

THEORIES IN COMMUNICATION AND DIGITAL MEDIA

Dr. Sharon Avital

Spring Semester

rhetoricavtial@gmail.com

Office Hours: By appointment

Short description:

This class introduces important schools of thoughts in the field of communication and takes a critical perspective by examining the relations between media, technology, and culture.

We will ask how everyday messages shape people's perceptions and behaviors and how they are related to and dependent upon media institutions and societal considerations.

Taking into account recent accusations regarding the importance of news, media, and the very notion of "fact" and "truth", this class will examine classic and recent approaches to communication with the aim of understanding the politics of information.

By the end of the class students should be able to:

1. Identify and understand important schools of thought in the field of communication
2. Understand the myriad considerations shaping the texts in the media
3. Understand the myriad elements shaping the ways in which the audience responds to the final product
4. Evaluate and analyze messages in the media based on the myriad considerations shaping them

Assessment* :

Assessment: 3 quizzes (19% each) Total 57%

One paper - 35%

Active Participation 8%

Midterm:

Weekly quizzes about the material studies in class.

Final requirement:

An analysis paper and presentation about material related to class

Participation:

Active participation is required and assessed as 8% of the grade.

Attendance:

* Please note that if distance learning is required, the assessment procedure, modes of assessment and weightings may be changed.

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic conduct:

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements:

Phones should be turned-off while in class.