

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2023

Description of seminars

Veranstalter*in: Artem Zakharchenko, PhD in Social Communications.

Lecturer:

Titel (dt.):

Titel (engl.): Media effects: creating a unified theory

(immer

angeben)

Beschreibung:

Description:

Theories of media effects historically appeared in different research traditions and different scientific schools. This condemns all such studies to be discursive – to say, interpret all research results depending on the researcher's perspective.

We will try to realize together whether it is possible 'to bring to a common determinant' all these theories and so to provide a common outlook on the issue of media impacts.

This research seminar will start with the lecturer's review of the approaches aimed at the unification of media effect theories. It will be followed by four seminars where we will discuss with students different theories and try to find similarities and differences.

Literatur:

Literature:

Altheide, D. L., & Snow, R. P. (1979). *Media Logic*. SAGE Publications.

Bandura, A. (2009). Social Cognitive Theory of Mass Communication. In J. Bryant & B. M. Oliver (Eds.), *Media Effects. Advanced Theory and Research* (pp. 94–124). New York and London: Routledge.

Cronk, L. (2019). *That Complex Whole. Culture and the Evolution of Human Behavior*. Routledge.
<https://doi.org/10.4324/9780429496912>

Harris, R. J., & Sanborn, F. W. (2014). *A Cognitive Psychology of Mass Communication* (6th ed.). New York and London: Routledge.

Korostelina, K. V. (2014). *Constructing the narratives of identity and power: Self-imagination in a young Ukrainian nation*. Lanham: Lexington Books.

Laughey, D. (2008). *Key Themes in Media Theory*. Buckingham: Open University Press.

McIntyre, L. (2018). *Post-Truth*. Cambridge: MIT Press.

McQuail, D. (2010). *McQuail's Mass Communication Theory*. Los Angeles: SAGE Publications Ltd.

Zakharchenko, A., Peráček, T., Fedushko, S., Syerov, Y., & Trach, O. (2021). When Fact-Checking and 'BBC Standards' Are Helpless: 'Fake Newsworthy Event' Manipulation and the Reaction of the 'High-Quality Media' on It. *Sustainability*, 13(2), 573. Retrieved from <https://www.mdpi.com/2071-1050/13/2/573/htm>