Course program and reading list

School: Sammy Ofer School of Communications B.A

Introduction to Communication: Theories and Models

Lecturer:

Dr. Keren Tzur-Eyal   keyal@idc.ac.il

Tutors:

Mr. Sharon Karp   skarp@idc.ac.il

Ms. Yael Hay   hay.yael@post.idc.ac.il

Teaching Assistant:

Mr. Sharon Karp   skarp@idc.ac.il

Ms. Yael Hay   hay.yael@post.idc.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7017	Lecture	5	5

Course Requirements :	Group Code :	Language:
Exam	201701702	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Introduction to Communication: Theories and Models (7017):

802 - Media And Society

◎ Course Description

Course Subjects & Reading List:

What is communication? What are theories and models?

Bryant, J., & Thompson, S. (2002). *Fundamentals of media effects* (Chapter 1, pp. 3-12). Boston, MA: McGraw-Hill.

Sparks, G. G. (2006). *Media effects research: A basic overview*(2nd ed., chapter 1, pp. 1-19 & chapter 3, pp. 58-62). Australia: Thomson Wadsworth.

Mass society and mass communication: Theories of powerful media effects

Sparks, G. G. (2006). *Media effects research: A basic overview*(2nd ed., chapter 3, pp. 43-58). Australia: Thomson Wadsworth.

Theories of limited media effects: The structural-functional approach, uses and gratifications theory, and the two-step flow of communication

Bryant, K., & Sheldon, P. (2017). Cyber dating in the age of mobile apps: Understanding motives,

atitudes, and characteristics of users. *American Communication Journal, 19,* 1-15.

Lazarsfeld, P. F., & Merton, R. K. (1948). Mass communication, popular taste, and organization social action. In L. Bryson (Ed.), *The communication of ideas* (95-118). New York: Harper & Row.

Uzunoglu, E., & Kip, S. M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management, 34,* 592-602. DOI: 10.1016/j.ijinfomgt.2014.04.007

Moderate-to-powerful media effects: Agenda setting, framing, & priming

Manor, I., & Crilley, R. (2018). Visually framing the Gaza war of 2014: The Israel

Ministry of Foreign Affairs on Twitter. *Media, War, & Conflict, 11,* 369-391. DOI: 10.1177/1750635218780564

McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of the mass media. *Public Opinion Quarterly, 36,* (176-187).

Public opinion: The spiral of silence & the third-person effect

Gearhart, S., & Zhang, W. (2015). "Was it something I said?" "No, it was something

you posted!" A study of the spiral of silence theory in social media contexts. *Cyberpsychology, Behavior, & Social Networking, 18,* 208-213. DOI: 10.1089/cyber.2014.0443

Technological determinism

Carey, J. W. (1967). Harold Adams Innis and Marshal McLuhan. *Antioch Review, 27,* 5-39.

Innis, H. A. (1951/1991). *The bias of communication* (pp. 33-60). Toronto: University of Toronto Press.

McLuhan, M. (1964). *Understanding media: The extension of man* (Chapters 1 & 2). New York: McGraw-Hill.

Socialization: Social learning/cognitive theory

Golden, J. C., & Jacoby, J. W. (2018). Playing princess: Preschool girls' interpretations

of gender stereotypes in Disney princess media. *Sex Roles, 79,* 299-313. DOI: 10.1007/s11199-017-0773-8

Reality construction: Cultivation theory & media events

Kyriakidou, M., Skey, M., Uldam, J., & McCurdy, P. (2017). Media events and cosmopolitan fandom: 'Playful nationalism' in the Eurovision Song Contest. *International Journal of Cultural Studies, 21,* 603-618. DOI: 10.1177/1367877917720238

Morgan, M., Shanahan, J., & Signorielli, N. (2014). Cultivation theory in the twenty-

first century. In R. S. Fortner & P. M. Fackler (Eds.), *The handbook of media & mass communication theory* (pp. 480-497). West Sussex, UK: Wiley.

Neo-Marxist approaches, critical & cultural-critical approaches

Adorno, T. W., & Rabinach, A. G. (1975). Culture industry reconsidered. *New German Critique, 6,* 12-19.

Benjamin, W. (1936). The work of art in the age of mechanical reproduction. Retrieved from the World Wide Web on October 9, 2007: http://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm

Fiske, J. (1986). Television: Polysemy and popularity. *Critical Studies in Mass Communication, 3,* 391-408.

Feminist approaches

Villalon, C., & Weiller-Abels, K. (2018). NBC's televised media portrayal of female athletes in the 2016 Rio Summer Olympic Games: A critical feminist view. *Sport in Society, 21,* 1137-1157. DOI:

📋 Course Goals

The course is designed to introduce students to the basic concepts, models, and central theories in communication research. The course utilizes models to discuss current events in print and broadcast media and provides critical tools to examine each theory and model.

🅰️ Grading

Assignments and Requirements:

- On-time mandatory attendance as a prerequisite to take the final exam in the course – missing no more than 3 recitation meetings throughout the semester (see IDC student handbook for regulations).
- Reading all assigned bibliographical material before each class and constructively participating in class discussion.
- Completing a library task on the course website (a mandatory condition for eligibility to take the final course exam)
- Submitting one written assignments throughout the semester.
- Writing a comprehensive final exam covering the course material and readings.

Composition of Course Grade:

- 20%   Written assignment
- 80%   Final exam
- Each student must complete the library task on the course website in order to be eligible to attend the final course exam (and thus, to pass the course)
- There may be an optional assignment submitted for a bonus grade in the course (extra credit). This will be announced throughout the semester and it is the students' responsibility to follow the instructions and submission information.

💬 Reading List

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