

THE UNIVERSITY OF MANCHESTER
Unit Specification

1. GENERAL INFORMATION

Title	Mass Media and Global Politics/Theory of Media
Unit code	PS029
Credit rating	15
Level	MA in Political Science and International Relations
Contact hours	21
Other Scheduled teaching and learning activities*	
Pre-requisite units	None
Co-requisite units	
School responsible	Moscow School of Social & Economic Sciences
Member of staff responsible	Anton Gumenskiy
ECTS**	
Notional hours of Learning***	

2. AIMS

The Media Anthropology course aims to providing students with foundational knowledge of essence, effects and consequences of media for individuals and societies. An emphasis is put on anthropological approach and ethnographic research methods to study medium as a universal phenomenon, being present in any and every communication act, in any natural process, and to explore relationships between media and individual and social realities.

The course gives students an essential comprehension of holistic nature of the social culture, understanding of main laws and principles of media, and broad knowledge of various technologies, genres, formats, patterns, scenarios, narratives and other media phenomena, which constitute the Individual and the Social. The course cultivates critical and system thinking skills, capability of information analysis and synthesis, adaptability to the constantly changing communication environment, ability to self-reflection, self-dependent problem setting and considered decision making, so to let students use media as needed, and not to get used by them.

Course objectives:

1. To introduce students to the media-anthropological approach within social studies.
2. To orient students to the key issues and concepts of contemporary media culture.
3. To provide students with essential methods and tools for critical thinking and further intellectual activities within media, cultural, political studies, and other scientific and practical spheres.

3. BRIEF DESCRIPTION OF THE UNIT

1. The Object and the Place of Media Anthropology within Social and Communication Sciences. Phenomena of Medium and Mediation.
2. Ethnographic Research Methods. Participant Observation. Discourse and Text Analysis.

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3. Evolution of Media Anthropology. Emergence and Development, Essential Theories and Authors, Current Issues, Criticism and Controversy, Institutions and Researches.
4. Time, Space, Chaos and Order. Media and Borders, Rules, Taboos, Rites and Rituals, Conventions and Practices.
5. Media and Culture. Mass Culture and Subcultures. Individual and Society.
6. Media Politics. Power, Influence and Obedience, Identity, Globalization and Nationalism.
7. Media Economy. Production and Consumption. Exchange, Markets, Players, Competition.
8. Research Project. Presentations and Discussions on Students' Research Projects.

* To inform the "Key Information Set". Defined as 'any activity that a student has to attend or undertake at a fixed point and that has no flexibility for when it is undertaken, and where the student also has access to an available staff member' (*"Provision of Information about Higher Education: Outcomes of consultation and next steps" June 2011/18*)

** ECTS (European Credit Transfer and Accumulation System): There are 2 UK credits for every 1 ECT credit, in accordance with the Credit Framework (QAA). Therefore if a unit is worth 30 UK credits, this will equate to 15 ECT.

*** Notional hours of learning: The number of hours which it is expected that a learner (at a particular level) will spend, on average, to achieve the specified learning outcomes at that level. It is expected that there will be 10 hours of notional study associated with every 1 credit achieved. Therefore if a unit is worth 30 credits, this will equate to 300 notional study hours, in accordance with the Credit Framework (QAA).

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4. INTENDED LEARNING OUTCOMES

Category of outcome	<i>Students should be able to:</i>
Knowledge and understanding	<ul style="list-style-type: none"> - know key anthropological concepts and theories - understand correlation and mutual dependence between technological and social processes - competently use a media-approach for investigating various social phenomena
Intellectual skills	<ul style="list-style-type: none"> - critical analysis and synthesis - oral and written academic communication - scientific discussion
Practical skills	<ul style="list-style-type: none"> - conduct an independent and methodologically correct in-depth research within media, communication, and social spheres, - evaluate opportunities and risks of emerging technologies, - control own communication behaviour, effectively adapt to information overload and changing environment
Transferable skills and personal qualities	<ul style="list-style-type: none"> - analytic reflection - critical thinking - media literacy - mindfulness and self-regulation - scientific sensibility

5. LEARNING AND TEACHING PROCESSES (INCLUDING THE USE OF E-LEARNING)

Contact hours:	
lectures (70%)	14 hrs
seminars and tutorials (30%) -	7 hrs.
- Private assignment preparation	21 hrs
- Directed reading (paper and electronic texts)	64 hrs
- Essay writing	42 hrs
- Solving tests	2 hrs
Total	150 hrs

6. ASSESSMENT (INCLUDING FORMATIVE ASSESSMENT, E-ASSESSMENT, and INFORMATION ABOUT FEEDBACK)

Assessment task	Length	How and when feedback is provided	Weighting within unit (if relevant)
Essay	5000 words	In written form as remarks and notes on students' essays and as oral comments on a special feedback session	100%

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7. INDICATIVE READING LIST

1. Anderson, Benedict (1983). *Imagined Communities. Reflections on the Origin and Spread of Nationalism*. London: Verso.
2. Geertz, Clifford (1973). *The Interpretation of Cultures: Selected Essays*. New York: Basic
3. Graffman, Katarina (2004). *The Cruel Masses. How producers at a Swedish commercial television company construct their viewers*. E-Seminar (November 23-30, 2004), European Association of Social Anthropologists (EASA) Media Anthropology Network http://www.media-anthropology.net/graffman_thecruelmasses.pdf
4. Hall, Edward Twitchell (1976). *Beyond Culture*. New York: Doubleday.
5. Malinowski, Bronisław (1944). *A Scientific Theory of Culture and Others Essays*. Chapel Hill, N. Carolina: The University of North Carolina Press.
6. McLuhan, Herbert Marshall (1964). *Understanding Media: The Extensions of Man*. New York: McGraw Hill.
7. Rothenbuhler, Eric & Mihai Coman. (2005). *Media Anthropology*. Thousand Oaks: SAGE Publications.
8. Strauss, Anselm L.; Corbin, Juliet (1990). *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. Sage.
9. Titscher, Stefan; Meyer, Michael; Wodak, Ruth; Vetter, Eva (2000). *Methods of Text and Discourse Analysis: In Search of Meaning*. Sage.
10. Turner, Victor Witter (1975). *Dramas, Fields, and Metaphors: Symbolic Action in Human Society*. New York: Cornell University Press.

For Information and advice on Link2Lists reading list software, see:

<http://www.library.manchester.ac.uk/academicsupport/informationandadviceonlink2listsreadinglistsoftware/>

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