

FINAL EXAMINATION TOPICS

2023 Spring

T1. Cultural Anthropology

Turner, Victor (1969): "Liminality and Communitas." In *The Ritual Process: Structure and Anti-Structure*. Chicago: Aldine Publishing, pp. 94-113., 125-130.

Geertz, Clifford (1973): "Thick Description: Toward an Interpretive Theory of Culture." In *The Interpretation of Cultures: Selected Essays*. New York: Basic Books, pp. 3–30.

Clifford, James (1986): *Introduction: Partial Truths*. In James Clifford - James George Marcus (eds.): *Writing culture: The poetics and politics of ethnography*. pp. 1-26.

T2. Interpersonal Communication

Nonverbal communication

Knapp, Mark. L. – Hall, Judith A. – Horgan, Terrence, G. (2013): *Nonverbal communication in Human Interaction*. (8th ed) London: Wadsworth.

- Chp. 1., Nonverbal Communication: Basic Perspectives

Dramaturgy of Interaction

Goffman, Erving (1956): *The Presentation of Self in Everyday Life*. Edinburgh: University of Edinburgh.

- Chp. 1., Performances (pp. 10–46.)
- Chp. 7., Conclusion (pp. 152–162)

Senft, Gunter (2014): *Understanding Pragmatics*. London: Routledge.

- Chapter 5. – Pragmatics and sociology: Everyday social interaction (Goffman, Garfinkel, Sacks)

Transactional Analysis

Berne, Eric (1973/1996): *Games People Play. The Psychology of Human Relationships*. New York: Penguin.

- Part One – Analysis of Games (pp. 24–60.)

T3. Visual Communication

Sontag, Susan (1977): *On Photography*. New York: Farrar, Straus & Giroux.

- Chp. 1., In Plato's cave (pp. 10–29.)
- Chp. 6., The Image-World (pp. 119–142.)

Bergström, Bo (2008): *Essentials of Visual Communication*. London: Laurence King Publishing.

- Chp. 2., Storytelling (pp. 13–27.)
- Chp. 5., Messages (pp. 59–76.)
- Chp. 16., Interplay (pp. 219–233.)

Sturken, Marita – Cartwright, Lisa (2018): *Practices of Looking. An introduction to Visual Culture*. (3rd ed.)
Oxford: Oxford UP.

- Chp. 2., Viewers Make Meaning (pp. 51–88.)
- Chp. 3., Modernity: Spectatorship, the Gaze, and Power (pp. 89–138.)

T4. Media Studies

Mass communication, medium, media

McQuail, Denis (2010): “The Rise, Decline and Return of Mass Media” In *Mass Communication Theory*.
London: Sage. Part 1, chapter 2.

Gripsrud, Jostein (2002): “Broadcasting: technology, society and policy” In *Understanding media culture*.
London: Arnold. Part 3, chapter 9.

Media Research in Practice: Audiences

McQuail, Denis (2010): “Audience Theory and Research Traditions.” In *Mass Communication Theory*. London:
Sage. Part 6, chapter 14.

Gripsrud, Jostein (2002): “The Audience and the Media.” In *Understanding media culture*. London: Arnold.
Part 1, chapter 1.

T5. Study of Popular Culture

The Rejection of popular culture

Adorno, Theodor W. & Horkheimer, Max (1995): “The culture industry: enlightenment as mass deception.” In
Boyd-Barret, Oliver & Newbold, Chris (eds.): *Approaches to Media. A Reader*. London & New York: Arnold.

Dominic Strinati (2004): “The Frankfurt School and the culture industry.” In *An Introduction to Theories of
Popular Culture* (2nd ed.), London: Routledge. Chapter 2.

Star Studies

Alberoni, Francesco (2007): “The Powerless Elite” In Holmes, Su & Redmond, Sean (eds.): *Stardom and
Celebrity*, London: Sage.

Dyer, Richard (2007): “Stars” In Holmes, Su & Redmond, Sean (eds.): *Stardom and Celebrity*, London: Sage.

T6. Network Society Studies

van Dijk, Jan ([1999], 2006): *The Network Society. Social aspects of the New Media*. (2nd ed.) London: Sage,
pp. 19-41.

Webster, Frank (2002): *Theories of Informational Society*. London-New York: Routledge, pp. 6-29.

Castells, Manuel (2004): “Informationalism, Networks, and the Network Society: A Theoretical Blueprint.”
In Castells, Manuel (ed). *The Network Society: A Cross-Cultural Perspective*. Northampton, MA: Edward
Elgar, pp. 3-45.

T7. Participatory Culture

Jenkins, Henry (2006): Why Heather can write. Media Literacy and the Harry Potter Wars. in: *Convergence Culture. Where Old and New Media Collide*. New York – London, New York University Press. pp. 169-205.

Jenkins, Henry et al (2009): Confronting the Challenges of Participatory Culture. In: *Media Education for the 21st Century*. The MIT Press, Cambridge, MA, pp. 5-14.

Fuchs, Christian (2014): *Social Media: A Critical Introduction*. London, Sage. Social media as participatory culture. pp. 52-68 (Social Media as Participatory Culture)

T8. Organizational Communication (KOMTA0130 Organizational Communication I.)

Miller, Katherine (2012): *Organizational Communications. Approaches and Processes*. Wadsworth, Cengage Learning, pp. 81-99. (Chapter 5, Cultural Approaches)

Miller, Katherine (2012): *Organizational Communications. Approaches and Processes*. Wadsworth, Cengage Learning, pp. 256-99 (Chapter 14, The Changing Landscape of Organizations)

T9. Marketing and PR

Primary reading:

Kar Moore and Niketh Pareek (2006): *MARKETING – THE BASICS*. London: Routledge. Chapter 1.

Secondary readings:

Brian O'Kane (2010): *Marketing: The Basics*. London: Routledge

Frank Jefkins (1987): *International Dictionary of Marketing and Communication*. Springer US

T10. Media Economics

Primary Reading:

Doyle, Gillian (2002): *Understanding Media Economics*. SAGE Publications, Chapter 1.

Secondary readings:

Albarran, Alan B. (2002): *Media Economics: Understanding Markets, Industries, and Concepts*. (2nd ed). London: Blackwell

Albarran, A. B.; Chan-Olmsted, S. M., Wirth; M. O., eds. (2006): *Handbook of Media Economics*. Mahwah: Lawrence Erlbaum Associates