

MASTER 'S PROGRAMME
AMERICAN STUDIES
 1ST YEAR OF STUDY, 2ND SEMESTER

COURSE TITLE	CRITICAL MEDIA STUDIES
COURSE CODE	
COURSE TYPE	full attendance
COURSE LEVEL	2 nd cycle (master's degree)
YEAR OF STUDY, SEMESTER	1 st year of study, 2 nd semester
NUMBER OF ECTS CREDITS	5
NUMBER OF HOURS PER WEEK	2 (1 lecture hours + 1 seminar hours)
NAME OF LECTURE HOLDER	Dr. Lorelei Caraman
NAME OF SEMINAR HOLDER	Dr. Lorelei Caraman
PREREQUISITES	Advanced level of English

A GENERAL AND COURSE-SPECIFIC COMPETENCES

	<p>General competences:</p> <ul style="list-style-type: none"> → Critical thinking → Communication Skills → Integrative Thinking → Problem-solving <p>Course-specific competences:</p> <ul style="list-style-type: none"> → Applied Critical Thinking; → Applied Communication Skills; → Intercultural communication;
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B LEARNING OUTCOMES

	<ul style="list-style-type: none"> → Knowledge of critical theories relevant to the field of Media Studies; → Ability to employ theoretical angles for analysis of mass-media; → Knowledge of United States media specificities; → Ability to juggle with the main tenets of the field of Media Studies; → Ability to apply specific Media Studies critical concepts to movies, ads, social media, etc;
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C LECTURE CONTENT

	<p><u>General course description:</u> <i>While some of you may dream of taking refuge in word filled with books and poetry, or like Thoreau, abandon urban life for a simpler life in the woods, the truth is that nowadays escaping from the "claws" of contemporary media is virtually impossible. Whether we like it or not, we live in the age of mass communication. From advertisements, magazines, bestsellers, blockbusters to blogs and social media, every step we take, we are inevitably going to bump into one form of media or another. (Besides who has never been guilty of bingeing on a series or procrastinating on Facebook instead of completing important tasks?). This course, however, is meant to transform you from mere consumers of media to critical thinkers able to penetrate, and thus rise above, its intricate machinations. With the tools provided by political economy, pragmatism, cultural studies, feminism, psychoanalysis or reception studies, we shall analyze various facets of the media which, until now, have been perhaps less visible.</i></p> <p>THEMES</p> <ul style="list-style-type: none"> → Contemporary/New Media: Introducing Critical Media Studies → Media Industries: Marxist/Historical Materialist Approaches → The Media between Self-regulation and Government Regulation: Pragmatic Approaches → Media Messages: Representation of „the Other“, Cultural Studies Approach → Media Messages: The Unconscious „Other“, Psychoanalytic Approach → Media Messages & Audience: Feminist & Erotic Analysis
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D RECOMMENDED READING FOR LECTURES

	<p>Biagi, Shirley. <i>Media/Impact: An Introduction to Mass Media</i> (Boston: Wadsworth, 2013).</p> <p>Czitrom, Daniel J. <i>Media and the American Mind: from Morse to McLuhan</i> (Chapel Hill, University of North Carolina Press, 1982).</p> <p>Fortner, Robert, S and Fackler Mark P., <i>The Handbook of Global Communication and Media Ethics</i> (Oxford: Blackwell, 2011).</p> <p>Kubey, Robert William, ed. <i>Media Literacy in the Information Age: Current Perspectives</i> (New Jersey: Transaction Publishers, 1997).</p> <p>Parker, Robert Dale. <i>How to Interpret Literature: Critical Theory of Literary and Cultural Studies</i>. (Oxford: 2015)</p> <p>Leitch, B. Vincent (ed). <i>The Norton Anthology of Theory and Criticism</i> (Norton: 2010). *Available at the Department Library</p> <p>Ott, Brian L. and Mack, Robert L. <i>Critical Media Studies: an Introduction</i> (Massachusetts: Wiley, 2014).</p>	
E	SEMINAR CONTENT	
	<ul style="list-style-type: none"> ➔ Media Lab 1: New Media and Its (Dis)Contents (DEBATE) ➔ Media Lab 2: Marxist Analysis of the Media (Application on Time Magazine): patterns of ownership, strategies of profit maximization and advertising practices. ➔ Media Lab 3: Contemporary problems, pragmatic solutions: consequence and contingency, free speech vs. public interest, media vs. government regulation. ➔ Media Lab 4: Representing the Other: Reinforcing or Challenging Stereotypes? Over-, under-representation, positive & negative stereotypes. ➔ Media Lab 5: Psychoanalytic analysis of advertisements: scopophilia, voyeurism, fetishism, phallocentrism & the male gaze; ➔ Media Lab 6: Feminist Analysis of Gender and Sexuality Stereotypes: active/passive, public/private, logical/emotional, sexual subject/sexual object; 	
F	RECOMMENDED READING FOR SEMINARS	
	Same as for the lecture + course notes provided by instructor	
G	EDUCATION STYLE	
	LEARNING AND TEACHING METHODS	Interactive Lecture Socratic Practical Applications Group work
	ASSESSMENT METHODS	25% : Participation 25% : Midterm Presentation 50% : Critical Essay
	LANGUAGE OF INSTRUCTION	English