



# Short Syllabus



## Course Title

Theories in Communication and Digital Culture

## Lecturer

Dr. Sharon Avital

## Contact details

[rhetoricavital@gmail.com](mailto:rhetoricavital@gmail.com) By appointment

## Semester

Fall

## Short Description

This course follows a chronological order and introduces important schools of thought in the field of communication. It takes a critical perspective by examining the relations between media, technology, and culture. We will ask how everyday messages shape people's perceptions and behaviors and how they are related to and dependent upon media institutions and societal considerations.

Several sections will examine topics like popular culture, politics and communication, gender and communication, rhetoric and the public sphere. A section will be dedicated to understanding the ways in which different technological media shape different messages and mindsets.

The course will delve into recent polemics regarding the reliability of the news, using relevant theories, guest lecture and class work to examine the notions of "truth", "fake," and the politics of information.

By the end of this course students should be able to

1. Identify and understand important schools of thought in the field of communication.
2. Understand the myriad considerations shaping texts in the media.
3. Understand the ways in which the audience responds to the final product.
4. Evaluate and analyze messages in the media from different perspectives.

## Final grade components

### Midterm:

Group work **30%**

### Final requirement:

5 quizzes **60%** (dates will be provided in the syllabus) throughout the semester out of which the top 4 will make the final grade. **Each quiz 15%**

### Participation:

**10%**

## Attendance

Attendance is mandatory. Students are permitted a maximum of three unauthorized absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.\*



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## Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.\*

## Final assignment

All dates for the quizzes will be published in the final syllabus.  
Quizzes have no moed B.

## Additional requirements

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\* See Liberal Arts academic handbook for further details