

**Syllabus**  
**Media and Society – Comm 3309-192**  
**Summer 2008**  
**Department of Communications and Theatre**  
**Mansfield University**

- Time and Location:** TBA World Wide Web Summer May 19 – June 26, 2008.
- Instructor:** Dr. Chuck Hoy
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- Course Overview:** Media is an integral part of society. It not only reflects society but sometimes leads it. As media continues to evolve through different delivery methods, industry consolidation, and segmentation of the market, its impact is felt daily. This course explores the interrelationship of media and society and the impact media is having on society through a study of current media controversies
- Rationale:** By viewing media with a critical eye students taking this course will broaden their understanding of media and the role it plays in society and its impact on culture. They will improve their media literacy.
- Competencies:** Both critical analysis and critical thinking skills are enhanced as students are provided a contextual view of current media topics of controversy and requested to thoughtfully respond to these controversial topics.
- Objectives:** To view historically, culturally, and socially the interrelationship of media and society through a critical analysis and appraisal of current media.
- Learning Activities:** Through on-line lecture notes, discussion, research and written papers students are provided some tools for the critical analysis of media relationships thereby exploring the interrelationship of media and society.
- Supplies:** Students will need access to television, video rentals, the internet, radio, magazines and other forms of media.
- Ethics:** Any student who knowingly plagiarizes another's work, cheats on an exam, quiz or test, or in any other manner violates Mansfield University's code of ethics may receive a failing grade for the course and be referred to the proper administrative authorities for appropriate disciplinary action. This includes the copying of any written, audio, video, electronic (including web) and/or other sources and passing it off as your own. All outside sources are to be referenced. All work must be original. Copying of sources word-for-word is prohibited and considered plagiarism unless properly referenced.

**Course Requirements:** Students are required to make one posting to the discussion board twice weekly and make at least one response to comments made by other students. Postings should comprise more than a sentence and be close to a short paragraph. Students are required to have access to media such as television, the internet, print media and films. Students may select from a list of media venues provided for each section/class. After using the media students will be required to write a short (2 page) paper (double spaced standard margins and fonts) responding to questions about the media posted by the instructor. Students who cannot access a particular medium may select a substitute with consultation and prior approval of the instructor. Assignments will have firm due dates. Late assignments will be penalized one letter grade for every class day it is late. Assignments later than 5 class days automatically receive a zero. Quizzes may be given or posted at any time. There will be a mid-term and final exam based on both the readings, posted lectures, discussion boards and media use. Should you have any problems you need to contact the instructor as soon as possible. The instructor will be posting to Blackboard lecture note outlines as well as topics for discussion boards on a regular basis. Students will be required to maintain a journal on blackboard critically evaluating their personal media use. Please note journal entries are only seen by the you and the instructor.

**Evaluation:** Final grades are based upon the total number of points a student accumulates by the end of the semester. The breakdown for grading is as follows:

Short Papers	25%
Journals	20%
Mid-Term Exam	15%
Final Examination	15%
Class Participation (Online discussion)	20%
Quizzes	05%
Total	100%

Final Grading Scale:	
A= 90-100	B= 80-89
C=70-79	D=60-69
F anything less than 60	

**Required Resource Materials:**

Alexander, Alison and Hanson, Jarice; *Taking Sides: Clashing Views in Mass Media and Society*, 10<sup>th</sup> edition. McGraw-Hill 2009. ISBN: 978-0-07-351524-3.

**Suggested Readings/Resources:**

Hiebert, Ray Eldon, *Impact of Mass Media: Current Issues*; most recent; Longman Publishing.

Baran, Stanley, *Introduction to Mass Communication: Media Literacy and Culture*; 5<sup>th</sup> ed. McGraw-Hill 2009.

Curran, James and Gurevitch, Michael, *Mass Media and Society*; most recent; Arnold Publishing.

Croteau, David and Hoynes, William, *Media Society: Industries, Images and Audiences*, most recent, Pine Forge Press.

Lull, James, *Media, Communication, Culture; A Global Approach*, most recent, Columbia Press.

Access to a variety of media sources and types.

### Course Content.

#### **Week One: Readings Unit I Page 1-70.**

- Class 1 Introduction – Media and its societal roles.
- Class 2 Does media influence our values and how?
- Class 3 Does media influence our values and how continued?
- Class 4 Media and children (1st Assignment)

#### **Week Two Reading: Unit 2 Pages 71-132**

- Class 5 Media and children continued
- Class 6 Media and teens (2<sup>rd</sup> Assignment)
- Class 7 Stereotypes and media
- Class 8 Stereotypes and media continued (3rd Assignment)

#### **Week Three Readings: Unit 3 Pages 133-212**

- Class 9 Minorities and media
- Class 10 Minorities and media continued (4<sup>th</sup> Assignment)
- Class 11 Video Games
- Class 12 Mid-term examination essays due

#### **Week Four Readings: Unit 4 Pages 213-302**

- Class 13 Ethics of Advertising
- Class 14 How much Government Control of Media? (5<sup>th</sup> Assignment)

Class 15 Political Advertising

Class 16 War Coverage (6<sup>th</sup> Assignment)

**Week Five Readings: Unit 5 Pages 303-384**

Class 17 Blogging journalism or?

Class 18 The First Amendment (7<sup>th</sup> Assignment)

Class 19 Indecent media content right or privilege?

Class 20 Media ownership consolidation and effects on content (8<sup>th</sup> Assignment)

**Week Six Readings: Unit 6 Pages 385-420**

Class 21 Christian media and content.

Class 22 Privacy in the information age, is there any? (9<sup>th</sup> Assignment)

Class 23 What does the future hold for media?

Class 24 Final exam essays due.