

North Central Michigan College

NCMC MASTER COURSE SYLLABUS

Last Date Revised : 4/15/07

DIVISION/AREA: Liberal Arts

DEPARTMENT: Journalism

ASSOCIATE DEAN: Samantha McLin

ORIGINATOR: Ken Winter

DEAN OF INSTRUCTION: Timothy Dykstra

HOURS OF INSTRUCTION:

Credit hours: 3.0
Lecture: 3.0
Lab: 0
Contact hours: 52.8

COURSE TITLE: Introduction to Mass Media

COURSE ALPHA: JRN **COURSE NUMBER:** 100

CATALOG DESCRIPTION: Introduces students to mass media, particularly U.S. mass media. The course emphasizes the information-gathering and content-dissemination activities of mass media for the understanding of how the media operates and how content decisions are made. The history, development and current structure of the media are covered. Those considering a career in news, public relations, advertising and entertainment will have a better understanding of the field and others will have a better understanding of the mass media they encounter daily.

PREREQUISITE(S):

COREQUISITE(S):

GENERAL EDUCATION DISTRIBUTUION AREA:

GENERAL EDUCATION/PROGRAM OUTCOMES:

Think critically and analytically
Write effectively

COURSE OBJECTIVES AND OUTCOMES:

1. Develop "Mass Media Literacy," which provides a basic foundation for understanding the mass media and the dynamics that affect the messages that they transmit.
2. Develop a basic understanding and workings of each of the major mass media—books, newspapers, magazines, sound recordings, movies, radio, television and the Internet.
3. Understand major content forms disseminated by the media to mass audiences. These include news, public relations, advertising, and entertainment. Also, media research, with special attention to measuring the audience of

for mass messages.

4. Understand the process of mass communication, media effects, the mass media and society, global mass media and governance, media law and media ethics.

METHODS OF INSTRUCTION: Lectures, class discussions, cooperative learning, guest speakers, field trips, on campus lectures

METHODS OF EVALUATION: Class participation, Weekly Media Forums, Class presentations, Lab exercises, Quizzes, Team Poster Presentation, Midterm, Final Exam.

REQUIRED TEXT AT TIME OF COURSE ADOPTION/REVISION:

TEXTS: “The Media of Mass Communication” John Vivian (Allyn and Bacon: Pearson Education, 2008)

OPTIONAL SUPPLEMENTARY MATERIALS:

Webster’s New World Dictionary (Paperback)

Various mass media forms (newspapers, books, magazines, movies, sound recordings, Internet)

Reasonable accommodations can be provided to students with documented disabilities. Please contact Learning Support Services at 348-6817 to arrange these.

SUGGESTED TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

(List general content description of what is being covered each week)

WEEK 1	Importance of Mass Media. Culture and Values, Mass Media Models, Economics of Mass Media and Media Conglomeration.
WEEK 2	Books. Influence of Books, Book Industry, Book Products, Book Authors, Book Issues and Trends, Evaluating Books.
WEEK 3	Newspapers. Importance of newspapers, Newspaper Products, Newspaper Chain Ownership, National Dailies, New York Times, Hometown Newspapers, Future for Dailies, Weekly Newspapers, Alternative Newspapers, Evaluating Newspapers.
WEEK 4	Magazines. Influence of Magazines, Magazines as Media Innovators, Consumer Magazines, Non-Newsrack Magazines, Magazine Demassification, Evaluating Magazines.
WEEK 5	Sound Recording. Influence of Sound Recordings, Recording Industry, Transforming Innovations, Regulatory Pressure, Artistic Autonomy, Streaming Crisis, Evaluating Recording Companies.

WEEK 6	Movies. Importance of Movies, Movie Technology, Movie Industry Products, Movie Industry: Production, Movie Industry: Distribution, Movie Industry: Exhibition, Movie Censorship; Media Literacy and Movies.
WEEK 7	Radio. Influence of Radio, Radio Technology, Radio Industry Infrastructure, Infrastructure Transition, Corporate Radio, Radio Content, Quality on the Air, Radio Trends.
WEEK 8	Television. Television in Transition, Television Technology, Corporate Structure, Economics of Television, Television Content Issues and Untethering Television's Future.
WEEK 9	The Internet. Influence of the Internet, Internet Technology, Reshaping the Internet, Commerce and the Internet, Evaluating the Internet, Media Melding and Public Policy and the Internet.
WEEK 10	News. Journalism Traditions, Concepts of News, Personal Values in News, Variables Affecting News, Influences on News, Confidential Sources, Journalism Trends and Identifying Good Journalism .
WEEK 11	Public Relations. Importance of Public Relations, Origins of Public Relations, Structure of Public Relations, Public Relations Services, Media Relations and Professionalization.
WEEK 12	Advertising. Importance of Advertising, Origins of Advertising, Advertising Agencies, Placing Advertisements, New Advertising Platforms, Pitching Messages, Research and Psychology, Advertising Regulation, Problems and Issues.
WEEK 13	Entertainment. Entertainment in History, Performance as Media Entertainment, Storytelling as Media Entertainment, Music as Media Entertainment, Sports as Media Entertainment, Gaming as Media Content, Sex as Entertainment and Evaluating Media Content.
WEEK 14	Global Mass Media and Media Law. Media Role in Governance, Media in Information Sources, Media Effects on Governance, Government Manipulation of Media, Defamation, Journalism Law, Privacy Law and Censorship Today.
WEEK 15	Media and Political Systems. Four Theories Model, Authoritarian Media, Communist Media, Libertarian Model, Social Responsibility, Freedom and Responsibility and Media Future: Political and Media Systems.
WEEK 16	Final project presentations and/or examination.

APPROVED FOR ADOPTION/REVISION BY THE CRD/AP COMMITTEE ON _10/3/07