

**אוניברסיטת בר אילן
המחלקה למדעי המדינה**

**"שדה המחקר העכשווי בתקשורת" (71-189-01)
קורס שנתי מ.א. (ללא תרגיל, 2 ש"ש)
תשס"ז
ד"ר מירה משה**

שעות קבלה: יום ב' 15:30-16:30 (ובתיאום מראש)
מס' חדר משרד: משרדי תקשורת
טלפון (נייד) או דוא"ל: 052-4-584493

מטרת הקורס:

הקורס מיועד לסטודנטים מתקדמים בתקשורת המעוניינים להעמיק בעולם הרעיוני המניע/מסביר את העולם התקשורתי. הקורס יעסוק בניתוח הרציונל העומד מאחורי פיתוח מודלים ובדיקת התאמתם למציאות משתנה. לאחר מכן יוצגו ויבחנו פיתוחים ותיאוריות תקשורתיות עכשוויות בנושאים שונים. הקורס ישלב לימוד שיטתי של הנושאים עם סרטים מקצועיים, תוכניות תעודה וניתוח מעשי של הדגמות טלוויזיוניות אקטואליות.

חובות הקורס:

1. נוכחות חובה ב-80% לפחות מן המפגשים – סטודנטים שיעדרו מעל 80% מהשיעורים לא יוכלו להיבחן ולסיים את הקורס!
2. השתתפות תורמת בדיונים.
3. ניתוק הטלפונים הסולולרים!!!
4. קריאה מודרכת של מאמרים והצגתם בכתה – חובה!
5. ניתוח ביקורתי של בעיות רלוונטיות.
6. ניהול דיון בכתה.

חישוב הציון:

מבחן – 70%; תרגיל – 30% הסברים יימסרו בהרצאות במהלך הקורס!

נושאי הקורס:

חלק 1: תיאוריות חברתיות ותיאוריות תקשורתיות עכשוויות

Cottle, Simon and Rai, Mugdha. 2006. "Between display and deliberation: analyzing TV news as communicative architecture." Media, Culture & Society 28(2): 163-189.

EJournal

Gentil, Guillaume. 2005. "Commitments to Academic Biliteracy: Case Studies of Francophone University Writers." Written Communication 22(4): 421-471.

EJournal

Lunt, Peter and Stenner, Paul. 2005. "The Jerry Springer Show as an emotional public sphere." Media, Culture & Society 27(1): 59-81.

Journal + EJournal

Bartich, Jack Z. 2005. "Amassing the multitude: revisiting early audience studies." Communication Theory 15(3): 242-265.

EJournal

Plaisance, Patric Lee. 2005. "The mass media as discursive network: building on the implications of Libertarian and Communitarian claims for news media ethics theory." Communication Theory 15(3): 292-313.

EJournal

Whal-Jorgensen, Karin. 2004. "How not to found a field: new evidence on the origins of mass communication research." Journal of Communication 54(3): 547-564.

EJournal

Graham, Murdock. 2004. "Past the posts: Rethinking change, retrieving critique". European Journal of Communication 19(1): 19-38.
Journal + EJournal

Chengju Huang. 2003. "Transitional Media vs. Normative Theories: Schramm, Altschull, and China". Journal of Communication 53(3): 444-459.
EJournal

חלק 2 : תיאוריות בתקשורת

Anderson, James A. and Geoffrey Baym. 2005. "Philosophies and Philosophic Issues in Communication, 1995-2004." Journal of Communication 54(4): 589-615.
EJournal

Barnhurst, Kevin G. Barnhurst, Michael Vari, and Igor Rodriguez. 2005. "Mapping Visual Studies in Communication." Journal of Communication 54(4): 616-644.
EJournal

Botan, Carl H. and Maureen Taylor. 2005. "Public Relations: State of the Field." Journal of Communication 54(4): 645-661.
EJournal

Bryant, Jennings and Dorina Miron. 2005. "Theory and Research in Mass Communication", Journal of Communication 54(4): 662-704.
EJournal

Gunn, Joshua and Barry Brummett. 2005. "Popular Communication After Globalization." Journal of Communication 54(4): 705-721.
EJournal

Jones, Elizabeth, Bernadette Watson, John Gardner, and Cindy Gallois. 2005. "Organizational Communication: Challenges for the New Century." Journal of Communication 54(4): 722-750.
EJournal

Tracy, Karen and Kathleen Haspel. 2005. "Language and Social Interaction: Its Institutional Identity, Intellectual Landscape, and Discipline-Shifting Agenda." Journal of Communication 54(4): 788-816.
EJournal

Chengju Huang. 2003. "Transitional Media vs. Normative Theories: Schramm, Altschull, and China." Journal of Communication 53(3): 444-459
EJournal

Schoenbach Klause. 2001. "Myths of Media and Audiences." European Journal of Communication 16(3): 361-376.
Journal + EJournal

Craig, Robert T. 1999. "Communication theory as a field." Communication Theory 9(2): 119-161.
EJournal

חלק 3 : שימושי תקשורת (Media Use)

Tewksbury, David. 2003. "What do Americans really want to know? Tracking the behavior of news readers on the Internet". Journal of Communication 53(4): 694-710.

EJournal

Sotirovic, Mira. 2003. "How individuals explain social problems: The influences of media use". Journal of Communication 53(1): 122-137.

EJournal

McQuail, Denis. 2000. McQuail's Mass Communication Theory. London: Sage Publications, pp. 357-383.

שמוך מדעי המדינה לפי (456931) MAC-QUA

Koen, Van Eijck and Van Rees, Kees. 2000. "Media orientation and media use: "Television viewing behavior of specific reader types from 1975-1995." Communication Research 27 (5): 547-616.

EJournal

חלק 4 : מחקרי השפעה

McQuail, Denis. 2000. McQuail's Mass Communication Theory. London: Sage Publications, pp. 413-474.

שמוך מדעי המדינה לפי (456931) MAC-QUA

Tewksbury, David. 1999. "Differences in how we watch the news: The impact of processing goals and expertise on evaluations of political actors." Communication Research 26(1): 4-29.

EJournal

Gunther, Albert C. and J. Douglas, Storey. 2003. "The Influence of Presumed Influence." Journal of Communication 53(2): 199-215.

EJournal

William P. Eveland, Jr. 2003. "A "Mix of Attributes" Approach to the Study of Media Effects and New Communication Technologies." Journal of Communication 53(3): 395-410.

EJournal

חלק 5 : השפעת האדם השלישי

Jensen, Jakob D. and Ryan J. Hurley. 2005. "Third-Person Effects and the environment: Social Desirability, and presumed behavior." Journal of Communication 55(2): 242-256.

EJournal

Lambe, Jennifer L. and Douglas M. McLeod. 2005. "Understanding Third-Person Effects processes: predicting perceived impact on self and others multiple expressive contexts." Journal of Communication 55(2): 2777-291.

EJournal

Lee, Byoungkwan and Ron Tamborini. 2005. "Third-Person Effects and internet pornography: the influence of collectivism and internet self-efficacy." Journal of Communication 55(2): 292-310.

EJournal

חלק 6 : אסכולת עיצוב סדר היום

Ghanem, Salma. 1997. "Filling in the Tapestry: The Second Level of Agenda Setting." Pp. 3-14 in Communication and Democracy, edited by M. McCombs, D. L. Shaw and D. Weaver. New Jersey: Lawrence Erlbaum Associates Publishers.
שמואל מדעי המדינה לפי COM (371787)

Sheafer, Tamir and Gabriel Weimann. 2005. "Agenda building, agenda setting, priming, individual voting intentions, and the aggregate result: an analysis of four Israeli elections." Journal of Communication 55(2): 347-365.
EJournal

חלק 7 : אסכולת המסגור

Shah, Dhavan V., Nojin Kwak, Mike Schmerbach and Jessica Zubric. 2004. "The interplay of news framwvs on cognitive complexity." Human Communication Research 30(1): 102-120.
EJournal

Carragee, Kevin M. and Wim Roefs. 2004. "The neglect of power in recent Framing research." Journal of Communication 54(2): 214-233.
EJournal

Fuyuan Shen. 2004. "Chronic Accessibility and Individual Cognitions: Examining the Effects of Message Frames in Political Advertisements." Journal of Communication, 54(1): 123-137.
EJournal

McLeod, M. Douglas and H. Benjamin. 1999. "Framing effects of television news coverage of social protest." Journal of Communication 49(3): 3-23.
EJournal

חלק 8 : סוגיות עיתונאיות
עיתונות לאומית ובין לאומית

Laut, Edmund. 2005. "National diversity of major international journals in the field of communication." Journal of Communication 55(1): 139-151.
EJournal

מחדלים ודילמות עיתונאיים

Hindman, Elizabeth Blanks. 2005. "Jayson Blair, The New York Times, and Paradigm Repair." Journal of Communication 55(2): 225-241.
EJournal

Lee, Seow Tiny and Crispin C. Masloy. 2005. "War or Pease journalism? Asian newspaper coverage of conflicts." Journal of Communication 55(2): 311-329.
EJournal

עיתונות ציבורית

Haas, Tanni. 1999. "What's "public" about public journalism? Public journalism and the lack of a coherent public philosophy." Communication Theory 9(3): 346-364.
EJournal

Schroll, Christopher J. 1999. "Theorizing the flip side of civic journalism: Democratic citizenship and ethical readership." Communication Theory 9(3): 321-345.
EJournal

חלק 9 : ספירה ציבורית

Iozzi, David P., Carl L. Schroeder, Taso Langos and C. Evans Caswell. 2004. "Managing the public sphere: Journalistic Construction of the great Globalization Debate." Journal of Communication 54(3): 437-455.
EJournal

חלק 10 : תקשורת פוליטית

Watts, Mark D, David Domke and David P. Fan. 1999. "Elite cues and media bias in presidential campaigns". Communication Research 26(2): 144-175

EJournal

Wasserman, Donna P. 1999. "The local contours of campaign coverage: State newspapers and the 1988 Super Tuesday Campaign." Communication Research 26(6): 701-725.

EJournal

McCoy, Kelley and Marcos Torres. 1999. "News media, racial perceptions, and political cognition." Communication Research 26(5): 570-607.

EJournal

Murschetz, Paul. 1998. "State Support for the Daily Press in Europe: A Critical Appraisal: Austria, France, Norway and Sweden." European Journal of Communication 13(3): 291-314.

Journal + EJournal

Brants, Kees. 1998. "Who's Afraid of Infotainment?" European Journal of Communication 13(3): 315-337.

Journal + EJournal

Winseck, Dwayne. 1998. "Pursuing the Holy Grail: Information Highways and Media Reconvergence in Britain And Canada." European Journal of Communication 13(3): 337-375.

Journal + EJournal

Ralph, Negrine. 1999. "Parliaments and the Media: A Changing Relationship?" European Journal of Communication 14(3): 325-352.

Journal + EJournal

חלק 11 : עימותים פוליטיים (Political Debates)

Benoit, William L. and Glenn J. Hansen. 2004. "Presidential debate, character evaluation and vote choice." Human Communication Research 30(1): 121-144.

EJournal

An, Chasu and Michael Pfau. 2004 "The efficacy of inoculation in television political debates." Journal of Communication 54(3): 421-436.

EJournal

חלק 12 : טלקומוניקציה

Monge, Peter and Sorin Adam Matei. 2004. "The role of the global Telecommunications network in bridging economic and political divided, 1989 to 1999." Journal of Communication 54(3): 511-531.

EJournal

Boczkowski, Pablo J. 2004. "The Processes of Adopting Multimedia and Interactivity in Three Online Newsroom." Journal of Communication 54 (2): 197-213.

EJournal

Young, David. 2003. "Discourses on communication technologies in Canadian and European broadcasting policy debates." European Journal of Communication, 18(2): 209-240.

Journal + EJournal

Lenert, E. M. 1998. "A communication theory perspective on telecommunications policy." Journal of Communication 48(1): 3-23.

EJournal

חלק 13 : מדיה גלובליים

Clausen, Lisbeth. 2004. "Localizing the global: 'Domestication' processes in international news production." Media, Culture & Society 26(1): 25-44.

EJournal

Murphy, Patrick D., and Kraidy, Marwan M. 2003. "International communication, ethnography, and the challenge of globalization." Communication Theory 3: 304-323.

EJournal

Huang, Chengju. 2003. "Transitional media vs. normative theories: Schramm, Altschull, and China." Journal of Communication 53(3): 444-459.

EJournal

Gilboa, Eytan. 2002. "Global Communication and Foreign Policy." Journal of Communication 52: 731-748

EJournal

McQuail, Denis. 2000. McQuail's Mass Communication Theory. London: Sage Publications, pp. 215-240.

MAC-QUA (456931) שמור מדעי המדינה לפי

Kishan Thussu, Daya. 2000. "Legitimizing "Homanitarian Intervention" CNN, NATO, and the Kosovo Crisis". European Journal of Communication 15(3): 345-362.

Journal + EJournal

Robinson, Piers. 2000. "The News Media and Intervention: Triggering the Use of Air Power During Humanitarian Crisis." European Journal of Communication 15(3): 405-414.

Journal + EJournal

חלק 14 : תקשורת חדשה

Aldisardottir, Lo'a . 2000. "Global Medium-Local Tool? How readers and Media companies use the web." European Journal of Communication 15(2): 241-252.

Journal + EJournal

Schweiger, Wolfgang. 2000. "Media Credibility-Experience or Image? A Survey on Credibility of the world wide web in Germany In Comparison to other media." European Journal of Communication 15(1): 37-60.

Journal + EJournal

Bryan C Taylor, Christof Demont-Heinrich, Kirsten J Broadfoot, Jefferson Dodge, Guowei Jian. 2002. "New media and the circuit of cyber-culture: Conceptualizing Napster." Journal of Broadcasting & Electronic Media 46(4): 607-630.

EJournal

McAllister, Matthew P., Joseph, Turow. 2002. "New media and the commercial sphere: Two intersecting trends, five categories of concern." Journal of Broadcasting & Electronic Media 46(4): 505-515.

EJournal