

## Learning Unit 2

---

### Summary

	<i>Topic</i>	<i>Text</i>	<i>Language &amp; Academic Skills</i>	<i>Assignments</i>
2	Modernity	Adorno, T. and Horkheimer, M.: " <u>The culture Industry: Enlightenment as Mass Deception</u> " [1944]	Expressing opinion Giving peer feedback Presentations skills Explaining complex issues Organising writing	Identify the main organising sentence for the text and write a 350-word comment on it.

### Overview

To what extent does a news story become a commodity? This session examine traditional notions around "cultural industry" and "mass culture" and apply to the current news media context of digital changes and economic predicament.

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 explain key concepts of media theories and apply them to current examples in journalism.

### Language & Academic Skills

Expressing opinion; giving peer feedback; presentations skills; explaining complex issues; organising writing.

### Classroom Activities

*A1 Applying theory to examples from contemporary journalism*



Watch the film *Network*, by Sidney Lumet. How can the main storyline be related to Adorno and Horkheimer's "cultural industry"?

*A2. How to deal with a mandatory course text: An example. Marshall McLuhan: Understanding Media. The medium is the Message.*

Identify the main organising sentences for Adorno and Horkheimer's essay on "The Culture Industry."

## Assignments

Write a 350-word comment on one of the organising sentences for Adorno and Horkheimer's essay on "The Culture Industry."

## Resources

<i>Type</i>	<i>Content</i>	<i>Context</i>
Web resource	<a href="#"><u>"The Culture Industry"</u></a>	The original essay from <i>Dialectic of Enlightenment</i> , New York: Continuum, 1993). (Originally published as <i>Dialektik der Aufklärung</i> , 1944)
Wiki site	<a href="#"><u>Horkheimer &amp; Adorno</u></a>	Wiki site on Sociological Thought that contains references and further online resources.
Video	<a href="#"><u>Edward Murrow's speech</u></a>	Excerpt from George Clooney's film "Good Night and Good Luck"

