

General Education Course Proposal

Proposed Course: MCJ 1 Mass Communication and Society **Units** 3
Prefix No. Title

Department: Mass Comm and Journalism **School:** Arts and Humanities

GE Category (Indicate one category only):

Foundation: A1___; A2___; A3___; B4___
 Breadth: B1___; B2___; C1___; C2___; DX; E___
 Integration: B___; C___; D___; International/Multicultural___

Existing Course ___; **Revised Course** X; **New Course** ___

Course Included in Current GE Program no

New courses require the Undergraduate Course Proposal form in addition to this form.

Revised courses require the Undergraduate Course Change Request in addition to this form.

Proposed catalog description: Limit course description to 40 words using succinct phrases. Include prerequisites, limitations, lecture/lab hours. Indicate former course number, e.g., (Former Biol 105)

Examines the political, economic, cultural, and behavioral impacts of mass media in national and international contexts. Analyzes the historical factors that have shaped the structures, practices, and products of mass media industries, and assesses contemporary trends in media-society relations.

Enrollment limit per section: 75

Expected number of sections per semester – Year 1 4; **Year 3** 8

Attachments:

1. A statement presenting the ways in which this course meets the Specifications provided in the appropriate section of the General Education Policy as well as in the Policies for Inclusion and Evaluation of General Education Courses.
2. A statement of elements common to all sections of this course, identifying content, objectives, required student activities, grading policy, representative texts, and an approximate schedule for the course. Required student activities include such things as papers, research projects, homework, laboratory and/or studio performance, recitations, participation, attendance, and exams.
3. A typical syllabus for a particular offering of the course.
4. Any special cost factors associated with this course.

Approval for Inclusion in General Education

[Signature] 4/2/98
 Department Chair Date

[Signature] 4/22/98
 School Curriculum Committee Date

[Signature] 4/23/98
 School Dean Date

[Signature] 12/15/98
 General Education Subcommittee Date

[Signature] 12/22/98
 Associate Provost Date

Attachment #2

Mass Communication & Journalism 1 (3 units)
Mass Communication and Society

General Syllabus:
Elements Common to All Sections of the Course

This course meets General Education requirements for Breadth, Area D

All MCJ 1 syllabi should contain instructor's name, office location, office hours, phone # & email address, schedule #, location and times of class meetings

Course Title:

Mass Communication and Society (3 units, no prerequisites)

Catalog Description:

Examines the political, economic, cultural, and behavioral impacts of mass media in national and international contexts. Analyzes the historical factors that have shaped the structures, practices, and products of mass media industries, and assesses contemporary trends in media-society relations.

Course Description:

This course introduces students to the political, economic, cultural, and behavioral impacts of mass media and new information technologies in national and international contexts. Course readings provide a framework for understanding such impacts by describing the structures and practices of mass media industries. Additional readings, lectures, and discussions emphasize the ways mass media and new technologies have altered political processes and democratic participation; contributed to social concerns about issues such as violence, stereotyping, and materialism; affected the ways citizens obtain and utilize news; and helped to reconfigure global communication and international relations.

Textbooks:

The main assigned text for MCJ 1 should include a thorough overview of behavioral and cultural mass media impacts, as well as descriptions of how media industries operate and the

interrelationships among media and other societal institutions. Examples of representative texts which fulfill the objectives of MCJ 1 are:

Media Impact, Shirley Biagi
Mass Media, Mass Culture, James Wilson & Stan Wilson
The Media of Mass Communication, John Vivian

The supplemental text assigned for MCJ 1 should explore significant issues in contemporary media and society relations. Examples of texts which focus on mass communication issues are:

Media Reader, Shirley Biagi
What's Next in Mass Communication: Readings on Media and Culture, Christopher Harper
Media Debates: Issues in Mass Communication, Everette Dennis and John Merrill
Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society, Alison Alexander and Jarice Hanson

In addition to required texts, students should be required to read primary source material such as media regulations and media industry documents. Students should be exposed to examples of media content (newspaper and magazine articles, videos of television news and entertainment programming, etc.)

Fees:

There are no special fees associated with this course.

Course Goals:

MCJ 1 should enable students to:

1. Acquire the basic analytical skills required for media literacy.
2. Critically assess media content, as well as the complex interactions among mass media and other significant institutions in society.
3. Gain an understanding of the role mass media have played in their own lives by shaping their self-concepts and concepts of the world around them.
4. Learn how to use their mass media environment to participate more effectively in society as informed citizens.
5. Engage in more advanced study of issues related to multicultural mass communication and media stereotypes, international mass

communication, new information technologies, and mass communication and democratic processes.

Course Topics:

All sections of MCJ 1, Mass Communication and Society, should introduce students to the historical and contemporary political, economic, cultural, and behavioral impacts of mass media and new information technologies in national and international contexts. In addition, all sections of MCJ 1 should focus on the concepts, theories, and methodologies that enable students to understand basic principles of human behavior in the context of mass media environments and the role media play in the complex interactions among all human social, political, and economic institutions.

More specifically, all sections of MCJ 1 should contain material related to the ways mass media and new technologies have altered political processes and democratic participation; contributed to social concerns about issues such as violence, stereotyping, and materialism; affected the ways citizens obtain and utilize news; and helped to reconfigure global communication and international relations.

In addition, all sections of the course should provide a framework for understanding the social, political, economic, and technological factors that have shaped media industry structures, practices, and content. Topics may be arranged according to issues related to specific media such as newspapers, radio, television, movies, advertising, etc., or topics may be structured by the nature of media impacts on human behavior and societal interactions.

Assignments:

All MCJ 1 syllabi should contain:

1. Information on attendance, tardiness, late papers and missed exams, homework, and class participation.
2. Information on methods of testing (quizzes, exams), nature of tests (essay, objective), and any materials needed for exams.
3. Information on writing assignments. All MCJ 1 sections will require a minimum of 2,000 words in written assignments and/or essays and exams. Details on nature of written assignments, specifications, and criteria for evaluation of assignments should be provided in the syllabi or in a separate handout.
4. Information on any other required or expected student responsibilities.

5. Information about the final examination according to University policy and schedule.

Evaluation and Criteria for Grading:

Each syllabus for MCJ 1 will contain a grading policy detailing the value of each exam and assignment; points allocated to attendance, class participation, and any other student responsibility; and the method for determining the final grade. Each syllabus should include policies on make-up work and exams, incomplete grades, credit/no credit, and cheating and plagiarism (according to University policy).

Course Calendar:

The arrangement and sequence of material for each section of MCJ 1 may differ slightly depending on the required texts, nature of assignments, and video material and guest lecturers scheduled. The following sequence represents topics that are typical of an MCJ 1 course:

1: Overview of Media Industries and Impacts (1 week)

Introduction to the social, cultural, political, economic and technological forces that shape mass media content, practices, and industrial structures in the U.S. and the reciprocal influence mass media have upon societal institutions and human social behavior. Emphases on how the study of mass communication draws upon a wide range of social and behavioral science concepts and methodologies. Overview of mass media industry trends in terms of “the new information era;” diversity and specialization of media content; ethical controversies in news media coverage, entertainment content values, and advertising/marketing strategies; philosophical and political changes in regulatory policies; economic trends toward concentration of media ownership; and social/cultural issues such as equity in access to information, impacts of media stereotypes, effects of media on children, media influence on political processes and citizen participation, and the increased need for media literacy skills.

2: The Super Information Highway (1 week)

Historical summary of societal factors which have shaped the development of information technology — telegraph, radio, motion pictures, television, computers, cable, satellites, VCRs, fiber optics, digital technology, etc. Social, political, and economic impacts and controversies (national and international) surrounding the “super

information highway” discussed in the context of relevant theories, concepts, and methodologies such as technological determinism, diffusion of innovations, and knowledge gap research (information-poor vs. information-rich).

3: Newspapers and News (1-2 weeks)

Historical summary of cultural, political, and economic factors that shaped the evolution of newspapers and the changing role newspapers played in historical periods such as the colonial era, the revolutionary period, the Civil War era, the Industrial Revolution, etc. Explanation of significance of women and people of color in journalism history. Discussion of concepts, theories, and methodologies explaining how news is created (gatekeeping, production of culture, etc.), as well as how news affects public opinion, democratic processes, and world events (i.e. agenda-setting, spiral of silence). Current trends in newspaper content, reader demographics, concentration of ownership, and converging new technologies(on-line publications).

4: Radio, Records, and Music Videos (2-3 days)

Overview of the social, technological, political and economic influences on the development of radio and recording industries, and the social/cultural impacts of radio, recorded music, and music videos, particularly impacts on social behavior of youth. Current trends in ownership, industry practices, programming/content, influence of digital technology.

5: Television (1-2 weeks)

Historical summary of the international development of television and the social, political, and economic impacts of television in the United States and other nations. Critique of various methodological perspectives and research findings associated with social, cultural and political effects of television news and entertainment programming (i.e. social learning theory, cultivation theory, cultural studies and textual analysis). Influence of advertising and ratings on television content. Broadcast and cable industry trends in content, regulation, ownership, digital and convergence technology.

6: Motion Picture Industry (2 days)

Review of technological, cultural, economic and political factors that shaped the development of motion pictures (for example, the Supreme Court’s enforcement of antitrust laws against major studios in the 1940’s; Hollywood blacklisting during the McCarthy Era; contemporary advocacy groups’ efforts relating to violence, sex,

stereotyping, etc. in movies) Discussion of current industry trends, including U.S. dominance of the international film market and global, cultural and economic effects of such domination.

7: Advertising (1-2 weeks)

History of the significance of advertising in the U.S. economy and as the financial base for mass media. Description of how advertising industry functions, including theories and methodologies upon which advertising strategies and appeals are based (psychographics, Maslow's hierarchy of needs, behavior modification and motivation theories, accumulation theories, etc.). Sociological and psychological approaches and concepts related to the influence of advertising upon society, particularly effects on values and dominant ideology. Economic and cultural effects of transnational advertising.

8: Mass Communication Theory and Research (1-2 weeks)

Discussion of social, philosophical, scientific, political, and economic forces affecting the evolution of mass communication concepts, theories, and methodologies. For example, the industrial revolution and the emergence of the "mass society" concept, the World Wars and government funding of propaganda studies, growing sophistication of social and behavioral science research methods, increased emphasis on advertising and marketing research. Identification of philosophers, political scientists, social and behavioral psychologists, economists, etc. who have been major contributors to the academic and scientific discipline of mass communication (i.e. Lasswell, Lippmann, Lazarsfeld, Hovland, Merton). Overview of debates involving mass society theory, behaviorism, propaganda and public opinion theory, "magic bullet-direct effects" theories, Two-Step Flow theories, experimental approaches, attitude change theories, limited-indirect media effects paradigm, functional analysis, diffusion theory, social learning theory, uses and gratifications theory, cultivation theory and analysis, transmission and ritual perspectives of cultural theories, critical and Marxist theory, political economy theory.

9: Social, Cultural, Political Effects of Media (3 weeks)

Discussion of theories and research findings related to media/government relations and reciprocal influence; media coverage of, and impact on, electoral politics (including public discourse and voter behavior), foreign and domestic policy, and international conflict. Focus on theories and research methodologies related to how television and video content affects children — particularly violent and sexual content, and advertising appeals. Explanation of concepts of role-modeling and socialization processes.

Discussion of how TV has impacted children's literacy, social skills, attention span, values, etc. Review of research relevant to social and behavioral impacts of mass media stereotypes.

10: Government and Media Industry Regulatory Policies (1 week)

Historical overview of social, political, technological and economic factors influencing of government and industry regulation of U.S. mass media, including libel law, copyright law, regulation of obscenity, free press vs. fair trial issues, reporter rights to confidentiality of sources, and censorship issues. Particular attention paid to how media regulations affect industry practices and content, and the impact of such regulations on media consumers.

11: Ethical Issues and Media Responsibilities (1-2 weeks)

Discussion of philosophical and pragmatic bases of media responsibilities and rights — i.e. the concept of a “free marketplace of ideas” as a foundation for an informed electorate and effectively functioning democracy versus the realities of a market-driven, profit-oriented mass media system. Overview of ethical theories such as ethical absolutism (Kant), virtue ethics (Aristotle), utilitarian ethics, Machiavellian ethics, etc. as bases for evaluating significant media ethics issues such as plagiarism, invasion of privacy, “checkbook journalism,” biased news coverage, etc.

12: Global Media (1 week)

Discussion of the social, political, economic, and technological factors that have shaped the global mass communication system, and the reciprocal effects this system has had on foreign policy, international relations, and cross-cultural communication, as well as impacts on the cultures, economies, and political systems of industrialized and developing countries. Overview of theories and methodologies that have guided research in the international mass communication field, such as dependency theory, concepts of cultural imperialism, diffusion of innovations theory, political economy theory, critical theory and Marxist theory, etc. Focus on how U.S. media portray people/events in other nations and implications of the United States and other industrialized countries dominating the global flow of media content and technology.

13: Empowering the Audience: Summary of Media Literacy Issues (1-2 weeks)

Emphasis on personal, interpersonal, and societal skills related to media literacy. Focus on enhancing self-awareness of assumptions, thought processes, and behavior patterns; techniques for critical

analysis of media content and identifying ways media influence individual and societal behaviors. Strategies for audience feedback and media consumer activism.

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Attachment #3

Mass Communication & Journalism 1 (3 units)
Mass Communication and Society

Typical Syllabus

This course meets General Education requirements for Breadth, Area D

Fall 1997

Class Meets: MWF 1:10–2:00

Professor: James Tucker

Office & Office Hours: McF 230; MWF 11–12; 2–3

Phone/email: 278-5702; 278-2087; james_tucker@csufresno.edu

Catalog Description:

Examines the political, economic, cultural, and behavioral impacts of mass media in national and international contexts. Analyzes the historical factors that have shaped the structures, practices, and products of mass media industries, and assesses contemporary trends in media-society relations.

Course Description:

This course introduces students to the political, economic, cultural, and behavioral impacts of mass media and new information technologies in national and international contexts. Course readings provide a framework for understanding such impacts by describing the structures and practices of mass media industries. Additional readings, lectures, and discussions emphasize the ways mass media and new technologies have altered political processes and democratic participation; contributed to social concerns about issues such as violence, stereotyping, and materialism; affected the ways citizens obtain and utilize news; and helped to reconfigure global communication and international relations.

Course Objectives:

This course will provide students with the basic analytical skills required for media literacy. Students will be able to critically assess media content, as well as the complex interactions among mass media and other significant institutions in society. In addition, students will gain an understanding of the role mass media have played in their own lives by shaping their self-concepts and concepts

of the world around them. Finally, students will learn how to use their mass media environment to participate more effectively in society as informed citizens.

Course Requirements and Grading Procedures:

Required Reading

The two texts required for this course are *Media Impact* (Updated Third Edition) by Shirley Biagi, Wadsworth Publishing Co., 1998; and *Media Reader* (Third Edition) by Shirley Biagi, Wadsworth Publishing Co., 1996.

Articles and news clippings may be distributed from time to time. All readings are to be completed prior to the scheduled dates for topic discussion.

Exams

There will be three exams. Each exam will consist of 50 objective questions (multiple-choice and matching) worth two points each, for a total of 100 points. Exam dates are: 9/22, 10/20 and 12/10. Students will need a Scantron 882 and #2 pencil. Attendance at the final exam period, 12/19, is mandatory. No make-up exams will be given unless students have documented evidence of the reason for an absence. The instructor must be notified of the reason for an absence prior to the exam or as soon thereafter as possible. All make-up exams will be essay in format.

Quizzes

There will be two "surprise" quizzes during the semester. Each quiz will be objective, with five questions worth two points each for a total of 10 points. Students who miss a quiz due to an excused absence will receive a point score equal to the score on their other quiz. Students who miss a quiz because of an unexcused absence will receive no points for that quiz. No make-up quizzes will be given.

Research Paper

Each student is required to write a 2000-word term paper evaluating a significant aspect of mass media effects on society (see attached assignment description). Early in the semester, students will be asked to submit a brief proposal containing a specific research question and description of related issues. The proposal is worth 10 points and is due 9/15. The research paper will be worth 100 points. No late papers will be accepted without written proof of unavoidable disaster. Paper due: 11/10.

Attendance

Students are expected to attend class regularly, arrive on time, and have all assigned readings completed. Class participation is encouraged. It is important to take thorough notes since 40–50 percent of the quiz and exam questions will be taken from lectures, guest speakers, and videos shown in class. Tape recorders may be used in class only with permission of the instructor. Attendance will be taken each day and more than three unexcused absences will lower the final grade by one letter (a B becomes a C). Legitimate reasons for absence include illness, family emergencies, jury duty, etc. Work-related responsibilities do not qualify for excused absences.

Grading

Exams and the term paper are worth 100 points each, quizzes are worth 10 points each, and the research paper proposal is worth 5 points, for a total of 430 possible points. Grades will be based on a total-point score and will follow general curve guidelines (90 percent and above is an A, etc.).

Miscellaneous Notes

MCJ 1 is a prerequisite for either MCJ 175 or MCJ 176, upper division General Education courses in Area D.

MCJ 1 is a required course for all Mass Communication and Journalism majors.

Cheating and plagiarism will not be tolerated. Please refer to the University Catalog and Schedule of Courses for details on University policies.

If a student has special educational needs as addressed by the Americans with Disabilities Act, please notify the instructor. Efforts will be made to accommodate such needs.

Reading Assignments and Lecture/Discussion Topics:

Week 1: (8/25) Overview of Media Industries & Impacts

Introduction to the social, cultural, political, economic and technological forces that shape mass media content, practices, and industrial structures in the U.S. and the reciprocal influence mass media have upon societal institutions and human social behavior. Emphases on how the study of mass communication draws upon a wide range of social and behavioral science concepts and methodologies. Overview of mass media industry trends.

Media Impact

Ch. 1, "Introduction to the Mass Media," pp. 4-25.

Ch. 11 (first part), "Ownership Issues," pp. 260-265.

Media Reader

B. Moyers, "Why Are the Media Important?" pp. 7-10.

R. Newton, "Roles, Rights, and Responsibilities: Whom Should the Media Serve?" pp. 15-20.

Week 2: (9/3) The Super Information Highway

Historical summary of societal factors which have shaped the development of information technology. Social, political, and economic impacts and controversies (national and international) surrounding the "super information highway" discussed in the context of relevant theories, concepts, and methodologies.

Media Impact

Ch. 2, "Mass Media for the 21st Century: Interactive and On-line," pp. 26-41.

Media Reader

The New York Times, "Few Plan to Shop Electronically: Polls Show More Interest in Other National Information Aspects," pp. 28-30.

A. Bauman, "The Pirates of the Internet," pp. 41-44.

D.T. Max, "The End of the Book?" pp. 84-92.

Week 3: (9/8) Newspapers

Historical summary of cultural, political, and economic factors that shaped the evolution of newspapers. Current trends in newspaper content, reader demographics, concentration of ownership, and converging new technologies (on-line publications).

Media Impact

Ch. 3, "The Newspaper Industry," pp. 44-72.

Media Reader

M. Katz, "Newspapers: Is the Nation's First Mass Medium Built to Last?" pp. 48-50.

F. Hutton, "The Ideological Origins of the Black Press in America," pp. 55-61.

M. Krantz, "Newspapers: Still Setting America's Agenda," pp. 232-239.

S. Earley, "Technology Changes How News Media Deliver News," pp. 31-34.

Week 4: (9/15) Radio and Records

Proposal due 9/15

Overview of the social, technological, political and economic influences on the development of radio and recording industries, and the social/cultural impacts of radio, recorded music, and music videos, particularly impacts on social behavior of youth. Current

trends in ownership, industry practices, programming/content, influence of digital technology.

Media Impact

Ch. 6, "The Radio Industry," pp. 115-141.

Ch. 7, "The Recording Industry," 142-156.

Media Reader

D. Browne, "Pop Radio Suffers a Midlife Crisis," pp. 108-113.

N. Zill & J. Robinson, "Name That Tune: Americans Reveal Their Favorite Types of Music," pp. 124-127.

T. Thompson, C. Wolff, and D. Cook, "Music Is Alive with the Sound of High Tech," pp. 131-134.

W. Knoedelseder, "The Beat Goes On, But It Costs Lots More," pp. 135-136.

Week 5: (9/22) Television

9/22: First Exam

Historical summary of the international development of television and the social, political, and economic impacts of television in the United States and other nations. Critique of various methodological perspectives and research findings associated with social, cultural and political effects of television news and entertainment programming. Influence of advertising and ratings on television content. Broadcast and cable industry trends in content, regulation, ownership, digital and convergence technology.

Media Impact

Ch. 8, "The Television Industry," pp. 157-185.

Media Reader

T. King, "If Measuring TV Audiences Is Inaccurate Today, Critics Ask, What Happens When Things Get Really Complicated?" pp. 141-144.

M. Dresser, "Cable Gets Big Competitor in Little Satellite Dish," pp. 149-154.

N. Easton & J. Michaelson, "PBS: Behind the Sound and the Fury," pp. 155-159.

Week 6: (9/29) Motion Picture Industry

Review of technological, cultural, economic and political factors that shaped the development of motion pictures. Discussion of current industry trends, including U.S. dominance of international film market and global cultural and economic effects of such domination.

Media Impact

Ch. 9, "The Movie Industry," pp. 186-213.

Media Reader

J. Coward, "Reconstructing the Hollywood Indian," pp. 166-172.

J. Mathews, "Rules of the Game," pp. 173-178.

R. Tierney, "Filmmaking 2000: The Digital Filmmakers," pp. 179-180.

Week 7: (10/6) Advertising

History of the significance of advertising in U.S. economy and financial base for mass media. Description of how advertising industry functions, including theories and methodologies upon which advertising strategies and appeals are based. Sociological and psychological approaches and concepts related to the influence of advertising upon society, particularly effects on values and dominant ideology. Economic and cultural effects of transnational advertising.

Media Impact

Ch. 10, "Advertising," pp. 216-237.

Media Reader

J. Mathews, "Are the Ads Infitum? Madison Avenue Fears the Day May Come When Television Won't Carry Commercials," pp. 184-190.

R. Serafin, "I Am Woman, Hear Me Roar...in My Car," pp. 188-190.

C. Fisher, "Marketers Straddle Asia-America Curtain," pp. 205-208.

Week 8: (10/13) News: Print and Electronic Media

Discussion of concepts, theories, and methodologies explaining how news is created, as well as how news affects public opinion, democratic processes, and world events.

Media Impact

Ch. 11 (second half), "Press Performance Issues," pp. 265-275.

Media Reader

W. Glaberson, "News as the Enemy of Hope," pp. 252-255.

W. Dorman, "The Media's Civil Voice," pp. 263-268.

Week 9: (10/20) Mass Communication Theory and Research

10/20 Second Exam

Discussion of social, philosophical, scientific, political, and economic forces affecting the evolution of mass communication concepts, theories, and methodologies. Identification of philosophers, political scientists, social and behavioral psychologists, economists, etc. who have been major contributors to the discipline of mass communication. Overview of significant conceptual, theoretical, and methodological approaches which have guided mass communication scholarship, and research findings stemming from these approaches.

Media Impact

Ch. 13, "Media Effects," pp. 277-295.

Week 10: (10/27) Social, Cultural, Political Effects of Media

Discussion of theories and research findings related to media/government relations and reciprocal influence; media coverage of and impact on electoral politics (including public discourse and voter behavior), foreign and domestic policy, and international conflict.

Media Impact

Ch. 13, "Media Effects," pp. 277-295 continued.

Media Reader

J. Snider, "Information Technology Brings Democracy On-line," pp. 22-27.

M. Hennenberger, "As Political Ads Slither Into Negativity, the Real Venom Is Not on TV," pp. 201-204

Week 11: (11/3) Social, Cultural, Political Effects of Media

Focus on theories and research methodologies related to how television and video content affects children — particularly violent and sexual content, advertising appeals. Explanation of concepts of role-modeling and socialization processes. Discussion of how TV has impacted children's literacy, social skills, attention span, values, etc. Review of research relevant to social and behavioral impacts of mass media stereotypes

Media Impact

Ch. 13, "Media Effects," continued

Media Reader

R. MacNeil, "Is Television Shortening Our Attention Span?" pp. 270-274.

J. Greenfield, "Don't Blame TV," pp. 275-277

H. Levins, "Prime Time Crime: TV Coverage Heavy," pp. 278-283.

M. Moritz, "Magazines, Media, and the Fashioning of Sexualities," pp. 300-307.

Week 12: (11/10) Government and Media Industry Regulations 11/10 Term Paper due

Historical overview of social, political, technological and economic factors influencing government and industry regulation of U.S. mass media, including libel law, copyright law, regulation of obscenity, free press vs. fair trial issues, reporter rights to confidentiality of sources, and censorship issues. Particular attention paid to how media regulations affect industry practices and content, and the impact of such regulations on media consumers.

Media Impact

Ch. 14, "Legal and Regulatory Issues," pp. 296-326.

Media Reader

- C. Taylor, "The Naked Truth About Public-Access Cable TV," pp. 310-313.
J. Woo & J. Sandberg, "Copyright Law in Sprawling Cyberspace Is Easy to Break," pp. 318-320.

Week 13: (11/17) Ethical Issues and Media Responsibilities

Discussion of philosophical and pragmatic bases of media responsibilities and rights. Overview of ethical theories as bases for evaluating significant media ethics issues such as plagiarism, invasion of privacy, "checkbook journalism," biased news coverage, etc.

Media Impact

Ch. 15, "Ethical Practices," pp. 327-345.

Media Reader

- J. Hulteng, "Searching for the Context," pp. 322-327.
G. Casey, "Feeding Frenzy," pp. 345-349.

Week 14: (11/24) Global Media

Discussion of the social, political, economic, and technological factors that have shaped the global mass communication system, and the reciprocal effects this system has had on foreign policy, international relations, and cross-cultural communication, as well as impacts on the cultures, economies, and political systems of industrialized and developing countries. Overview of theories and methodologies that have guided research in the international mass communication field.

Media Impact

Ch. 16, "International Media," pp. 348-372.

Media Reader

- A. Toffler and J. Toffler, "Societies at Hyper-Speed," pp. 4-6.
L. Helm, "AT&T: Battling for a Piece of the Global Pie," pp. 10-14.
L. J. Martin, "World Media at Century's End," pp. 354-359.
J. Sharlach, "A New Era in Latin America: Free Markets Force Changes in Five Key Nations (Mexico, Argentina, Brazil, Chile, and Venezuela)," pp. 374-378.

Week 15: (12/1) Empowering the Audience: Media Literacy

Emphasis on personal, interpersonal, and societal skills related to media literacy. Focus on enhancing self-awareness of assumptions, thought processes, and behavior patterns; techniques for critical analysis of media content and identifying ways media influence individual and societal behaviors. Strategies for audience feedback and media consumer activism.

Week 16: (12/8) Final Discussion and Review

12/10 Third Exam

Note: The above schedule and procedures for this course are subject to change in the event of extenuating circumstances.

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