

## Introduction to MEVIT4000.

Media Studies. Research traditions,  
research questions and methodologies.

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## Teachers

- [Tanja Storsul](#)  
(responsible for  
MEVIT4000)



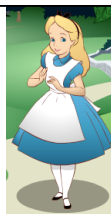
- [Arnt Maasø](#)



- [Elisabeth Staksrud](#)



## Writing a thesis:



- “Begin at the beginning,” the King said gravely, “and go on till you come to the end: then stop.”

*(alice in wonderland)*

## Write - 3 minutes

- Write a short presentation of something you think you might write a master’s thesis about. Write as you think. Do not censor yourself. Use full sentences.

## Students

- 2 minutes
- 2-3 students
- Plan for master thesis.



## Plan for MEVIT4000

- [Teaching: time and place](#)
- [Portefolio assignments](#)
- [Syllabus](#)
- [Themes for master's theses](#)

## A master thesis....

- in media studies...
- is part of a tradition...
- of theories, research questions...
- and methodologies.
- Whose shoulders are you on?



## Research traditions

Books about beginnings of media studies:

- Ytreberg
- Scannel



Today:

- A few highlights (not the full story).

## Mass communication – effects

- 1930s – US' sociology.
- Concern about propaganda.
- Paul Lazarsfeldt, Columbia.
- Focus on media's effects on audiences.
- Quantitative studies. Statistical reliability.
- Empirical.
- Critique: Administrative research.



## Cultural industries - critical research

- 1930s-1940s – Frankfurter school.
- Critique of mass culture.
- Theodor Adorno, Max Horkheimer.
- Focus on culture industry and mass culture – the mass of ordinary people were cynically manipulated.
- Critique: Negative interpretations rather than fact-finding.

## Technology

- Focus on the role of technology.
- Harold Innis (20-40s)
  - Bias of communication
- Marshall McLuhan (50-70s)
  - The medium is the message | Hot and cool media
- Raymond Williams (70s)
  - Television as cultural form



## Culture studies

- Birmingham school.
- Raymond Williams (50-60s)
- Focus on cultures of everyday life.
  - Working classes.
  - Women.
- Stuart Hall (70s)
  - Encoding, decoding
  - Ideology



## Interaction

- Ervin Goffman (60s)
  - Presentation of self in everyday life.
  - The art of impression management.
  - Audience segregation.
- Joshua Meyrowitz (80s)
  - No sense of place.
  - Tvs blurs boundaries between social arenas.



## Public spheres

- Jürgen Habermas (60s - )
- Structural transformation of the public sphere.
- Communicative Action.



## Assignment

- **1. Assignment - group report on master thesis**
- Choose a master thesis. Give a short description (2-3 pages) of the thesis including its research question, theory, methods, findings, and conclusion. Assess the thesis.
- *Deadline for oral version (7 min): 4 September in class.*
- *Deadline for written version: 4 September at 1400. (fronter)*
- **Now: Form groups. Choose thesis.**  
<http://www.uio.no/studier/emner/hf/imk/MEVIT4000/h12/undervisningsmateriale/tidligereoppgaver.html>