Historical Perspectives on Media and Communication (K001198)

Course Specifications
Valid as from the academic year 2019-2020

Course

Lecturers in academic year 2019-2020
Dhaenens, Frederik
PS01 lecturer-in-charge

Offered in the following programmes in 2019-2020

Bachelor of Science in Social Sciences (main subject Communication Studies) 6 A
Exchange Programme in Political and Social Sciences 6 A

Teaching languages
English

Keywords
media and communication history, media and communication studies, critical perspectives

Position of the course
In order to understand the political-economic and socio-cultural meanings of media and communication in contemporary societies, we must look at and learn from the past. This course offers the students different historical perspectives on media and communication, and demonstrates and illustrates how these historical insights can help us understand contemporary mediated phenomena.

Contents
The aim of this course is threefold. First of all, it introduces students to different tendencies and ‘theoretical milestones’ within media and communication history. Second, by elaborating on the notion of multiple histories, this course demonstrates that there is no singular way of writing (and rewriting) media and communication history. It criticizes the hegemony of certain historical accounts and argues that shifting the focus from technology over economy to socio-cultural concerns may result in different histories. To this end, the course zooms in on a selection of themes, events and concepts that return throughout the histories of media and communication and analyzes how they changed, developed and/or were challenged. Themes, topics and practices that may be explored: Propaganda, moral panic and media panic, stardom and celebrity culture, histories of radio, the commodification of music, the genre of historical drama. Last, the course stimulates students in assuming a critical position towards historical accounts on media and communication histories and acquiring insight into the complexities of historical and contemporary trends in the development of media and communication.

Initial competences
Having passed ‘Introduction to Communication Sciences’, or having obtained similar competences in another way.

Final competences
1. Being able to describe the key concepts and important theories that deal with media and communication history.
2. Being able to demonstrate a critical attitude towards media histories.
3. Being able to argue what the relevance is of media and communication studies for

Course size (nominal values; actual values may depend on programme)

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<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
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<td>180 h</td>
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Course offerings and teaching methods in academic year 2019-2020

A (semester 2)  English  lecture  30.0 h
self-reliant study activities  15.0 h

Teaching languages
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2. Being able to demonstrate a critical attitude towards media histories.
3. Being able to argue what the relevance is of media and communication studies for

(Approved)
the analysis of contemporary problems and, as such, demonstrate the societal role and responsibility of a media and communication scholar.

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
Access to this course unit via an exam contract is unrestricted

Teaching methods
Lecture, self-reliant study activities

Extra information on the teaching methods
- Lecture: The introductory lectures introduce students to key concepts, theories, and various historical perspectives on media and communication. The thematic lectures demonstrate various historical perspectives by discussing particular themes, concepts and practices into depth.
- Self-reliant study activities: Students individually and independently process and assess additional scholarly literature that deals with the content of the course.

Learning materials and price
Downloadable Powerpoint slides
Personal notes
Additional scholarly literature (max. 2 book chapters or articles per seminar)

References

Course content-related study coaching
Interactive support through Minerva (information about exam, additional documents,...)
Coaching: Frederik Dhaenens

Evaluation methods
eンド-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period
Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period
Written examination with open questions

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation
not applicable

Extra information on the examination methods
This course uses one examination method: the written exam. The exam consists of questions of reproduction, insight and application:
- The questions of reproduction and insight test the student’s knowledge and understanding of the key concepts, important theories, and histories.
- The questions of application evaluates the student’s abilities to apply the key concepts onto contemporary, relevant events within contemporary media culture.

Calculation of the examination mark
Periodic evaluation (100%)

Facilities for Working Students
After consultation with lecturer-in-charge

(Approved)