Course Description

This class is designed to criticize and analyze the function, role and responsibility of the mass media in modern society from the consumer perspective. The course covers the ethical problems and issues facing each media format and the effect of political, economic, and cultural factors on the operation of the media. Students will study the media influence throughout history on the formation of governments and private sector organizations. The course will explore the enrichment as well as negative consequences that media have brought to society.

Text, References and Supplies


Student Learning Outcomes

Upon successful completion of the course, the student should demonstrate the following:

1. To develop and communicate alternative explanations for contemporary social issues.
2. Apply mass media culture theories to the student’s belief systems.
3. Analyze the effects of historical, social, political, economic, cultural, and global forces as they relate to world-wide media processes.
4. Analyze, critically assess, and develop creative solutions to public policy problems.
5. Recognize and assume responsibility as a citizen in a democratic society by learning to think for oneself, by engaging in public discourse, and by obtaining information through the news media and other appropriate information sources about politics and public policy.
6. Use a word processor to create works done according to a professional format.
7. Navigate the Internet effectively for enrichment in and continuing study of Social and Behavioral Sciences.
8. Understand the different persuasive effects that electronic, print and other media forms have on the political and cultural landscape.
Student Contributions and Class Policies

**General Instruction:** Instruction involves a variety of issues-based assignments, lecture notes, Web-site references, audio-visual presentations, guest speakers, assigned readings and other assorted resources.

**Make-Up Work:** Missed tests and writing assignments turned in after deadlines will only be made-up or accepted at the discretion of the instructor with possibility of one letter grade reduction for each late assignment.

**Absence Policy:** Students are required to come to class, arrive on time and stay the entire class. Excessive tardiness and/or absences will adversely affect semester grades. **Students are responsible for initiating their own withdrawal from class if they get behind in course work.** Students must inform the instructor of unexcused absences as soon after they occur as possible.

**Course Ethics:** Students must be seriously attentive to providing the instructor with original work. Most assignments involve a degree of personal examples and course-specific information that will alert the instructor to any plagiarism (copy and paste of website or other source material not properly credited) or other attempts to misrepresent your work. Such work will receive a “0” grade. All students must treat the instructor and other students with courtesy and professionalism.

**Grading Policy:** The semester grades will be based on these point totals:

1. Article reviews are two-page, typed summaries of periodical segments assigned by instructor.
2. The research paper is a minimum of eight, typed pages with at least six cited sources (only two of which may be from the Internet) on topics assigned by the instructor.
3. Exams are a combination of multiple-choice, true/false and essay questions on textbook and lecture material. Long Scantrons and pencils are required.

   Article Reviews…………..................................................15%
   2 Exams.................................................................40%
   Research Paper……………………………………..15%
   Case Study Responses..............................................5%
Attendance/Participation .............................................5%
Final Exam .....................................................................20%
Total ............................................................................100%

Note: Instructor will reduce by one letter grade any late assignments.
Grades will be assigned as follows: 90-100=A; 80-89=B; 70-79=C; 60-69=D;
59 and below = F. W’s will be given at the discretion of instructor. Each
letter grade is converted to numeric grades as follows: A+, 95; A, 95; A-, 90;
B+, 89; B, 85; B-, 80; C+, 79; C, 75; C-, 70; D+, 69; D, 65; and F’s, 59 and
below. Some assignments start out with letter grades, but all grades are
recorded in numeric form in grade book.

Course Schedule

(Note: Each chapter contains a case study section that students are required to
review before each week’s study. Handout questions will be issued each Monday
for the following Friday’s in-class case-study discussion. Students turn in type-
written responses (at least 2 to 3 sentences for each question) to these questions
at the close of each Friday class. The instructor reserves the right to modify the
schedule with sufficient notice.)

Week 1: Introduction to course. Mass Media Literacy. Chapter 1
Case Study: Cultivating Readers, p. 7.

Week 2: Media Technology, Chapter 2
Case Study: Crossroads of Real and Virtual Life, p. 40

Week 3: Books and Magazines, Chapters 3 and 5
Case Study: O. J. Simpson’s How-to, p. 67

Week 4: Newspapers, Chapter 4
Case Study: Vanishing Foreign Correspondent, p. 90.
Research Papers are Assigned
Article Review #1

Week 5: Sound Recording and Radio, Chapters 6 and 8
Case Study: Civility on the Airwaves, p. 191.
Exam #1

Week 6: Motion Pictures, Chapter 7
Case Study: In-Your-Face Documentaries, p. 158.

Week 7: Television, Chapter 9
Week 8: *Internet, Chapter 10*  
Case Study: How do Bloggers Know what They Know? p. 249.

Week 9: *News, Chapter 11*  
Case Study: Reporter’s Choice: Tell or Go to Jail? p. 278  
**Article Review #2**

Week 10: *Public Relations, Chapter 12, p. 289.*  
Case Study: Crisis Management at *Time*, p. 301. **Exam #2**

Week 11: *Advertising, Chapter 13*  
Case Study: Countering Cultural Imperialism, p. 324.

Week 12: *Entertainment, Chapter 14*  

Week 13: *Mass Media Effects, Chapter 16*  
Case Study: Media Agenda-Setting, p. 415.

Week 14: *Global Mass Media, chapter 17*  
Case Study: Pay-to-Publish, p. 439.

Week 15: *Mass Media Governance, Chapter 18*  
**Article Review #3**  
**Research Paper Due**

Week 16: *Mass Media Law and Ethics, Chapters 19 and 20.*  
Case Study: The Price of Free Music, p. 481.  
**Final Exam (Refer to exam schedule)**

**Instructor Information**

**Name:**  
**Office phone:**  
**Office hours:**  
**Office location:**  
**E-mail address:**  
**Division Secretary:** Lula Lee, 141 AFA  
**Office phone:** 685-4624  
**Note:** Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.