This course aims to provide an introduction to the mass media in modern societies. We will analyze the language of the news paying particular attention to the internet as a new medium, with both potential for democratization of communication in a context of globalization and production of fake news targeted to specific individuals and groups.

But the internet and smartphone apps go beyond the production (and selection for us) of news, fake or real. They provide ways for us to engage in social interaction, where over 90% of couple relationships start via these new media. In the course, we will take up a range of question: Who owns the media? Why should we care? Does ownership affect media content? Can advertisers influence media programs? Does the internet weaken large media companies’ control over information and empower people with unlimited access to alternative information? Or does it expose us all to the risk of fake news and of targeted ads and news? How do we use the new media of smartphone apps and internet to advertise ourselves, via photographs and profiles in the “dating market,” the market of inter-personal relationships.