

Study program	Sociology			
Course	Media theories and methods - Graduate level			
Status of the course	Graduate Study in Sociology – Optional course			
Year	1	Semester	2	
ECTS credits	5			
Teacher	dr. Krešimir Krolo			
e-mail	kkrolo@unizd.hr			
consultation hours	Thursdays 16:30h-17:30h, by e-mail appointment			
Associate / assistant	/			
e-mail	/			
consultation hours	/			
Place of teaching	Classroom no. 203			
Teaching methods	Lectures, seminars			
Teaching workload Lectures + Seminars + Exercises	2 L+ 1S; 30 h L + 15 h S			
Examination methods	oral presentation, seminar paper, exam paper			
Start date	3.03.2022.	End date	9.06.2022.	
Colloquia	1. term	2. term	3. term	4. term
	/	/	/	/
Examination period	1. term	2. term	3. term	4. term
	20.06.2022. 11am	4.07.2022. 9 am	12.09.2022. 10am	26.09.2022. 10am
Learning outcomes	<p>On the basis of the acquired knowledge, students will:</p> <ul style="list-style-type: none"> <li>gain knowledge and critically examine various theoretical approaches from media studies, with special emphasis on contemporary reading of sociological theories concerning digital media</li> <li>understand the architecture and dynamics of contemporary digital-interactive media systems and how to approach them methodologically</li> <li>develop interdisciplinary research perspectives in relation to digital-interactive media and its challenges.</li> </ul>			
Enrolment prerequisites	Graduate level knowledge of sociology			
Course subject	Detailed examination of main paradigms and theories of media studies with special emphasis on the relevance of sociological theories and its contributions to the field of media studies. In order to grasp the complexity of theories and methods, special attention will be given to historical, cultural and social context of the time. Main goal is to apply understanding of various approaches in regard to transformation of public sphere, culture, and participation in the context of digital-interactive media.			
Required reading	<p><b>Bilić, P. (2016)</b> Search algorithms, hidden labour and information control, <i>Big Data &amp; Society</i> DOI: 10.1177/2053951716652159</p>			

**Bilić, Paško.** (2020): Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (selected chapters)

**Crawford, Garry** (2012) Video Gamers. Routledge, Taylor and Francis Group: London and New York.

**Dijk, van Jan** (2004) "Digital Media", in *The Sage Handbook of Media Studies* (ed. Downing, D.H. John), str. 145-165.

**Danah boyd** (2010), "Social Network Sites as Networked Publics, Affordances, Dynamics and Implications", in *Networked Self: Identity, Community and Culture on Social Network Sites* (ed. Zizi Papacharissi): 39-58

**Augey, Dominique, Alcaraz, Marina.** (2019) Will Fake News Kill Information, in eds. (Augey, Dominique & Alcaraz, Marina) *Digital Information Ecosystems: Smart Press*.

**Dixon, Mark (2020)** Media Theory for A level: The Essential Revision Guide, Routledge: New York

**Papcharissi, Zizi** (2010) *A Private Sphere: Democracy in Digital Age*. Cambridge: Polity Press (selected chapters, p. 1-25, p. 25-48, p., 131-161)

**Giusti & Piras** (2021) *Democracy and Fake News: Information Manipulation and Post-Truth Politics*, Routledge: New York)

**Petrić, Mirko** (2010) Power point presentations and abstracts.

**Reinemann i dr.** (2019) *Communicating populism: comparing actor perceptions, media coverage, and effects on citizens in Europe*, Routledge: New York.

**Banaji i Bhat** (2021) *Social media and hate*, Routledge: New York.

**Bilić i sur.** (2021) *The Political Economy of Digital Monopolies, Contradictions and Alternatives to Data Commodification*, Bristol Univeristy Press: Bristol.

**Roberts, JM.** (2018) 'The Public Sphere', in Orum, T. (ed.) *The Wiley-Blackwell Encyclopedia of Urban and Regional Studies*. Wiley-Blackwell.

**Schäfer, Mike. S and Taddicken, Monika** (2015) *Mediatized Opinion Leaders: New Patterns of Opinion Leadership in New Media Environments*, *International Journal of Communication 9*: 960-981.

**Shifman, Limor** (2014) *Memes in digital culture*, The MIT Press: Cambridge and London. Chapter "Defining Internet Memes", p.

	<p>37-55.</p> <p><b>Smyrnaois, Nikos:</b> Internet Oligopoly: The Corporate Takeover of Our Digital World, Emerald Publishing: London. chapter: From Counterculture to the Commodification. p. 26.32.</p> <p><b>Quandt, Thorsten, Frischlich, Boberg, Svenja, Schatto-Eckrodt</b> (2019) Fake news, in. Eds (Vos, P., Tim &amp; Hanusch, Folkers) The International Encyclopedia of Journalism Studies. Wiley-Blackwell.</p> <p>+ Seminar readings</p>
Additional reading	<p><b>Reed, T.V.</b> (2014) Digitized Lives: Culture, Power and Social Change in the Internet Era. London: Routledge</p> <p><b>Castells, Manuel</b> (2012) <i>Networks of Outrage and Hope: Social Movements in the Internet Age</i>. Cambridge: Polity Press.</p> <p><b>Jenkins, Henry, Ford, Sam i Green, Joshua</b> (2013) Spreadable media: A Meaning in the Networked Culture. New York: New York University Press. (odabrana poglavlja)</p> <p><b>Dubois, E i Blank, G.</b> (2017) The echo chamber is overstated: the moderating effect of political interest and diverse media. <i>Information, Communication &amp; Society</i> 21(5): 729-745.  <a href="https://doi.org/10.1080/1369118X.2018.1428656">https://doi.org/10.1080/1369118X.2018.1428656</a></p>
Internet resources	<p><a href="https://venturebeat.com/2021/02/13/thought-detection-ai-has-infiltrated-our-last-bastion-of-privacy/?fbclid=IwAR2xGbXTMFkWfg2_BKtr-BAcy6fbDPNbMBS6qXlxdV2ABAezWIOo0IPR0jk">https://venturebeat.com/2021/02/13/thought-detection-ai-has-infiltrated-our-last-bastion-of-privacy/?fbclid=IwAR2xGbXTMFkWfg2_BKtr-BAcy6fbDPNbMBS6qXlxdV2ABAezWIOo0IPR0jk</a></p> <p><a href="https://foreignpolicy.com/2021/02/07/why-jurgen-habermas-disappeared/?fbclid=IwAR3Ai5LcpKOUBCjjz42B_ww_Vxj1pvck0Jk44QZNu1Eh6lINq7BokbNxb_w">https://foreignpolicy.com/2021/02/07/why-jurgen-habermas-disappeared/?fbclid=IwAR3Ai5LcpKOUBCjjz42B_ww_Vxj1pvck0Jk44QZNu1Eh6lINq7BokbNxb_w</a></p> <p><a href="https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKINg75v3vb7D_vGerJ8E71I-zffy0Lh7Q">https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKINg75v3vb7D_vGerJ8E71I-zffy0Lh7Q</a></p> <p><a href="https://www.wired.com/story/online-conspiracy-groups-qanon-cults/?fbclid=IwAR2YvYwXqFJeT_ZBFERiuYISHzPvSVTsJ2FzQYS4hQPVEvkqDt5GEacCA-s">https://www.wired.com/story/online-conspiracy-groups-qanon-cults/?fbclid=IwAR2YvYwXqFJeT_ZBFERiuYISHzPvSVTsJ2FzQYS4hQPVEvkqDt5GEacCA-s</a></p> <p><a href="https://www.youtube.com/watch?v=iFTWM7HV2UI&amp;fbclid=IwAR3-rR7BVX5dc2VP2xkdZhqgd-c1uveQk_yDhOEE1vilbarhDorgyemgnxU&amp;ab_channel=TED">https://www.youtube.com/watch?v=iFTWM7HV2UI&amp;fbclid=IwAR3-rR7BVX5dc2VP2xkdZhqgd-c1uveQk_yDhOEE1vilbarhDorgyemgnxU&amp;ab_channel=TED</a></p> <p><a href="https://www.cccb.org/en/multimedia/videos/nancy-fraser-technology-is-not-serving-the-ends-it-could-serve-in-rebuilding-public-space/229347?fbclid=IwAR1vKw7-YrG4LbXvZvSsg6A4nbtEJB8QsV_jbeCFOFO2s1AW-yNhONvKVpA">https://www.cccb.org/en/multimedia/videos/nancy-fraser-technology-is-not-serving-the-ends-it-could-serve-in-rebuilding-public-space/229347?fbclid=IwAR1vKw7-YrG4LbXvZvSsg6A4nbtEJB8QsV_jbeCFOFO2s1AW-yNhONvKVpA</a></p>

Quality assurance	In accordance with the Quality Assurance Manual of the Department of Sociology and Quality Assurance Manual of the University of Zadar.
Conditions for obtaining signatures	<ul style="list-style-type: none"> <li>• Regular class attendance</li> </ul> <p>Student attendance, preparation, and active participation in class are required. You can be absent max. 3 classes per semester, with no questions asked.</p> <ul style="list-style-type: none"> <li>• seminar presentation</li> </ul> <p>Each student is required to write a short seminar essay on the specific topic. Seminar essay is a prerequisite for a written exam. Essay should not be longer than 6 – 8 pages and include sources from this syllabus as well as additional relevant sources.</p> <ul style="list-style-type: none"> <li>• Oral presentation</li> </ul> <p>Each student will hold at least one presentation per semester on the assigned seminar readings for that day (20-30min).</p>
Assignments of the final grade	<ul style="list-style-type: none"> <li>• 20% class attendance</li> <li>• 20 % oral presentation</li> <li>• 60 % written exam</li> </ul>
Remarks	Students will be expected to uphold the highest standards of academic honesty.

Teaching topics – lectures and seminars		
No.	Date	Title
1.	03.03. 2022.	Introduction (round table: Digital Cultural Politics: From Policy to Practice and Back) Discussion of the syllabus, assignments
2.	10.03. 2022.	Historical development and institutionalization of media research and methods I  Reading material: <b>Dixon, M.</b> (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New York
3.	17.03. 2022.	Historical development and institutionalization of media research and methods II  Reading material: <b>Dixon, M.</b> (2020) Media Theory for A level: The Essential Revision Guide, Routledge: New York
4.	24.03. 2022.	Historical development and institutionalization of media research and

		<p>methods III</p> <p>Reading material:</p> <p><b>Dixon, M.</b> (2020) <i>Media Theory for A level: The Essential Revision Guide</i>, Routledge: New York</p>
5.	31.03.2022.	<p>Understanding contemporary media environment: technological and social characteristics of digital-interactive media</p> <p>Reading material: <b>Dijk, van Jan</b> (2004) "Digital Media", in <i>The Sage Handbook of Media Studies</i> (ed. Downing, D.H. John), str. 145-165.</p>
6.	7.04.2022.	<p>Understanding the development of contemporary digital environment and culture: algorithms and big data</p> <p>Reading material:</p> <p><b>Bilić, P.</b> (2016) Search algorithms, hidden labour and information control, <i>Big Data &amp; Society</i> DOI: 10.1177/2053951716652159</p> <p><b>Airoldi, M.</b> (2022) Machine Habitus: Toward a Sociology of Algorithms (odabrana poglavlja, pp.1.31)</p> <p><b>Sadowski, J.</b> (2019) When Data is capital: Datafication, accumulation, and extraction, <i>Big Data &amp; Society</i>, <a href="https://doi.org/10.1177/2053951718820549">https://doi.org/10.1177/2053951718820549</a></p>
	14.04.2022.	<b>EASTER HOLIDAYS</b>
7.	21.04.2022.	<p>Understanding the development of contemporary digital environment and culture: internet social networks</p> <p>Reading material: <b>Danah boyd</b> (2010), "Social Network Sites as Networked Publics, Affordances, Dynamics and Implications", in <i>Networked Self: Identity, Community and Culture on Social Network Sites</i> (ed. Zizi Papacharissi): 39-58</p> <p><b>Bilić, Paško. (2020):</b> Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje "Komunikacija i društvena interakcija, str. 17-36)</p>
8.	28.04.2022.	<p>Cultures of digital-interactive media: video games and memes</p> <p>Reading material: <b>Crawford, Garry</b> (2012) <i>Video Gamers</i>. Routledge, Taylor and Francis Group: London and New York, chapter: conceptualizing video gamer culture, p.96-119.</p> <p>Reading material: <b>Shifman, Limor</b> (2014) <i>Memes in digital culture</i>, The</p>

		MIT Press: Cambridge and London. Chapter "Defining Internet Memes", p. 37-55.
9.	05.05.2022.	<p>Understanding the development of contemporary media environment and culture: social media and "Influencers"</p> <p>Reading material: <b>Katz, Elihu</b> (2015) Where Are Opinion Leaders Leading Us? International Journal of Communication, 9; 1023-1028</p> <p><b>Bilić, Paško. (2020):</b> Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje: Od svakodnevice do javnosti i mreža, str. 43-71.)</p>
10.	12.05.2022.	<p>Populist politics and contemporary media environment</p> <p>Reading material:</p> <p><b>Reinemann, C. et al, (2019)</b> Communicating populism: comparing actor perceptions, media coverage, and effects on citizens in Europe, Routledge: New York.</p>
11.	19.05.2022.	<p>Communication macrostructures: digital-interactive media in a global perspective</p> <p>Reading material: <b>Smyrnois, Nikos:</b> Internet Oligopoly: The Corporate Takeover of Our Digital World, Emerald Publishing: London. chapter: From Counterculture to the Commodification. p. 26.32.</p> <p><b>Bilić, Paško. (2020):</b> Sociologija medija: Rutine, tehnologija i moć, Zagreb: Jesenski i Turk. (poglavlje. Komunikacijske makrostrukture, str. 81-110.)</p>
12.	26.05.2022.	<p>(Un)democratic potentials of digital-interactive media: from fake news to reactionary social movements</p> <p><b>Quandt, Thorsten, Frischlich, Boberg, Svenja, Schatto-Eckrodt</b> (2019) Fake news, in. Eds (Vos, P., Tim &amp; Hanusch, Folkers) The International Encyclopedia of Journalism Studies. Wiley-Blackwell.</p> <p><b>Augey, Dominique, Alcaraz, Marina.</b> (2019) Will Fake News Kill Information, in eds. (Augey, Dominique &amp; Alcaraz, Marina) Digital Information Ecosystems: Smart Press.</p> <p><a href="https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKINq75v3vb7D_vGerJ8E71I-zffy0ILh7Q">https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/?fbclid=IwAR1qfJKnYGAU1CSh_tkRn456WKINq75v3vb7D_vGerJ8E71I-zffy0ILh7Q</a></p>
13.	2.6.2022.	<p>Media literacy between individual and social responsibility: regulatory challenges for digital monopolies.</p> <p>Reading material:</p> <p><b>Papcharissi, Zizi</b> (2010) A Private Sphere: Democracy in Digital Age. Cambridge: Polity Press (selected chapters, p. 1-25, p. 25-48,)</p>

		<b>Bilić i sur.</b> (2021) The Political Economy of Digital Monopolies, Contradictions and Alternatives to Data Commodification, Bristol University Press: Bristol.
14.	9.6.2022.	Recapitulation of the course

Instructor: Krešimir Krolo