

COURSE DETAIL

MASS MEDIA THEORY

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

MASS MEDIA THEORY

UCEAP Transcript Title

MASS MEDIA THEORY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course discusses theories and concepts relevant to analyzing the current media system, as well as classical and contemporary contributions to the field. Topics include: from hypodermic theory to the Lasswell paradigm; mass communication research; two-step communication theory; uses and gratifications theory; the Frankfurt School; French structuralism; cultural studies; the Toronto School and new technologies; the long tail theory; agenda-setting theory; theory of the spiral of silence; framing theory.

Pre-requisites: Media Theory course

Language(s) of Instruction

English

Host Institution Course Number

18362

Host Institution Course Title

TEORÍA DE LOS MEDIOS DE COMUNICACIÓN

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=364&anio=2025&plan=435&asig=18...>

Host Institution Campus

GETAFE

Host Institution Faculty

Facultad de Humanidades, Comunicación y Documentación

Host Institution Degree

Grado en Estudios Culturales

Host Institution Department

Departamento de Comunicación

Course Last Reviewed

2025-2026

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