**JCO 1201 MEDIA, CULTURE AND SOCIETY**

**COURSE NAME: MEDIA, CULTURE AND SOCIETY COURSE CODE: JCO 1201**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: CORE**

**Course Description:**

This course takes a critical approach to the study of the production and consumption of mass media, with a special emphasis on the role of media in the democratization process. The course addresses contemporary media debates and engages students in critical thinking and writing about the media in national, African, and global contexts using the process of description, analysis, interpretation, and evaluation. By employing ‘media literacy’ as an analytical framework, the course introduces students to the processes and factors that define the interaction among the media, culture, and society.

**Course Objectives:**

1. To enable students become media literate citizens and to appreciate the value of media literacy for society.

2. To engage students in debates about the role of the media in public life.

3. To build an understanding of the dynamics that have shaped the contemporary media landscape.

4. To enable students understand the interaction between the media and culture.

**Course Outline:**

1. The rise of the information age

2. The structure and functions of different media forms

3. Creation, distribution, and exhibition of media content

4. The business and economics of the media

5. Media convergence

6. Publishing, music, film, public relations, and advertising as they relate to the modern media industry

7. Computer-mediated communication

8. Social media

9. Popular culture

10. Media culture

11. Media audiences

12. Consumer culture

13. Entertainment culture

14. Media and democratic citizenship

15. Technological developments that have shaped the media

16. Globalisation and the production and distribution of commercial media

17. Media ownership

18. Alternative media and citizen journalism

19. Public opinion

20. The impact of various media on democratic life

21. The media and social issues such as ethnicity, race, religion, gender, inequality, stereotyping, discrimination, and sexuality

22. Voice and representation in the media

**Learning Outcomes:**

By the end of the course, the learner should be able to:

1. Explain the process by which the media have become integral to modern culture.

2. Analyze the media through careful observation and interpretation of trends.

3. Draw on existing concepts and theories to explain the role of the media in society.

4. Carry out informed media analysis based on rigorous gathering and evaluation of evidence.

**Methods of Teaching/Delivery:**

• Interactive lectures

• Debates

• Reading summaries

• Group discussions

**Methods of Assessment:**

• Coursework 40% (test and term paper each 20%)

• Final exam 60%

**Readings/Reference Materials/Learning Resources:**

• Potter, W.J. (2008) Media Literacy, 4th ed., Thousand Oaks, CA: Sage.

• Banda, F. (2010) Citizen Journalism & Democracy in Africa: An

Exploratory Study, Grahamstown: Highway Africa.

• Price, M.E, Rozumilowicz, B. & Verhulst, S. (Eds.) (2002). Media Reform: Democratizing the media, democratizing the state. London and New York: Routledge.

• Frohardt, M. & Termin, J. (2003). United States Institute of Peace Special Report 110. Use and Abuse of Media in Vulnerable Societies. Available at <http://www.internews.org/mediaconflict/default.htm>

• Fourie, P. J. (2009) (ed). Media Studies Volume 3: Media Content and

Media Audiences. Cape Town: Juta & Co.