

**MODULE:** **Media & Society**

Semester:	I (Fall)
Stage:	III - Advanced Consolidation & Specialisation
Theme :	History & Structure of the Media
Assessment Weighting:	Exam 60%; Assignment 40%
Number of Credits:	4 semester credits / 6 quarter units

**INTRODUCTION**

The media, its institutions and practices are the major source of information and culture in or about our society today. Students must be able to not only operate within but also to examine objectively at this immensely powerful institution.

**SYLLABUS**

**Theories of the Media - Theories of Society**

Elaboration of the important sociological theories from which media theory derives and draws intellectual strength.

**Role of State Regulation of Media**

Role of market regulation. The consumerisation and industrialisation of culture. The position of audiences, readers. as passive or active shapers of media messages.

**The Public Sphere**

Its efficacy in the era of trans-national media conglomerates and the commodification of all information: the restricting of video information, entertainment to pay channels, the undermining of the ethic of public service.

**The 'Professionalisation' of Media Practice**

The tensions between journalists/broadcasters, audiences/readers and state, private and media institutions. How media workers attempt to insulate themselves from intrusion into their day-to-day working life. Evaluation of the concerns of journalists in relation to their social backgrounds.

**The Media as Agents of Socialisation**

Reinforcement or challenges to dominant definitions of reality. The role of free-speech and objectivity in media. How the dominant ideas impact on journalistic practice.

**Self-regulation - How does the Media Report Itself?**

Is there a role for state regulation of media content? How practice here fits in with schools of thought examined earlier, how such regulation worked in the past. The

experience of regulation through censorship and self-censorship.

### **Media Effects Research**

The contentious area of media effects research. The role of television advertising in the socialisation of children into consumer culture and the creation of a 'childrens' market'. The role of editorial bias in affecting voting habits, opinions. An evaluation of recent research and analysis.

### **The Globalization of Media**

Can Irish media survive?, should Irish media survive? What are the effects of media expansion and monopolisation in other parts of the world.

### **Media and Entertainment**

The role of advertising driven media. The promotion of consumer culture and the alleged trivialisation of media culture.