PhD course: Classics of Media Research
TRAIN network 2020

The main goal of the course is to make PhD students familiar with key paradigms in media and communication research during the 20th century; to deepen understanding of the contexts and debates from which these traditions have emerged and developed; and to evaluate their relevance to contemporary media landscapes and communication practices.

The course includes two intense two-day sessions, one at Södertörn University and one at Örebro University. These sessions will present the following themes and traditions: historical perspectives on the media (mass communication, Uses & Gratification theory, medium theory); political economy; structuralism/poststructuralism; critical theory/Frankfurt school; public sphere theory; cultural studies (and media audiences); discourse and social change; mediated communication as social interaction. Reading lists will in each case highlight “classic” texts; lectures/seminars will further illuminate their scientific traditions and societal contexts, and discuss their implications in relation to contemporary agendas. Examination includes participation at the lectures and seminars as well as a written essay, that will be distributed and discussed among participants at the third, concluding session, coinciding with TRAIN’s summit in Uppsala.

The course is convened by Stina Bengtsson (stina.bengtsson@sh.se) and Göran Eriksson (goran.eriksson@oru.se). Lecturers involve scholars from the universities of Södertörn, Gothenburg and Örebro. The course is open to all PhD candidates in media and communication studies affiliated with a university within the TRAIN-network. Questions regarding the course and its outline can be sent to Stina or Göran.

Last day for registration is December 17th. For registration - see link below:

https://www.oru.se/english/study/doctoral-education/doctoral-courses/humus/classics-of-media-research/
Classics of Media Research, 7.5 ECTS credits

The aim of the course is that participants acquire:

• a good orientation within the central traditions in 20th Century media and communication research
• an understanding of the societal and scientific context from which the studied theories and approaches have developed
• an ability to review, analyse and critically discuss advanced texts within the various traditions of media and communication research in both speech and writing
• insights into the possibilities and limitations of the various traditions of media and communication research, and the ability to evaluate their contemporary relevance

Schedule and literature

Session 1: 3-4 February 2020
Venue: PA 238 in Primus building, Södertörn University.

3 February
13.00-13.15: Introduction (Stina Bengtsson and Göran Eriksson)
13.15-15.15: Mass Communication theory/Uses & Gratifications (Lars Lundgren)

Literature:

• Rowland, Allison L, and Peter Simonson (2014) “The Founding Mothers of


Ca 150 p

Reference literature:

15.15-15.30: Fika

15.30-17.30: Critical Theory/Frankfurt School (Staffan Ericson)

Literature:
- Katz et al, section on Frankfurt school (articles by JD Peters, P Scannell, E Illouz), 44 p.
Reference literature:

4 February
10.00-12.00: Medium Theory (Anne Kaun)
Literature:
- Canonical texts: section about medium teori

12.00-13.00: Lunch

13.00-15.00 Political economy (Fredrik Stiernstedt)
Literature:

15.00-15.15: Fika

15.15-17.15: Structuralism/post structuralism (Göran Bolin)
Literature:
Reference literature:


Session 2: 2-3 March 2020

Venue: Forum Building, P267, Örebro University

2 March

13.00-15.00: Concepts and Theories of the Public Sphere (Natalia Krzyzanowska)

Literature:

- Fraser, Nancy, “Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy”, Social Text, No. 25/26 (1990), pp. 56-80

15.15-17.15: Cultural Studies/Audience Studies (Stina Bengtsson)

Literature:


Reference literature:

3 March

10.00-12.00: Communication, Discourse, Social Change (Michal Krzyzanowski)

Literature:


Reference literature:


12.00-13.00: Lunch
13.00-16.00 Mediated Communication as social interaction (Mats Ekström)

**Literature:**

**Reference reading**

**Session 3: 31 March (afternoon, directly following the TRAIN summit)**
**Venue:** Uppsala University, room and time schedule TBA (group seminars, approx. three hours

Discussion of essays (Stina Bengtsson and Göran Eriksson)
Reading

A core part of the reading list consists of classical texts, many of which have also been selected for the one book that will be used throughout the course: *Canonic Texts in Media Research* (2003, eds. Elihu Katz, John Durham Peters, Tamar Liebes & Avril Orloff, Oxford UP). Further selections have been added by the lecturers, adding up to approximately 200 pages per lecture/seminar. Since the amount of readings is considerable, and all relevant texts should be read by participants before each session, the acquiring/reading of texts should commence soon after admission.

Participants are expected to prepare for each session by summarizing a few points of interest raised by the readings/questions for the seminar to discuss.

Examination

For examination, two possible grades will apply: Pass or Fail. Active participation in seminars is a requirement for Pass. The written examination consists of one essay, discussing up to two of the research traditions/texts presented during the course. While this task may be approached in different ways (critique, comparison, tentative applications, etc), and in parts draw on literature or exemplifications exceeding the syllabus, the core of the essay should in all cases be directed towards the obligatory texts and learning outcomes of the course. Essays should be 5000 words (+/- 10%), including references. (Use Word, Times 12pt, 1,5 spacing, normal margins.) Following submissions, discussants of each paper will be appointed for the final seminar in Uppsala.

Essays should be submitted to Ingela Abramsson ingela.abramsson@oru.se no later than 14.00 March 23, 2020.