



Universidad
Carlos III de Madrid

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Media theory workshop

The Workshop in Media Theory is designed to be a more informal session than the course's lecture. Meeting weekly throughout this semester, it will constitute an ongoing seminar to explore texts and real-life examples. Students will approach to the main media theory text (in the syllabus), using concepts and theories covered by previous lectures. After reading the text individually, in advance, and outside of class, students will discuss it in small group of three or four people during the first part of the seminar. Then, one group will present the text and lead the whole group discussion.

Planning

| <i>Date</i> | <i>Group</i> | <i>Topic and text</i> |
|----------------|--------------|-------------------------------------------------------------------------------------------------------------|
| Week 1 | - | Modernity: John B. Thompson |
| Week 2 | 1 | Transmission: Harold Lasswell |
| Week 3 | 2 | Persuasion and Influence: Paul F. Lazarsfeld and Robert Merton; Elihu Katz and Paul F. Lazarsfeld |
| Week 4 | 3 | Cultural Forms: Roland Barthes /James Carey |
| Week 5 | 4 | Spectacle / Simulacra: Jean Baudrillard |
| Week 6 | 5 | Prosthesis: Marshall McLuhan |
| Week 7 | 6 | Decoding : Stuart Hall |
| Week 8 | 7 | Public Sphere: Jüger Habermas |
| Week 9 | 8 | Agenda Setting: Maxwell McCombs and Donald L. Saw |
| Week 10 | 9 | Convergence: Henry Jenkins |
| Week 11 | - | Conclusion |