

Lecture Program FMK Singidunum Belgrade

23rd – 25th of March 2011

MEDIA CULTURE AND MEDIA COMPETENCE:

Challenges for a society constituted by media communication

A program for 3 teaching units
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The lecture program aims to enhance the awareness for:

- Need of scientifically qualified theories when using an everyday concept
- The inter-relation of practice and theory in doing the reality
- The Need of conveyance of Communication and Media Literacy in an increasingly media made society

1.

Understanding the world needs to understand its media communication - since media has become the system of reference (trust) in signifying and meaning what is news, politics, knowledge, entertainment etc.

To talk about:

The insufficiency of object theoretical concepts

The need of complex theory models of critical observation

The scientific observation of everyday observation

Communication as the construction of reality

2.

Media Culture – the continuation of a cultural program generating a meaningful world.

To talk about:

The interrelation of society, communication, and culture

The organizational and the communicational dimension of social exchange

From media theory to theory of mediatization (mediality)

Media as the environment of social communication

Media Communication as the mirror society (status and transition)

Media Culture in the view of Cultural Studies

3.

Media competence – the challenge of the cultural quality of society.

To talk about:

The cultural competence program: media literacy

Participation and emancipation as pillars of democratic communication culture

Systems of interpretation of values of social media usage

Integrative concept of ethical use of media: professionalization (production) and literacy (usage) within a de-industrialized and civil-society media environment.

Literature Recommendations:

Bauer, T. A. (2006): Media competence as a cultural dimension of social communication. In S. Malovic (Ed.), *Utjecaj globalizacije na novinarstvo* (pp. 11–32). Zagreb: Izvori.

Bauer, T. A. (2006). *Mediji za otvoreno društvo* [Media for an open society]. Zagreb: ICEJ.

Bertrand, C. J. (2006). *Deontologija medija* [Media deontology]. Zagreb: International Centre for Education of Journalists (ICEJ)

Giddens, Anthony: *New Rules of Sociological Method. A positive critique of interpretative sociologies.* Cambridge 1993 (2. Aufl.)

Bromley, Roger; Göttlich, Udo; Winter, Carsten (Hrsg.) (1999): *Cultural Studies. Grundlagentexte zur Einführung.* Lüneburg