from Moodle. Additional material may also be added to supplement. There is an expectation that students read the assigned texts before coming to class. |
| Evaluation-and feedback forms | The students will receive regular feedback in all class exercises and discussions, as well as after the exam. |

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| Administration of exams | IKH Studyadministration (ikh-studyadministration@ruc.dk) |
| Responsible for the activity | Chris Peters (cpeters@ruc.dk) |
| ECTS | 10 |
| Learning outcomes and assessment criteria | <ul style="list-style-type: none"> • Knowledge and understanding of a specific subject area in the field of communication, information and media, including having knowledge and understanding of the common practices in relation to th subject area • Knowledge and understanding of current theories relevant to the subject area, including knowledge of essential communications concepts and terms • Knowledge and understanding of current methods used to study the subject area • Skills in being able to apply relevant theory to a specific communications-related research questio • Skills in being able to use appropriate methods to study communications-related research questions • Skills in being able to translate analyses and knowledge and understanding to a practical communications-related context • Competences in independently being able to take responsibility for one's own professional development and specialisation within the subject area |
| Overall content | The course includes presentations and critical discussions as well as the testing the of knowledge about and understanding of a defined subject area within the field of communications, including presentations and discussions of concepts, theories and investigative methods |
| Teaching and working methods | The course consists of a mix of lectures and discussions, and it can include group work, homework and peer feedback. It is structured around a number of themes that will be presented at the start of the course |
| Type of activity | Elective course |
| Form of examination (p3) | <p>Individual portfolio consisting of written products and other types of products.</p> <p>The portfolio consists of maximum 10 (the exact number is determined by the lecturer based on an academic assessment of the student's subject) products, that wholly or partially are developed during the course. The products are e.g. answers to exercises, an outline for a presentation, written feedback, written reflections and written assignments, wiki-inputs, sound productions and visual productions.. The preparation of the products may be subject to time limits.</p> <p>The total character limit of portfolio incl. the written products is 4,800-36,000 characters, including spaces.</p> <p>The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The portfolio's specific products and the (if relevant) recommended size (character limits) for the individual products are made public on study.ruc.dk before the course begins.</p> <p>The entire portfolio must be handed in at the same time (uploaded to eksamen.ruc.dk). Handing in the portfolio or parts of the portfolio to the supervisor for feedback, cannot replace the upload to eksamen.ruc.dk. Furthermore, the assignment must document that the student possesses a confident mastery of written English, including grammar and linguistic correctness.</p> <p>The submission deadline will be announced on study.ruc.dk before the course begins.</p> <p>The assessment is individual and based on the entire portfolio.</p> <p>Assessment: 7-point grading scale.</p> |
| Form of Re-examination (p3) | Samme som ordinær eksamen |
| Exam code(s) | Exam code(s) : U41419 |

Course days:

Hold: 1

Media theory (KOMM)

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|-------------------------|--|
| time | 07-09-2020 08:15 til 07-09-2020 12:00 |
| forberedelsesnorm | ikke valgt |
| forberedelsesnorm D-VIP | ikke valgt |
| location | 03.1-e37 - klyngerum 3 (18) |
| Teacher | Chris Peters (cpeters@ruc.dk) |

Media theory (KOMM)

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|----------|--|
| time | 14-09-2020 08:15 til 14-09-2020 12:00 |
| location | 44.2-40 - theory room (45) |
| Teacher | Chris Peters (cpeters@ruc.dk) |

Media theory (KOMM)

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|-------------------------|--|
| time | 21-09-2020 08:15 til 21-09-2020 12:00 |
| forberedelsesnorm | ikke valgt |
| forberedelsesnorm D-VIP | ikke valgt |
| location | 03.1-e37 - klyngerum 3 (18) |
| Teacher | Chris Peters (cpeters@ruc.dk) |

Media theory (KOMM)

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|----------|--|
| time | 30-09-2020 08:15 til 30-09-2020 12:00 |
| location | 44.2-40 - theory room (45) |
| Teacher | Chris Peters (cpeters@ruc.dk) |

Media theory (KOMM)

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|----------|--|
| time | 05-10-2020 08:15 til 05-10-2020 12:00 |
| location | 44.2-40 - theory room (45) |
| Teacher | Chris Peters (cpeters@ruc.dk) |

Media theory (KOMM)

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|------|--|
| time | 19-10-2020 08:15 til 19-10-2020 12:00 |
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location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 26-10-2020 08:15 til
26-10-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 28-10-2020 08:15 til
28-10-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 02-11-2020 08:15 til
02-11-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 04-11-2020 08:15 til
04-11-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 09-11-2020 08:15 til
09-11-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory (KOMM)

time 11-11-2020 08:15 til
11-11-2020 12:00
location 44.2-40 - theory room (45)
Teacher Chris Peters (cpeters@ruc.dk)

Media theory - Exam (KOMM)

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|-------------------------|--|
| time | 16-11-2020 10:00 til 21-11-2020 10:00 |
| forberedelsesnorm | ikke valgt |
| forberedelsesnorm D-VIP | ikke valgt |

Media theory - Reexam (KOMM)

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|-------------------------|--|
| time | 11-01-2021 10:00 til 16-01-2021 10:00 |
| forberedelsesnorm | ikke valgt |
| forberedelsesnorm D-VIP | ikke valgt |