

INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS 2022

Course syllabus

Title:	INTRODUCTION TO SOCIAL COMMUNICATION
Credit points (ECTS):	8
Term:	Fall
Module leader:	Tamás PÓLYA, PhD
Aims:	<p>To be familiarized with the varied but equally valid multidisciplinary approaches to, and conceptualizations of, human communication phenomena and problems. Our aim is to understand the fundamental mechanics of human and social science (HSS) thinking, i.e. the way eminent HSS texts and thinkers employ diverse concepts and metaphors to be able to grasp and thoroughly describe the essence and characteristics of diverse communication processes.</p>
Learning outcomes:	<p>By studying this module, students acquire knowledge about widely differing conceptualizations of human communication at the biological, psychological, and symbolic level and about its connections with cultural and societal factors/contexts in general. They will learn about how different styles of thinking (e.g. theoretical, empirical, philosophical, quantitative, qualitative) will best be expressed by a particular writing style (e.g. a free-floating essay or a rigorous study) and, consequently, why the abundance and multiplicity of theoretical and interpretative approaches seem to be so useful and fruitful for social science investigations.</p> <p>When the student has finished studying this module, they should be able:</p> <ul style="list-style-type: none">- to recognize and describe the variety of approaches in communication and media studies research and their conceptual tools and how the latter can be put to use- to form a general picture about the intricate and indelible links between communication and media processes, on the one hand, and the social and cultural realities, on the other- to discern the potential worthiness of various metaphors, concepts, and theoretical approaches as employable in dealing with specific phenomena and processes occurring in communication and mass media- to form analytic insights into communication phenomena and processes by relying on said metaphors, concepts and theories.

Syllabus:

The below is a sample schedule; the actual one will be created once the students will have chosen their topic for presentation.

1. The main traditions of communication research
2. Ethology and the 'human animal'
3. Communication and emotion
4. The human essence: Free will, morality, sociality, meaning...
5. News in an evolutionary perspective – The negativity bias
6. Making meaning in different cultures – Cultural anthropology
7. Story, information, language – Semiological systems and the system of codes
8. Capitalism, Marxism and the forms of capital
9. How to think about journalism? The factual, the ritual, the imagined
10. Persuasion, for better or worse
11. Societies we live in: Modernity and its problems
12. Media and democracy
13. Digital media, convergence, transmedia storytelling – the lure of the New
14. Same wine, new bottles? Comics, cartoons and videogames as cultural products

Learning and teaching strategy:

First we briefly overview the texts available for student presentation, all related to one or more strands of communication and media research, all written by thinkers, theoreticians and essayists belonging to the broadly defined tradition of human and social sciences. Then the module encourages independent student interpretive and evaluative work by requiring them to choose one text and make a detailed presentation about it. Students are expected to interpret the chosen text on their own (but it then will be jointly discussed in class), compare and contrast differing approaches, synthesize information and present different viewpoints. The course is interactive in nature and it requires all students to comment on each others' presentation and form questions or evaluative remarks on the theoretical or conceptual framework being presented.

Core learning materials:

Compulsory reading:

Robert T. Craig (1999): Communication Theory as a Field, *Communication Theory*, 9:2, pp. 119–161. (read pages 132-154 only)

Optional readings:

- The human animal – ethological considerations
 - Desmond Morris (1983): *The Soccer Tribe*. London: Jonathan Cape.
 - Chp. 3., The many faces of soccer
 - Desmond Morris (1969/2010): *The Naked Ape*. London: Vintage Books.
 - Chp. 7., Comfort
- Communication and emotion
 - Andersen, Peter E. – Guerrero, Laura, K., eds. (1998): *Handbook of Communication and Emotion, Research, Theory, Application, and Contexts*. San Diego: Academic Press.
 - Chp. 5., Guilt and Hurt: Similarities, Distinctions, and Conversational Strategies (by Anita L. Vangelisti and Rhonda J. Sprague)
 - Chp. 6., Jealousy Experience and Expression in Romantic Relationships (by Laura K. Guerrero and Peter A. Andersen)
 - Chp. 7. Anger
 - Chp. 8., Interpersonal Communication Problems Associated with Depression and Loneliness (by Chris Segrin)
 - Chp. 10., When a Friend Is in Need: Feelings about Seeking, Giving, and Receiving Social Support (by Anita P. Barbee, Tammy L. Rowatt, and Michael R. Cunningham)

	<ul style="list-style-type: none"> - Aronson, Elliot – Aronson, Joshua (2018): The Social Animal. New York: Worth Publishers. - Chp. 3., Self-justification • The human essence: free will, morality, sociality, meaning... - van Zomeren, Martijn – Dovidio, John F. (2017): The Oxford Handbook of the Human Essence. Oxford UP. - Chp. 4., Free Will and the Human Essence: Responsible Autonomy, Meaning, and Cultural Participation (by Roy F. Baumeister) - Chp. 6., The Tripartite Motivational Human Essence: Value, Control, and Truth Working Together (by James F. M. Cornwell and E. Tory Higgins) - Chp. 8., The Obviousness and Obvious Limits of Individuality as Human Essence (by Martijn van Zomeren) - Chp. 9., Prosocial Behavior as a Human Essence (David A. Schroeder and William G. Graziano) - Chp. 10., The Human Essence in Helping Relations: Belongingness, Independence, and Status (by Arie Nadler) - Chp. 12., Morality and Social Identity (by Naomi Ellemers) - Chp. 21., Human Essences and Cultural Embeddedness: A Gene- Culture Co-Evolution Perspective (by Ronald Fischer) • News in an evolutionary perspective – The negativity bias - Shoemaker, Pamela J. (1996): Hardwired for News: Using Biological and Cultural Evolution to Explain the Surveillance Function, Journal of Communication, 46:3, pp. 32–47. • Making meaning in different cultures – Cultural anthropology - Geertz, Clifford (1983): Local Knowledge. Further Essays in Interpretive Anthropology. Basic Books. - Chp. 4., Common sense as a cultural system. (originally from 1975) - Alexander, Jeffrey C. – Philip Smith – Matthew Norton, eds. (2011): Interpreting Clifford Geertz, Cultural Investigation in the Social Sciences. - Chp. 5., Geertzian Irony (by Georgia Warnke) - Chp. 6., Clifford Geertz and the Strong Program: The Human Sciences and Cultural Sociology (by Jeffrey C. Alexander) - De Certeau, Michel (1984): The Practice of Everyday Life. Berkeley: University of California Press. - Walking in the City (Chapter VII., in Part III. Spatial Practices) • Story, information, language – Semiological systems and the system of codes - Benjamin, Walter (1968/2007): Illuminations. (edited by Hannah Arendt) New York: Schocken Books. - The Storyteller – Reflections on the Works of Nikolai Leskov, pp. 83–110. - Barthes, Roland (1957/1972): Mythologies. New York: The Noonday Press / Farrar, Straus and Giroux. - Myth Today, pp. 109-136. (not the whole chapter!) - Barthes, Roland (1997): Image-Music-Text. London: Fontana Press. - Rhetoric of the Image (pp. 32–51.; originally from 1964) - Barthes, Roland (1989): The Rustle of Language. New York: Farrar and Giroux. - The Rustle of Language. (pp. 76–79; originally from 1975) • Capitalism, Marxism and the forms of capital - Weber, Max (1930/1992): The Protestant Ethic and the Spirit of Capitalism. London: Routledge. - Chp. 5., Asceticism and the spirit of capitalism - Alexander, Jeffrey C. (1987): Twenty lectures. Sociological theory since World War II. New York: Columbia UP. - Lecture 18., Marxism (1): The Legacy and the Revival (pp. 330–348) - Lecture 19., Marxism (2): The Critical Theory of Herbert Marcuse (pp. 349–373) - Bourdieu, Pierre (1992) The logic of fields, In: An Invitation to Reflexive Sociology, Chp. II/3. - Bourdieu, Pierre (1986) Forms of capital, In: Richardson, J., Handbook of Theory and Research for the Sociology of Education, Westport, CT: Greenwood, pp. 241–58. • How to think about journalism? The factual, the ritual, the imagined - Hargreaves, Ian (2005): Journalism. A Very Short Introduction. London: Routledge. - Chp. 1., Born free: a brief history of news media - Chp. 2., Big brother: journalism and the altered state - Chp. 3., The first casualty: journalists at war
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	<ul style="list-style-type: none"> - Carey, James (1989-2008): <i>Communication as Culture. Essays on Media and Society</i>. New York and London: Routledge - Chp. 1., <i>A Cultural Approach to Communication</i> - Chp. 3., <i>Reconceiving 'Mass' and 'Media'</i> - Chp. 8., <i>Technology and Ideology: The Case of the Telegraph</i> - Zelizer, Barbie (2017): <i>What Journalism Could Be</i>. London: Polity Press. - <i>Imagining Journalism</i> (11-19) - Chp. 2., <i>Twelve Metaphors for Journalism</i> (21-46) • <i>Persuasion, for better or worse</i> - Pratkanis, Anthony – Aronson, Elliot (1991): <i>Age of propaganda. The everyday use and abuse of persuasion</i>. University of California Press. - Chp. 6., <i>Words of Influence</i> (pp. 76–85) - Chp. 7., <i>Pictures in our Heads</i> (pp. 86–92) - Chp. 11., <i>The Psychology of Factoids</i> (pp. 111–126) - Chp. 19., <i>Naked Attics and Neighborhood War Heroes: On Vividness in Communication</i> (pp. 178–185) - Chp. 20., <i>Why Do They Keep Repeating the Same Ads?</i> (pp. 186–191) - Chp. 21., <i>If You Have Nothing to Say – Distract Them</i> (pp. 192–195) - Chp. 31., <i>Education or Propaganda?</i> (pp. 268–274) - Chp. 32., <i>What is News?</i> (pp. 275–286) - Chp. 38., <i>Is Forewarned Forearmed? Or How to Really Resist Propaganda</i> (pp. 337–348) • <i>Societies we live in: Modernity and its problems</i> - Alexander, Jeffrey C. (2013): <i>The Dark Side of Modernity</i>. Cambridge, UK: Polity Press. - Chp. 1., <i>Social Theory between Progress and Apocalypse</i> (pp. 5–28) - Chp. 5., <i>Despising Others: Simmel's Stranger</i> (pp. 78–98) - Chp. 6., <i>Meaning Evil</i> (pp. 99–122) - Chp. 7., <i>De-civilizing the Civil Sphere</i> (pp. 123–139) - Chp. 8., <i>Psychotherapy as Central Institution</i> (pp. 140–147) - Chp. 9., <i>The frictions of modernity and their possible repair</i> (pp. 148–157) • <i>Media and democracy</i> - Keane, John (2020): <i>The New Despotism</i>. Cambridge, MA: Harvard UP. - Chp. 4., <i>Media Power</i> (pp. 111–154) • <i>A prophet of the New, a prophet of the Old – Lev Manovich</i> - (1995): <i>What is Digital Cinema</i> (16 p.) - (1997): <i>Cinema as Cultural Interface</i> (29 p.) - (2005): <i>Friendly Alien: Object and interface</i> (6 p.) - (2005): <i>Remixing and remixability</i> (9 p.) - (2007): <i>What comes after remix</i> (6 p.) • <i>Digital media, convergence, transmedia storytelling – the lure of the New</i> - Jenkins, Henry (2006): <i>Convergence Culture. Where old and new media collide</i>. New York UP. - Chp. 3., <i>Searching for the Origami Unicorn. The Matrix and Transmedia Storytelling</i>. - Chp. 5. <i>Why Heather Can Write. Media Literacy and the Harry Potter Wars</i>. • <i>Same wine, new bottles? – Comics, cartoons and videogames as cultural products</i> - Baetens, Jan & Frey, Hugo (2014): <i>The Graphic Novel: An Introduction</i>. Cambridge: Cambridge University Press. - Chp. 1., <i>Introduction: The Graphic Novel, a Special Type of Comics</i> - Pascal Lefèvre (2020): <i>Tools for Analyzing Graphic Narratives & Case Studies</i>, https://sites.google.com/site/analyzingcomics/home - (one chapter) - Alison Crawford (2009): "Oh Yeah!": Family Guy as Magical Realism? <i>Journal of Film and Video</i>, 61:2, pp. 52–69. - Sienkiewicz, Matt – Marx, Nick (2009): Beyond a Cutout World: Ethnic Humor and Discursive Integration in South Park. <i>Journal of Film and Video</i>, 61:2, pp. 5–18. - Henry Jenkins (2004): Game design as narrative architecture. In Wardrip-Fruin, Noah – Harrigan, Pat, <i>First person: new media as story, performance, and game</i>. Cambridge, MA: MIT Press, pp.118–130. - Greitemeyer, Tobias – Weiß, Niklas – Heuberger, Tobias (2018): Are everyday sadists specifically attracted to violent video games and do they emotionally benefit from playing those games? <i>Aggressive Behavior</i>, 45, pp. 206–213.
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