



## COURSE (MODULE) DESCRIPTION

Course unit (module) title	Code
LT: Medijų studijos: istorija, teorija ir estetika EN: Media Studies: History, Theory and Aesthetics	

Academic staff	Core academic unit(s)
Coordinating: Assoc. Prof. Dr. Atėnė Mendelytė  Other: N/A	Institute for the Languages and Cultures of the Baltic, Center of Scandinavian Studies

Study cycle	Type of the course unit
BA	Elective/optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Seminars, individual study	Spring semester	English

Requisites	
Prerequisites: English (B2)	Co-requisites (if relevant): None

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	150	48	102

Purpose of the course unit		
<ul style="list-style-type: none"> <li>The student shall be able to analyze cultural and formal aspects of various media (film, television, advertising, magazines, newspapers, computer games, memes, etc.),</li> <li>discuss how different forms of media structure one's experience and gain cultural significance,</li> <li>explain theoretical concepts related to media studies, different schools of thought, and their contexts,</li> <li>discuss canonical media studies texts and form relevant, well-grounded arguments,</li> <li>creatively apply theoretical concepts to the analysis of new objects.</li> </ul>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
The student shall be able to correctly apply media studies terminology;	Seminars, discussion, presentations	Oral presentation Discussions Essay
shall be able to identify and contextualize classical works in media studies;	Seminars, discussion, presentations	Oral presentation Discussions Essay

will be able to identify the most important theoretical ideas in these classical works in media studies while using different strategies (close reading, mind map, etc.);	Seminars, discussion, presentations	Oral presentation Discussions Essay
will be able to use various theoretical ideas for analyzing and critically reflecting on diverse cultural meanings and media phenomena;	Seminars, discussion, presentations, essay writing	Oral presentation Discussions Essay
shall be able to demonstrate critical, academic way of thinking when discussing the merits and drawbacks of theoretical perspectives.	Seminars, discussion, essay writing	Discussions Essay

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Assessment methods
1. What is media studies? Media, media theory and media aesthetics.			2				2	2	Reading, Discussions
2. Behaviorism and media effects. Lasswell's chain of communication and propaganda technique. Wertham and Cantril. Cultivation theory. Social functions of media.			4				4	4	Reading, Discussions
3. Modernity and medium theory. Innis, McLuhan, Benjamin, Williams and Habermas. Technology, cultural form, media, and the public sphere.			4				4	6	Reading, Discussions, Film screening
4. Structuralism and semiotics. Saussure, Barthes, Hebdige, Hall and Foucault. Language, myth, ideology, hegemony, culture and subculture, discourse and disciplinary society.			4				4	5	Reading, Discussions
5. Interactionism and structuration. Goffman, Meyrowitz, Thompson and Giddens. Self-presentation. Personae and para-social interaction. Mediated quasi-interaction. Labelling theory and moral panics. Structuration theory.			4				4	5	Reading, Discussions
6. Feminisms and gender. Mulvey, Modleski, Radway, McRobbie, Ang and Butler. The male gaze. Mass-produced fantasies for women. Pleasure and the ideology of mass culture. Postfeminism. Masculinity in crisis.			4				4	4	Reading, Discussions
7. Political economy and postcolonial theory. Adorno, Herman, Said and Chomsky. Culture industry. Media and cultural imperialism. 'The postcolonial' and race.			4				4	4	Reading, Discussions

8. Postmodernity and the information society. Baudrillard, Boorstin, Debord, Jameson, Lyotard and Ritzer. Hyperreality and simulation. The image and the spectacle. Pastiche and intertextuality. The decline of metanarratives. McDonaldization.			4				4	6	Reading, Discussions, Film screening
9. New media and digital culture. Shifman, Bradley and Wiggins, Latour and Berry, Galloway and Lovink. Memes. Computer games. YouTube. Post-digital culture.			6				6	6	Reading, Discussions
10. Consumerism and everyday life. Fiske, De Certeau, Silverstone and Bourdieu. Consumer resistance. Textual poachers and fandom. the cycle of consumption and mediated experience. The diffused audience and consumer authority. The habitus and field theory.			4				4	4	Reading, Discussions
11. Presentations and discussions.			6				6	10	Presentation, Discussions
12. Consultation: essay writing.			2				2	46	Essay writing
<b>Total</b>			<b>48</b>				<b>48</b>	<b>102</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Oral presentation	10	Semester	Depth of analysis (3 points), clear formulation of a thesis (2 points), ability to correctly choose one's theory, method, and object (3 points), correct use of terminology (2 points)
Discussions	40	Semester	Depth of analysis (3 points), clear formulation of a thesis (2 points), ability to correctly describe various theories and methods, give illustrative examples (3 points), correct use of terminology (2 points)
Essay (take-home)	50	Exam session	Depth of analysis (3 points), clear formulation of a thesis (2 points), ability to analyze a chosen media object (3 points), ability to ground one's analysis in a well-chosen theoretical perspective (4 points), correct use of terminology (1 point)

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Adorno, Th. W.	1941	"On Popular Music"	9(1)	<i>Studies in Philosophy and Social Science</i>
Durham, M. G., Kellner, D. M.	2006	<i>Media and Cultural Studies KeyWorks</i>		Oxford: Blackwell
Galloway, A.	2006	<i>Gaming – Essays on Algorithmic Culture</i>		Cambridge, MA., London: The MIT Press

Horton, D., Wohl, R.	1955	“Mass Communication and Para-Social Interaction – Observations on Intimacy at a Distance”	19(3)	<i>Psychiatry</i>
Jenkins, H.	1988	“Star Trek Rerun, Reread, Rewritten: Fan Writing as Textual Poaching”	5(2)	<i>Critical Studies in Mass Communication</i>
Laughey, D.	2007	<i>Key Themes in Media Theory</i>		Berkshire: McGraw-Hill
Lichty, P.	2020	“Not Really Like Being There: Veracity and the Image in the Age of Deepfakes”. In <i>Video Vortex Reader III: Inside the YouTube Decade</i> , eds Lovink, G., Treske, A.		Amsterdam: Institute of Network Cultures
Lovink, G., Somers Miles, R. eds.	2009	<i>Video Vortex Reader II: Moving Images beyond YouTube</i>		Amsterdam: Institute of Network Cultures
McCombs, M. E., Shaw, D. L.	1972	“The Agenda-Setting Function of Mass Media”	36(2)	<i>Public Opinion Quarterly</i>
Mitchell, W. J. T., Hansen, M. B. N., eds.	2010	<i>Critical Terms for Media Studies</i>		Chicago, London: The University of Chicago Press
Lucy, N., ed.	2016	<i>A Dictionary of Postmodernism</i>		Oxford: Wiley Blackwell
Shifman, L.	2014	<i>Memes in Digital Culture</i>		Cambridge, MA., London: The MIT Press
Wiggins, B., Bowers, B.	2014	“Memes as genre: A structural analysis of the memescape”	17(11)	<i>New Media &amp; Society</i>
<b>Recommended reading</b>				
Berry, D. M., Dieter, M. eds.	2015	<i>Postdigital Aesthetics – Art, Computation and Design</i>		Basingstoke: Palgrave Macmillan
Bolter, D. J., Grusin, R.	2000	<i>Remediation – Understanding New Media</i>		Cambridge, MA., London: The MIT Press
Curran, J., Morley, D. eds.	2006	<i>Media and Cultural Theory</i>		London, New York: Routledge
Fuller, F., Goffey, A.	2009	„Towards an Evil Media Studies“, in <i>The Spam Book</i> , eds Parikka, J. and Sampson, T.		New York: Hampton Press
Genosko, G.	1999	<i>McLuhan and Baudrillard – The Masters of Implosion</i>		London, New York: Routledge
Hall, S.	1990	“The Whites of Their Eyes: Racist Ideologies and the Media” in <i>Gender, Race, and Class in media: A Critical Reader</i> , eds Dines, G., & Humez, J. M. M.		Thousand Oaks: Sage
Hebdige, D.	1979	“From Culture to		London: Methuen & Co

		Hegemony and Subculture: The Unnatural Break”, in <i>Subculture: The Meaning of Style</i> , Hebdige, D.		Ltd.
McLuhan, M.	1994	<i>Understanding Media – The Extensions of Man</i>		Cambridge, MA., London: The MIT Press
McRobbie, A.	1991	“Jackie Magazine: Romantic Individualism and the Teenage Girl”, in <i>Feminism and Youth Culture</i> , McRobbie, A.		London: Macmillan
Parikka, J.	2013	“Afterword: Cultural Techniques and Media Studies”	30(6)	<i>Theory, Culture &amp; Society</i>
Storey, J.	2009	<i>Cultural Theory and Popular Culture – An Introduction</i>		London: Pearson Longman
Williams, R.	2003	<i>Television – Technology and Cultural Form</i>		London, New York: Routledge
Williamson, J.	1978	<i>Decoding Advertisements: Ideology and Meaning in Advertising</i>		London: Marion Boyars

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