

Mass Media & Social Issues

CM302

MW 9:30-10:45

Farley Center 211

Dr. Gina Marcello

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Jeffries Hall 204A

Office Hours: Tuesday & Thursday 11:00-12:30 or by appointment

Textbook:

Media Today: An Introduction to Mass Communication (6th ed) by Joe Turow.

Additional Readings will be assigned and will be available on Blackboard.

Course Description

Mass Media considers the social impact and influence of media industries and their economics. Issues of examination include media ownership and concentration, media and violence, popular magazines and body image, children and television, media literacy, news and public opinion, audiences as citizens and consumers, privacy and the Internet, advertising, and celebrity culture.

Course Purpose

The aim of this course is to help you understand the roles and activities of mass media in society. The hope is that by the end of the semester you will have a much better sense than you now do of the forces that guide the books we read, movies we enjoy, television shows we watch and even the toys we buy. The course is intended to be fun yet challenging.

Course Objectives

1. To become familiar with the basic structure and operation of media media industries in the United States and how this influences content
2. To gain awareness of major social, political, cultural and ethical issues within three areas of media analysis: institutions, content and audiences.
3. To explore and apply alternative theories that guide the critical analysis of media texts and their social influence.
4. To explore and apply alternative empirical approaches to understanding the effects of the mass media on individuals and society.

Class Protocol

This course offers a mix of theoretical and practical exploration of mass media. While we have been exposed, in one way or another, to all the phenomena we are going to analyze in this course, we will do it through structured, systematic, and illuminating perspectives of major communication theories. Theories provide us ways to look at or see a particular phenomena. Depending on the theory used, you can focus on (and emphasize) different aspects of the object of study.

Readings

In order for you to get the most out of the class, you must read your textbook and additional assigned reading. The readings and concepts I am going to discuss in class will be easier to understand and apply when you have already read your assignments. I believe learning is an interactive process involving continuous work and dialogue inside and outside of the classroom. I will work hard to help you through the course, make classes interesting, and provide any additional guidance you may need. However, I expect you to consistently invest a similar amount of effort, creativity and honesty.

Attendance / Involvement

Attendance will be taken regularly and is critical. There are no “automatic” excused absences. Being physically present in class, but inattentive does not contribute to your class involvement grade. You must be attentive, prepared and participate. Important work will be addressed in class. You will be responsible for lecture material, and you will find the best way to do well with your own assignments is to learn from your classmates. Repeatedly being absent or unprepared for class will be reflected in your grades.

Lateness to class

Attendance is taken promptly at the beginning of class. If you are late, you have the responsibility to **see me immediately after class so your attendance can be accurately recorded**. Chronic lateness will affect your grade. It is your responsibility to keep up. If you are late or miss an assignment, check with students who were present or call me during office hours. You are expected to be prepared for the next class.

Assignments

All assignments must be handed-in on time and at the beginning of class. In no cases will this deadline be any later than the very beginning of class on the day they are due. This is to ensure fairness to all students in class. All assignments **MUST** be typed and backed up. Keep an additional back-up copy or email it to yourself in case something gets lost or accidentally deleted.

Every accommodation will be made for students with learning differences and students who have special needs. Please see me immediately so we can discuss how best to accommodate your needs.

August 28th/September 1

1. Understanding Mass Media, Convergence, and the Importance of Media Literacy
Writing Prompt: _____

September 5 & 7

2. Making Sense of Research on Media Effects and Media Culture
Writing Prompt: _____

September 11 & 13

3. The Business of Media
Writing Prompt: _____

September 19 & 21

4. Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications
Writing Prompt: _____

September 26 & 28

5. Understanding Controls on Media Content: Government Regulation, Self-Regulation, and Ethics
Writing Prompt: _____

October 3 & 5:

- 14. The Video Game Industry (Chris)
- 13. The Television Industry (Lauren)

October 10 (Columbus Day) & 12

- 12. The Movie Industry -- Mimi (Shameelah)
- 6. The Internet Industry (Hayley)

October 17 & 19

8. The Newspaper Industry

Writing Prompt: _____

October 24 & 26: Photography

9. The Magazine Industry

Writing Prompt: _____

October 31 & November 4th

Cartoons Chapter 12

Writing Prompt: _____

November 7 & 9

11. The Radio Industry

Writing Prompt: _____

November 14 & 16:

7. The Book Industry

Writing Prompt: _____

November 21 & 23 (Thanksgiving)

10 The Recording Industry

Writing Prompt: _____

November 28 & 30 Web & Conclusion

Peer Review & Editing Final Paper

December 5 & 7

Final Presentations & Final Paper Due

Evaluation/Grading System:

20% Media Consumption Weekly Journals

What are you “feeding” yourself?

Weekly discussion & reflection about reading and media consumption habits

You should have two entries per week. Writing prompts will be given at the conclusion of class. If a specified writing prompt is not provided, you are asked to reflect on topics discussed in class.

25% One Topic (Chapters 6-14) - Multi Media Presentation about the Chapter

25% Related Research Paper On the Industry: Opportunities, Limitations, What does the Future Hold

20% Final Presentation

10% Participation

Library Link: <http://libguides.georgian.edu/communication/home>

Great place to start your research!

