

MK1036 Medie- och kommunikationsvetenskap II, 30 hp VT23

(Enstaka artiklar kan tillkomma)

Delkurs 1: Strategisk kommunikation, 7,5 hp

Kursansvarig / Course coordinator:

Mattias Ekman, mattias.ekman@ims.su.se

Kurstexter (böcker som införskaffas av studenten): / Course Texts (books to be purchased by the student):

E-texter (som kan lånas från Stockholms universitetsbibliotek): / Course Texts (online):

Theaker, Alison (2016), *The Public Relations Handbook*, 5th ed. London: Routledge.

Texter som tillhandahålls av institutionen (i kompendium eller på Athena): / Course texts provided by the Department (in course pack or on Athena):

Baumann, M. (2020). 'Propaganda Fights' and 'Disinformation Campaigns': the discourse on information warfare in Russia-West relations. *Contemporary politics*, 26(3), 288-307.

Bennett, W. L., & Livingston, S. (2018). The disinformation order: Disruptive communication and the decline of democratic institutions. *European journal of communication*, 33(2), 122-139.

Coombs, W. T. (2015). "The value of communication during a crisis: Insights from strategic communication research". *Business Horizons*, 58(2), 141-148.

Coombs, W. Timothy & Holladay, Sherry J. (2013) *It's not just PR: Public relations in society*. Malden, MA: Wiley Blackwell (Sidor: 4-35)

Ekman, M., & Widholm, A. (2017). Performative intimacies and political celebrityisation. In Kuntsman, A. (ed.) *Selfie Citizenship*, (pp. 65-74). Cham: Palgrave Macmillan.

Ekman, M., & Widholm, A. (2015). "Politicians as Media Producers: Current trajectories in the relation between journalists and politicians in the age of social media". *Journalism practice*, 9(1), 78-91.

Fawkes, J. (2018). "The evolution of public relations research -an overview." *Communication & Society*, 31(4), 159-171.

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Hackley, C. (2018). "Advertising, marketing and PR - Deepening mutuality amidst a convergent media landscape". In H. Powell, I. MacRury, & J. Hardy (red.): *The Advertising Handbook*: Routledge.

Metz, M., Kruikemeier, S., & Lecheler, S. (2020). "Personalization of politics on Facebook: Examining the content and effects of professional, emotional and private self-personalization". *Information, Communication & Society*, 23(10), 1481-1498.

Miller, K. (2008) "Organizational Communication" in Donsbach, W (ed.), *The International Encyclopedia of Communication*, First Edition, NY: John Wiley & Sons.

Mumby, D.(2008) "Organizational Communication: Critical Approaches" in Donsbach, W (ed.), *The International Encyclopedia of Communication*, First Edition, NY: John Wiley & Sons.

Pallas, J & Magnus Fredriksson (2011) " Providing, promoting and co-opting: Corporate media work in a mediatized society" *Journal of Communication Management* (15)2, 165-178.

Pezzullo, P. C., & Cox, J. R. (2022). *Environmental communication and the public sphere* (Sixth edition. ed.). Los Angeles: SAGE Publications, Inc. (p 72-86)

Reddi, M., Kuo, R., & Kreiss, D. (2021). Identity propaganda: Racial narratives and disinformation. *New Media & Society*, 14614448211029293.

Strömbäck, J., & Kioussis, S. (2014). 6. Strategic political communication in election campaigns. In Reinemann, C. (ed.), *Political communication*, (pp. 109-128). Berlin: De Gruyter Mouton.

Wæraas, A., & Ihlen, Ø. (2009). Green legitimization: the construction of an environmental ethos. *International Journal of Organizational Analysis*, 17(2), 84-102. doi:10.1108/19348830910948940

Ytterligare texter (max 100 s) kan tillkomma.

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Delkurs 2: Populärkulturella världar, 7,5 hp

Kursansvarig: Martina Ladendorf (martina.ladendorf@ims.su.se)

Kurstexter (böcker som införskaffas av studenten):

Gripsrud, Jostein (2011) *Mediekultur, mediesamhälle*, 3 uppl., Göteborg: Daidalos.

Hirdman, Anja (2018) *Känslofyllda rum. Den mediala socialiteten – att titta och beröras*, Nordic Academic Press.

E-texter (som kan lånas från Stockholms universitetsbibliotek): / Course Texts (online):

Storey, John (2018/2021) *Cultural Theory and Popular Culture*, 8th/9th ed., Harlow: Pearson Education Limited.

Texter som tillhandahålls av institutionen (i kompendium eller på Athena):

Kompendium (pdf):

Bjurström, Erling, Johan Fornäs, Hillevi Ganetz (2000) utdrag ur *Det kommunikativa handlandet. Kulturella perspektiv på medier och konsumtion*, Nora: Nya Doxa (25 s.) s. 153-177.

Boëthius, Ulf (1990) "Högt och lågt inom kulturen. Moderniseringsprocessen och de kulturella hierarkierna", i Johan Fornäs & Ulf Boëthius (red.) *Ungdom och kulturell modernisering*, Sthlm/Stephag: Symposion (35 s.)

Burns Ardolito, Wendy A. (2009) "Jiggle in My Walk: The Iconic Power of the "Big Butt" in American Pop Culture", i Rothblum, Esther & Sondra Soloway (red.) *The Fat Studies Reader*, New York: New York University Press.

Cohen, Jonathan (2008) "Audience identification with media characters", i Jennings Bryant & Peter Vorderer (red.) *Psychology of entertainment*, London: Routledge (14 s.)

Dyer, Richard (1993) "Entertainment and Utopia", i Simon During (red.) *The Cultural Studies Reader*, London: Routledge (13 s.)

Olausson, Ulrika (2009) "Identitet", kap. 7 i Peter Berglez & Ulrika Olausson (red.) *Mediesamhället: Centrala begrepp*, Lund: Studentlitteratur (15 s.)

Vetenskapliga artiklar:

Burton, Cayley (2021) "This is a different kingdom": A case study of gender-creative feminine expression during princess play. *Heliyon* 7.

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Cameron, Layla (2019) "The "good fatty" is a dancing fatty: Fat archetypes in reality television", *Fat Studies*, 8:3, 259-278

Chandler, Daniel (1997) *An introduction to genre theory* (15s) **URL:**
http://www.aber.ac.uk/media/Documents/intgenre/chandler_genre_theory.pdf

Dyer, Richard (2005) The matter of whiteness, i Paula Rotheberg (ed.) *White privilege: Essential readings on the other side of racism*, Worth Publishers (6s)

Golden, Julia C. & Jennifer Wallace Jacoby (2018) "Playing Princess: Preschool Girls' Interpretations of Gender Stereotypes in Disney Princess Media", *Sex Roles* (2018) 79:299–313

Karsay, Kathrin & Desirée Schmuck (2019) "Weak, Sad, and Lazy Fatties": Adolescents' Explicit and Implicit Weight Bias Following Exposure to Weight Loss Reality TV Shows", *MEDIA PSYCHOLOGY* 2019, VOL. 22, NO. 1, 60–81

King-Carroll, Kidiocus (2021) "Scams, Heists, and Racial Disidentification: Joanne the Scammer at the Intersection of Queer of Color Critique and Digital Blackness", *Rhizomes: Cultural Studies in Emerging Knowledge*: Issue 37.

Oliver, Mary Beth, Helena Bilandzic, Jonathan Cohen, Arienne Ferchaud, Drew D. Shade, Erica J. Bailey, & Chun Yang (2019) "A Penchant for the Immoral: Implications of Parasocial Interaction, Perceived Complicity, and Identification on Liking of Anti-Heroes", *Human Communication Research* 45 (2019) 169–201.

Parker, Holt (2011) "Toward a Definition of Popular culture" *History and Theory* 50 (May 2011), 147-170.

Williams, Apryl (2020) "Black Memes Matter: #LivingWhileBlack With Becky and Karen". *Social Media + Society* October-December 2020: 1–14.

Wohlwend Karen E. (2009) "Damsels in Discourse: Girls Consuming and Producing Identity Texts through Disney Princess Play", *Reading Research Quarterly*, Vol. 44, No. 1, pp. 57-83

Texter i PDF kan tillkomma

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Delkurs 3: Metodologi, 7,5 hp

Kursansvarig: Michael Westerlund (michael.westerlund@ims.su.se)

Kurstexter (böcker som införskaffas av studenten):

Bryman, Alan (2016) *Social Research Methods*. 5th ed. Oxford: Oxford University Press.

Ekström, Mats & Johansson, Bengt (red.) (2019) *Metoder i medie- och kommunikationsvetenskap*. 3:e uppl. Lund: Studentlitteratur.

Fiske, John (1997 el sen.) *Kommunikationsteorier. En introduktion*. (2:a upplagan). Stockholm: Wahlström & Widstrand. (ca 150 s)

alt.

Fiske, John (2011) *Introduction to Communication Studies* (3rd edition) London: Routledge

E-texter (som kan lånas från Stockholms universitetsbibliotek):

Barthes, R (1977a) "Rhetoric of the Image". I *Image, Music, Text*. London: Fontana Press.
URL: <https://faculty.georgetown.edu/irvinem/theory/Barthes-Rhetoric-of-the-image-ex.pdf>

Barthes, R (1977b) "The Photographic Message". I *Image, Music, Text*. London: Fontana Press.
URL: https://monoskop.org/images/5/59/Barthes_Photographic_Message.pdf

Braun, Virginia & Victoria Clarke (2006) Using thematic analysis in psychology, *Qualitative Research in Psychology*, 3:2, 77-101 URL: <https://doi.org/10.1191/1478088706qp0630a>

Ekman, M. & Widholm, A. (2017). "Political communication in an age of visual connectivity: Exploring Instagram usage among Swedish politicians." *Northern Lights* 15 (1), 15-32

Livingstone, S. (2009). On the mediation of everything: ICA presidential address 2008. *Journal of communication* 59(1), 1-18. URL: <https://academic.oup.com/joc/article-abstract/59/1/1/4098519>

Roosvall, Anna (2005) *Utrikesjournalistikens antropologi: Nationalitet, etnicitet och kön i svenska tidningar*. Stockholm: JMK (s. 41-45 & 70-92). Tillgänglig online: <http://www.diva-portal.org/smash/get/diva2:192743/FULLTEXT01.pdf >;

Schröder Kim, (2000), "Making sense of audience discourses Towards a multidimensional model of mass media reception" in *European Journal of Cultural Studies*, 2000 May 2000 vol. 3 no. 2 233-258
<http://ecs.sagepub.com/content/3/2/233.full.pdf+html>

Skågeby, Jörgen (2011) "Online Ethnographic Methods: Towards a Qualitative Understanding of Virtual Community Practices". I Daniel (ed), *Handbook of Research on Methods and*

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Techniques for Studying Virtual Communities: Paradigms and Phenomena. Hershey, PA: Information Science Reference.

Truedson, L. & Karlsson, M. (2019) (red). *Nyheter – allt mer en tolkningsfråga. Mediestudiers innehållsanalys 2007-2018*. Stockholm: Institutet för mediestudier. (Enskilda kapitel).

van Dijk, Teun A. (2000) "New(s) Racism: A Discourse Analytical Approach", in Cottle, S. (ed.) *Ethnic Minorities and the Media*, Buckingham/Philadelphia: Open University Press.
URL: <https://pdfs.semanticscholar.org/dc0e/d424307e8c84360bac6d031d6bc299d92c19.pdf>

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Delkurs 4: Digitala mediekulturer, 7,5 hp

Kursansvarig: Michael Westerlund (michael.westerlund@ims.su.se)

Kurstexter (böcker som införskaffas av studenten):

Lindgren, S (2021) *Digital Media & Society*, 2nd ed., London: Sage. (kapitel meddelas senare)

E-texter (som kan lånas från Stockholms universitetsbibliotek):

Bryman, Alan (2016). *Social research methods*. Fifth edition Oxford: Oxford University Press. Eller tidigare upplaga.

Alternativt på svenska: Bryman, Alan (2018). *Samhällsvetenskapliga metoder*. tredje upplagan Stockholm: Liber

Creswell, John W. & Creswell, J. David (2018). *Research design: qualitative, quantitative, and mixed methods approaches*. Fifth edition. Los Angeles: SAGE. Eller tidigare upplaga.

DiStaso, MW (2012). Exploring the Problems with Wikipedia's Editing Rule for Public Relations. *Institute for public relations*.

<http://www.instituteforpr.org/wp-content/uploads/DiStaso-PR-and-WikipedialPR.pdf>

Hirdman, A (2010). Vision and Intimacy. *Nordic Review*, 31(1).

http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/321_hirdman.pdf

Hutchings, T (2012). I am Second: Evangelicals and Digital Storytelling. *SEPP Australian journal of Communication*, 39(1).

https://www.academia.edu/1597336/I_Am_Second_Evangelicals_and_digital_storytelling

Kelleher, T, Miller BM (2006). Organizational Blogs and the Human Voice: Relational Strategies and Relational Outcomes. *Journal of Computer-Mediated Communication*, 11: 395–414.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2006.00019.x/epdf>

Roden, D (2015). Post-Singularity Entities in Film and TV. In M. Hauskeller, T. D. Philbeck & C. D. Carbonell (Eds.), *The Palgrave Handbook of Posthumanism in Film and Television*. London: Palgrave Macmillan.

Saltz, J (2013). Art at Arm's Length: A History of the Selfie. *New York Magazine*. Reprinted online at:

<http://www.vulture.com/2014/01/history-of-the-selfie.html>

Scott, K. (2011) Transhumanism vs. /and Posthumanism. *Institute for Ethics and Emerging Technologies*.

<http://bit.ly/12FGuPp>

Senft, T, Baym N (2015). What Does the Selfie Say? Investigating a Global Phenomenon.

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International Journal of Communication, 9. <http://ijoc.org/index.php/ijoc/article/view/4067/1387>

Skågeby, J. (2016) Media Futures: premediation and the politics of performative prototypes.
First Monday, 21(2). <http://firstmonday.org/ojs/index.php/fm/article/view/6105/5196>

Varis (2014) Digital ethnography. http://www.academia.edu/7943703/Digital_ethnography

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Westerlund, M et al (2015). Case study of posts before and after a suicide on a Swedish internet forum. *BJPsych*, 207 (6) 476-482.

<http://bjp.rcpsych.org/content/207/6/476>

Westerlund, M (2012). The production of pro-suicide content on the Internet: a counter-discourse activity. *New media and society*, 4, 764-780.

<http://nms.sagepub.com.ezp.sub.su.se/content/14/5/764.full.pdf+html>

Westerlund, M (2013). Talking Suicide: Online Conversations about a Taboo Subject".

Nordicom Review, 2, 35-46. http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/10331-volume34_issue2_03_paper.pdf

Westerlund, M, Hadlaczk, G & Wasserman, D (2012). The Representation of Suicide on the Internet: Implications for Clinicians. *Journal of Medical Internet Research*, 12, e122.

doi:10.2196/jmir.1979. 

<http://www.jmir.org/2012/5/e122/>

Wikipedia entry on "Posthuman": <http://en.wikipedia.org/wiki/Posthuman>

World Transhumanist Association. What is Transhumanism?

<http://www.transhumanism.org/resources/transhumanism.htm>

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