

Learning Unit 7

Summary

	<i>Topic</i>	<i>Text</i>	<i>Language & Academic Skills</i>	<i>Assignments</i>
7	Media Rituals	James Carey, "A cultural Approach to Communication" [1999]	Comparing and contrasting. Applying theories. Presentation skills.	Write a 250 word comment comparing and contrasting Carey's ritual model of communication and Lasswell's paradigm based on the idea of transmission.

Overview

This session explore the American scholar James Carey's cultural approach to the media. Lectures, classroom activities, videos, and resources combine to enable students to understand journalism from its symbolic dimension, and news stories as cultural forms.

The learning materials consist of PowerPoint presentations introducing the topic, handout / online worksheets, film excerpts, examples of newspaper articles, and further reading and resources.

Objective

At the end of this lesson students should be able to have an overview of the subject in order to be capable of describing in detail how the cultural perspective works in light of other media theories.

Language & Academic Skills

Applying theoretical concepts. Comparing and contrasting. Presentation skills.

Classroom Activities

Applying theories. Journalism as ritual.

Watch the excerpts on the legendary US television news anchor, Walter Cronkite (see resource section on this page). Then answer the question below:

How is the journalistic authority of the legendary US television news anchor, Walter Cronkite, to be explained from these journalists' quotations and related to a ritual view of communication?



- Walter had that ability – what we call in television – the ability to get through the glass, which is to say connect with people in the living room.” (Dan Rather, NBC, 18 July 2009)
- “Speaking with the country, I think not at the country, might have been part of his gift.” (CNN, 17 July 2009)
- “His name became permanently linked in the minds of millions with the major news events of his time.” (*The Washington Post*, 2009)

Assignments

Write a 250 word comment comparing and contrasting Carey’s ritual model of communication and Lasswell’s paradigm based on the idea of transmission.

Resources

<i>Type</i>	<i>Content</i>	<i>Context</i>
Video	https://www.youtube.com/watch?v=HwaA-hbvYF8 https://www.youtube.com/watch?v=NOa4sq2W0EQ https://www.youtube.com/watch?v=YdjXYUxEcD0	Link to video on the legendary US television news anchor, Walter Cronkite.
Web page	Remembering James Carey	Article on James Carey, by Pew Research Center’s Journalism Project Staff.

