

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>Mass Communication</b>				
<b>Course code (LAIS):</b>					
<b>Study programme:</b>	<b>Communication and PR, Media Studies and Journalism, International Exchange</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	4	6	160	64	96
<b>Course Author/ Tutor:</b>	<b>Liene Ločmele</b>				
	Lecturer, PhD Candidate				
	<u>e-mail</u> : liene.locmele@va.lv				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>					
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	N/A				
<b>Course Summary:</b>	The course provides students with an overview of mass communication theoretical developments as well as offers insight into the role of mass media in a variety of societal processes.				
<b>Course Methods:</b>	Study activities: lectures, seminars, exam, etc. Types of study work and methods: literature studies, case analysis, etc.				
<b>Assessment:</b>	Exam				
<b>Requirements for Credits:</b>	<ol style="list-style-type: none"> <li>1. All the independent assignments should be submitted in a timely fashion.</li> <li>2. Assignments should be fulfilled in compliance to the methodological instructions and the course description.</li> <li>3. Students must adhere to the ViA Statement of Academic Ethics.</li> <li>4. Both excused and unexcused missing work have to be completed.</li> <li>5. All the independent written and oral assignments should have a positive assessment (pass or grade 4).</li> <li>6. Students can receive grades 9 and 10 only if, in addition to having the respective qualities, all the tasks are also completed in a timely manner.</li> <li>7. The course assignments count towards the final grade in an equal proportion: home works (x4); group presentation (x1); unannounced quizzes (x5), final examination (x1).</li> <li>8. If the average grade for all unannounced quizzes is 7 and more, the exam is passed automatically</li> </ol>				
<b>Abiding by the Academic Ethics</b>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer</li> </ul>				

	states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.	
<b>Course Contents:</b>	<ul style="list-style-type: none"> <li>– Behaviourism and media effects</li> <li>– Modernity and media theory</li> <li>– Structuralism and semiotics</li> <li>– Interactionism and structuration</li> <li>– Feminism and gender</li> <li>– Political economy and post-colonial theory</li> <li>– Postmodernism and information society</li> <li>– Consumerism and everyday life</li> </ul>	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	<b>The evaluation methods and criteria</b>
	<b>Knowledge</b>	
	The understanding of the main media theories	Group presentation, home works, quizzes, exam
	The understanding of the societal processes related to media production and consumption	Group presentation, home works, quizzes, exam
	<b>Skills</b>	
	Ability to apply relevant media theory concepts to the consumption and production of media on personal level as well as generally	Group presentation, home works
	Ability to critically assess the role of media in society	Group presentation, home works
	<b>Competency</b>	
	Ability to select the quality sources and activities for further development	Group presentation, home works
	Ability to apply the gained knowledge and skills to own research projects	Group presentation, home works
<b>Course Compulsory literature:</b>	<ol style="list-style-type: none"> <li>1. Laughey, D. (2010). Key Themes in Media Theory. London: Open University Press</li> <li>2. Laughey's Media theory blog <a href="http://danlaughey.com/">http://danlaughey.com/</a></li> <li>3. Selection of the articles available from the course webpage</li> </ol>	
<b>Course additional literature:</b>	<ol style="list-style-type: none"> <li>1. Baran S.J. (2002). Introduction to Mass Communication: Media Literacy and Culture. Boston : McGrawHill</li> <li>2. Croteau D., Hoynes W. (2003). Media/Society: Industries, Imagies, Audiences. California: Thousand Oaks</li> <li>3. DeFleur M.L., Ball-Rokeach S.J (1995). Theories of Mass Communication. New York: Longman</li> <li>4. DeFleur M. L., Dennis E.E. (1998). Understanding Mass Communication. Boston : Houghton Mifflin Company</li> <li>5. Dominick J.R. (2005). The Dynamics of Mass Communication: Media in the Digital Age. New York: McGrawHill</li> <li>6. Griffin E.A. (2003). A First Look at Communication Theory. Boston: McGrawHill</li> <li>7. Mc Quail, D. (2005). McQuail's Mass Communication Theory. London: Sage Publications</li> <li>8. McQuail, Denis (ed): McQuail's Reader in Mass Communication Theory, London : SAGE Publications, 2002</li> <li>9. Scannell P. (2007). Media and Communication. London: Sage</li> </ol>	
<b>Course confirmation date:</b>	08.11.2017.	
<b>Date of course description update:</b>	14.01.2019.	

**Course plan:**

<b>Date</b>	<b>Theme</b>	<b>h</b>	<b>Study form</b>
	The history of media and theoretical developments	4	Lecture
	Behaviourism and media effects	4	Lecture, seminar
	Modernity and media theory	4	Lecture, seminar
	Structuralism and semiotics	4	Lecture, seminar
	Interactionism and structuration	4	Lecture, seminar
	Feminism and gender	4	Lecture, seminar
	Political economy and post-colonial theory	4	Lecture, seminar
	Postmodernism and information society	4	Lecture, seminar
	Consumerism and everyday life	4	Lecture, seminar
	Guest lectures	14	Lecture
	Re-cup for the examination in-class	8	Seminar
	Examination	6	Examination
	<i>Face-to-face in total</i>	<i>64</i>	
	Homework	40	Independent work
	Preparation for seminars and group works	48	Independent work
	Preparation for examination	8	Independent work
	<i>Independent in total</i>	<i>96</i>	