Introduction to Media Theory
Reading List
2016
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This module offers an introduction to key ideas in media theory and research. It will also outline the political, geographical and historical context in which these ideas have emerged. At the core of the module is a concern with how people shape, and are constantly being shaped by, media. The theories introduced here are all attempts to describe and understand this relationship. Generally, theories will have their merits but will also contain blind spots. The task of students will be to understand these theories, be able to discuss them in the context of media today, and to be able to critique them. Finally, as we will see, a convergence of media forms, and a blurring of the line between producer and consumer, has prompted a long overdue convergence in media theories.

Resources
All the resources listed here can be located through the DIT library website. Journal articles can be accessed online through the library website. To access these from outside a DIT campus you will need a user name and PIN. Links, where provided, will bring you to the full-text of the article in question. Class resources will be made available through a shared Google folder. You will find additional articles and videos through www.eddiebrennan.com/teaching/. Webcourses will be used for assessment submissions and feedback.

Weekly Office Hour: Tuesday 10:00 to 11:00. Please make an appointment by email at least two working days in advance.

Key Readings
All readings marked with *** are required readings for that week. They must be read before lectures, and will be used a basis for discussion in tutorials. These will also be useful starting points for essay writing. Additional readings are relevant but not mandatory for class. They will, however, be very useful in preparing essays. You are also encouraged to go beyond the reading list in your essay research.

Tutorials will run on a fortnightly basis. Tutorials will commence in week 2. Tutorial groups will be published in Week 1.

Assessment: This module is assessed through a single 2,500 word essay. This work is to be submitted electronically, via Webcourses, and on paper to the School of Media office with the appropriate cover sheet by 5:00PM on Friday 2 December 2016. Essay titles will follow in Week 6.

Students MUST SUBMIT A PRINTED ESSAY AND AN ELECTRONIC COPY on or before the deadline. The electronic copy must be submitted via Webcourses. Files will only be accepted as .pdf or .doc files. Other file types will not be accepted. Files should be named using the following format: Surname, Name IMT.doc (or .pdf).

Electronic copies will serve only as a backup and proof of submission. They will not be accepted for grading purposes. Only printed essays will be read for assessment. Late essays will only be
accepted when accompanied by a PC1, personal circumstances form and appropriate supporting documentation.

Lecture 1
Introduction: What are media?

Lecture 2: Media theory and Media Effects


Lecture 3
Medium Theory


Lecture 4
From Technological Determinism to Social Shaping Perspectives


Carr, N. 2010. The shallows: how the Internet is changing the way we think, read and remember. London: Atlantic.

**Lecture 5**  
*Ideology: The Ideology of ‘New Media’*  


**Lecture 6**  
*Media Forms, Ideology and Social Context*  


**Lecture 7**  
*Political Economy: Ownership, Control and the Audience as a Commodity*  


Lecture 8
The Public Sphere, Digital media and Democracy
(Chapter 3 Orwell’s Favorite Lolcat)


Lecture 9
Media Production: networks, production models and research methods


Lecture 10
Introduction to Textual Analysis
Media@LSE. Journalistic Representations of Jeremy Corbyn in the British Press: From Watchdog to Attackdog.


Lecture 11
The active audience: making meaning from media


Lecture 12
Converged theory and media-related practice

