

Study program	Sociology			
Course	Media theories and methods - Graduate level			
Status of the course	Graduate Study in Sociology – Optional course			
Year	1	Semester	2	
ECTS credits	5			
Teacher	dr. Krešimir Krolo			
e-mail	kkrolo@unizd.hr			
consultation hours	Thursdays 15h-16h, by e-mail appointment			
Associate / assistant	/			
e-mail	/			
consultation hours	/			
Place of teaching	Classroom no. 203			
Teaching methods	Lectures, seminars			
Teaching workload Lectures + Seminars + Exercises	2 L+ 1S; 30 h L + 15 h S			
Examination methods	oral presentation, seminar paper, exam paper			
Start date	27.02.2020.	End date	5.06.2020.	
Colloquia	1. term	2. term	3. term	4. term
	/	/	/	/
Examination period	1. term	2. term	3. term	4. term
	16.06.2020. 11am	30.06.2019. 11 am	11.09.2020. 10am	25.09.2020. 10am
Learning outcomes	<p>On the basis of the acquired knowledge, students will:</p> <ul style="list-style-type: none"> gain knowledge and critically examine various theoretical approaches from media studies, with special emphasis on contemporary reading of sociological theories concerning digital media understand the architecture and dynamics of contemporary digital-interactive media systems and how to approach them methodologically develop interdisciplinary research perspectives in relation to digital-interactive media and its challenges. 			
Enrolment prerequisites	Graduate level knowledge of sociology			
Course subject	Detailed examination of main paradigms and theories of media studies with special emphasis on the relevance of sociological theories and its contributions to the field of media studies. In order to grasp the complexity of theories and methods, special attention will be given to historical, cultural and social context of the time. Main goal is to apply understanding of various approaches in regard to transformation of public sphere, culture, digital work and participation in the context of digital-interactive media.			
Required reading	<p>Dijk, van Jan (2004) "Digital Media", in <i>The Sage Handbook of Media Studies</i> (ed. Downing, D.H. John), str. 145-165.</p> <p>Danah boyd (2010), "Social Network Sites as Networked Publics, Affordances, Dynamics and Implications", in <i>Networked Self: Identity, Community and Culture on Social Network Sites</i></p>			

	<p>(ed. Zizi Papacharissi): 39-58 Rainie, Lee & Wellman, Barry (2012) <i>Networked: The New Social Operating System</i>. Cambridge, London (odabrana poglavlja, str. 81-109, str. 223-245)</p> <p>Papcharissi, Zizi (2010) <i>A Private Sphere: Democracy in Digital Age</i>. Cambridge: Polity Press (odabrana poglavlja, str 1-25, str. 25-48, str., 131-161)</p> <p>Petrić, Mirko (2007) Power point presentations and abstracts.</p> <p>Schäfer, Mike. S and Taddicken, Monika (2015) Mediatized Opinion Leaders: New Patterns of Opinion Leadership in New Media Environments, <i>International Journal of Communication 9</i>: 960-981.</p> <p>Katz, Elihu (2015) Where Are Opinion Leaders Leading Us? <i>International Journal of Communication</i>, 9; 1023-1028</p> <p>+ Seminar readings</p>
Additional reading	<p>Reed, T.V. (2014) <i>Digitized Lives: Culture, Power and Social Change in the Internet Era</i>. London: Routledge</p> <p>Castells, Manuel (2012) <i>Networks of Outrage and Hope: Social Movements in the Internet Age</i>. Cambridge: Polity Press.</p> <p>Jenkins, Henry, Ford, Sam i Green, Joshua (2013) <i>Spreadable media: A Meaning in the Networked Culture</i>. New York: New York University Press. (odabrana poglavlja)</p> <p>Dubois, E i Blank, G. (2017) The echo chamber is overstated: the moderating effect of political interest and diverse media. <i>Information, Communication & Society</i> 21(5): 729-745. https://doi.org/10.1080/1369118X.2018.1428656</p>
Internet resources	/
Quality assurance	In accordance with the Quality Assurance Manual of the Department of Sociology and Quality Assurance Manual of the University of Zadar.
Conditions for obtaining signatures	<ul style="list-style-type: none"> • Regular class attendance <p>Student attendance, preparation, and active participation in class are required. You can be absent max. 3 classes per semester, with no questions asked.</p> <ul style="list-style-type: none"> • seminar presentation <p>Each student is required to write a short seminar essay on the specific topic. Seminar essay is a prerequisite for a written exam. Essay should not be longer than 6 – 8 pages and include sources from this syllabus as well as additional relevant sources.</p> <ul style="list-style-type: none"> • Oral presentation <p>Each student will hold at least one presentation per semester on</p>

	the assigned seminar readings for that day (20-30min).
Assignments of the final grade	<ul style="list-style-type: none"> • 20% class attendance written essay • 20 % oral presentation • 60 % written exam
Remarks	Students will be expected to uphold the highest standards of academic honesty.

Teaching topics – lectures and seminars		
No.	Date	Title
1.	27.02. 2020.	Introduction Discussion of the syllabus, assignments
2.	05.03. 2020.	Historical development and institutionalization of media research and methods I
3.	12.03. 2020.	Historical development and institutionalization of media research and methods II
4.	19.03. 2020.	Historical development and institutionalization of media research and methods III
5.	26.03.2020.	Understanding contemporary media environment: technological and social characteristics of digital-interactive media
6.	02.04.2020.	Understanding the development of contemporary digital environment and culture: algorithms and big data
7.	16.04.2020.	Understanding the development of contemporary digital environment and culture: internet social networks
8.	23.04.2020.	Cultures of digital-interactive media: video games
9.	30.04.2020.	Cultures of digital-interactive media: memes
10.	07.05.2020.	Understanding the development of contemporary media environment and culture: social media and “Influencers”
11.	14.05.2020.	Understanding the development of contemporary digital environment and culture: Convergent media, convergent audiences and convergent publics
12.	21.05.2020.	Communication macrostructures: digital-interactive media in a global perspective
13.	28.05.2020	(Un)democratic potentials of digital-interactive media: from fake news to reactionary social movements
14.	04.06.2020.	Evaluation

Instructor: Krešimir Krolo