

## MFCO103: Introduction to Communication Studies

Please note: the following is a shortened example of a course outline as it has been taught in past years. As such it is **indicative only**: the assessment and schedule may change. If you require any further information please contact the department: [mfco@otago.ac.nz](mailto:mfco@otago.ac.nz).

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### Introduction

This paper introduces students to the breadth and range of communication in everyday life. This paper helps students understand how and why we communicate, and what impacts communication has on who we are and what we do. This is the core required paper at the 100-level for majors and minors in Communication Studies, a minor in Science Communication and is strongly recommended for Film and Media Studies majors and minors.

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### Aims of this paper

This paper aims to introduce students to the core issues and debates of communication studies. Students will also develop critical literacies in reading and writing about these issues.

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### The coordinator/lecturer's objectives

The objectives for this paper are:

- to help students understand key issues in communication studies;
  - to develop critical skills in reading, writing, and research;
  - to ground students in the fundamentals of the field of communication.
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### Course assessment

Reading Responses	25%	due: 4 pm, Friday, 13 <sup>th</sup> April
Essay Preparation Task	15%	due: 4 pm, Friday, 4 <sup>th</sup> May
Essay	30%	due: 4 pm, Friday, 25 <sup>th</sup> May
Exam	30%	examination period, date/time
TBA		

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### Lecture and Tutorial programme

**MTH** = Open Access Textbook *Media Studies 101—A Creative Commons Textbook*  
<https://mediatexthack.wordpress.com>

**CR** = Course Readings available on Blackboard

<b>Week</b>	<b>Date</b>	<b>Lecture</b>	<b>Required Readings</b>	<b>Tutorials</b>
<b>1</b>	25 Feb—1 March	<b>1.</b> Introduction: the world of communication		<b>NO tutorials</b>
		<b>2.</b> Analyzing Communication	<b>MTH:</b> Analyzing Texts—Theory & Method  <b>CR:</b> Miller, K. (2005) <i>Communication Theories: Perspectives, processes and contexts (2nd Ed.)</i> , McGraw-Hill: New York. (pp. 1-16).	
<b>2</b>	4—8 March	<b>3.</b> Communication in Context	<b>MTH:</b> Communication & Culture  <b>CR:</b> Campbell, R., Martin, C.R., and B. Fabos. (2011) <i>Media and Culture: An introduction to mass communication (8th Ed.)</i> , Bedford/St Martin's: Boston, USA. (pp. 18-33)	Tutorial 1
		<b>4.</b> Local/Global Communication	<b>CR:</b> Wise, J McGregor (2008) 'Culture and the Global' in <i>Cultural Globalization: a User's Guide</i> , Blackwell Publishing, Malden MA USA, Oxford UK, Carlton Victoria Australia, pp. 26-53	
<b>3</b>	11—15 March	<b>5.</b> Semiotics	<b>MTH:</b> Semiotics; Signs and Signifiers; Sign Systems; Semiotics and Communications Processes  <b>CR:</b> Griffin, E. (2006) 'Semiotics of Roland Barthes' in <i>A First Look At Communication Theory (6th Ed.)</i> , McGraw-Hill: Boston, USA. (pp. 358- 369)	Tutorial 2
		<b>6.</b> Code & Ideologies	<b>MTH:</b> Code (under Semiotics)  <b>CR:</b> Griffin, E. (2009) 'Cultural Studies of Stuart Hall' in <i>A First Look at Communication Theory (6th Ed.)</i> , McGraw-Hill: Boston, USA. (pp. 334- 345)	

			<b>CR:</b> Hall, S. (1980) 'Encoding/decoding', in S. Hall, D. Hobson, A. Love and P. Willis (eds) <i>Culture, Media, Language</i> , London, Hutchinson, pp. 137-144.	
<b>4</b>	18—22 March	<b>7. Consolidation #1: Self as Text</b>	Review previous readings	Tutorial 3
		<b>8.</b> Discourse and institutions	<b>MTH:</b> Discourse and Institutions  <b>CR:</b> Gee, JP (1999) <i>An Introduction to Discourse Analysis: Theory and method</i> . Routledge, London, UK, pp. 11-23.  <b>CR:</b> Porter, JE (1986) Intertextuality and the discourse community, <i>Rhetoric Review</i> , 5(1), pp. 34-47	
<b>5</b>	25—29 March	<b>9.</b> Public Sphere	<b>MTH:</b> Media and Democracy  <b>CR:</b> Habermas, Jurgen (1989) 'The public sphere: an encyclopedia article' reproduced in Durham M G and Kellner D M (eds) <i>Media and Cultural Studies: KeyWorks</i> (2012) pp.75-79	Tutorial 4
		<b>10.</b> Media Effects	<b>MTH:</b> Media Effects  <b>CR:</b> Hanson, R.E. (2008) <i>Mass Communication: Living in a media world (2nd Ed.)</i> , CQ Press: Washington, DC (pp. 76-105)	
<b>Mid Semester Break: 01—05 April (30 March, Good Friday; 03 April, Otago Anniversary Day)</b>				
<b>6</b>	08—12 April	<b>11.</b> Text and Audiences	<b>CR:</b> O'Shaughnessy, M & Stadler J (2006) 'Texts, Meaning & Audiences' in <i>Media &amp; Society: An Introduction</i> (3 <sup>rd</sup> ed) Melbourne, pp. 91-110	Tutorial 5
		<b>12. Consolidation #2: Self as Construction</b>	Review previous readings	

<b>Reading Responses (5 Responses in Dropbox) due 4pm Friday 12 April</b>				
<b>7</b>	15—19 April	<b>13. Interaction as Ritual</b>	<b>MTH:</b> Identity and Fan Cultures <b>CR:</b> Griffin, E (2009) 'The Symbolic Interactionism of George Herbert Mead' in <i>A First Look At Communication Theory (7th Ed.)</i> , McGraw-Hill, Boston (pp. 59-68)	Tutorial 6
		<b>14. Performance</b>	<b>MTH:</b> Dramaturgy	
<b>8</b>	22—26 April	<b>ANZAC DAY</b>	<b>NO LECTURE</b>	<b>NO Tutorial</b>
		<b>15. Gender</b>	<b>MTH:</b> Gender <b>CR:</b> Salih, S (2006) 'On Judith Butler and Performativity' from <i>Judith Butler</i> (2002) Routledge, London, pp. 55-68	
<b>9</b>	29 April—03 May	<b>16. Race and Class</b>	<b>CR:</b> Hall, S (1981) 'The Whites of Their Eyes' in G Dines & J M Humez (eds) <i>Gender, Race and Class in Media</i> , Sage, London (2011), pp. 81-84  <b>CR:</b> Holtzman, L & Sharpe, L (2014) <i>Media Messages: what film, television, and popular music teach us about, race and class, gender and sexual orientation</i> , pp 145-150 and pp 240-248	Tutorial 7
		<b>17. Technologies of Interaction</b>	<b>MTH:</b> Technologies <b>CR:</b> McLuhan M (1964) 'The Medium is the Message' in Durham MG and Kellner DM (eds) <i>Media and Cultural Studies: KeyWorks</i> (2012), pp. 100-107	
<b>Essay Prep Exercise (5 completed worksheets in Dropbox) due 3pm Friday 04 May</b>				
<b>10</b>	06-10 May	<b>18. Consolidation #3: Self as Embodiment</b>	Review previous readings	Tutorial 8
		<b>19. Convergence</b>	<b>MTH:</b> Globalization and Convergence <b>CR:</b> Nightingale, V (2007) <i>New Media</i>	

			Worlds? Challenges for convergence in Nightingale, V & Dwyer, T (Eds.), <i>New Media Worlds: Challenges for convergence</i> , Oxford, Melbourne, Australia, (pp. 19-36).	
<b>11</b>	13-17 May	<b>20.</b> Consumer Culture	<b>MTH:</b> Consumer Cultures <b>CR:</b> Evans, A and Riley, S 2014 ‘Sex, Identity and Consumer Culture’ in <i>Technologies of Sexiness: Sex, Identity and Consumer Culture</i> , Oxford Scholarship Online, e-book.	<b>NO tutorial</b>  Guest lecture
		<b>21.</b> Emerging Cultures	<b>CR:</b> Macnamara, J (2010) <i>The 21<sup>st</sup> Century Media (R)evolution</i> , New York, Peter Lang, pp. 137-154	
<b>12</b>	20-24 May	<b>22.</b> Resistant Cultures		Tutorial 9 Bring essay notes and drafts to tutorials Guest lecture
		<b>23.</b> Social Media—the prosumer perspective	<b>CR:</b> Ritzer, G and Jurgenson, N 2010 ‘Production, Consumption, Prosumption: the nature of capitalism in the age of the digital ‘prosumer’’, <i>Journal of Consumer Culture</i> , Vol. 10(1), pp. 13-36.	
<b>Essay (in Dropbox and via SafeAssign) due 4 pm Friday, 24 May</b>				
<b>13</b>	27-31 May	<b>24.</b> Consolidation #4: Self as Cultural Agent	Review previous readings	Tutorial 10 Bring in revision questions
		<b>25.</b> Course Review Exam Preview		