



蘇州大學
Soochow University

COM 240 Theoretical Foundations of Media Studies

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course explores the complex and dynamic relationships between media, power, culture, technology and critical approaches to media analysis, including feminist and cultural studies. At the same time, we will talk about McLuhan's ideas on media and communication. Through readings, lectures, and discussions, students will gain an understanding of the key concepts and debates in media theory and apply these theories to contemporary media issues.

Upon Completion of this Course, students will be able to:

1. Provide an overview of the major theoretical perspectives on media and communication
2. Understand the relationship between media and society, and how media shape cultural norms and values
3. Recognize and engage with diverse perspectives on media and its role in society
4. Understand and apply key media theories and concepts to contemporary media issues
5. Explore the role of media in shaping individual identity and personal relationships

PREREQUISITES

COM 137 Introduction to Media Studies

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Research Papers	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
Written assignments	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Mark Dixon, *Media Theory for A Level*, 1st Edition, Routledge, 2020.

Marshall McLuhan, Lewis H. Lapham, *Understanding Media: The Extensions of Man*, The MIT Press, 1994.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Semiotics: Roland Barthes Topic 2: Structuralism: Claude Lévi-Strauss Topic 3: Narratology: Tzvetan Todorov Topic 4: Genre theory: Steve Neale</p> <p>Assessments: Research Paper#1</p>



Module 2	Topics: Topic 5: Postmodernism: Jean Baudrillard Topic 6: Representation: Stuart Hall Topic 7: Postcolonial theory: Paul Gilroy Topic 8: Feminist theory: Liesbet van Zoonen Assessments: Research Paper#2
Module 3	Topics: Topic 9: Intersectionality: bell hooks Topic 10: Gender as performance: Judith Butler Topic 11: Media and identity: David Gauntlett Topic 12: Ownership effects: James Curran and Jean Seaton Assessments: Midterm#1 Written assignment#1
Module 4	Topics: Topic 13: Regulation: Sonia Livingstone and Peter Lunt Topic 14: The culture industry: David Hesmondhalgh Topic 15: Media modelling effects: Albert Bandura Topic 16: Cultivation theory: George Gerbner Assessments: Midterm#2 Written assignment#2
Module 5	Topics: Topic 17: The Medium is the Message Topic 18: Media as Translators Topic 19: The Written Word: an Eye for an Ear Topic 20: Press: Government by News Leak Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.