



Syllabus (2020-1)

Course Title	커뮤니케이션과 사회 Communication & Society	Course No.	36029-01
Department/ Major	커뮤니케이션미디어학부 Communication & Media	Credit/Hours	3/3
Class Time/ Classroom	Wednesdays 3:30-4:45pm & Fridays 12:30-1:45pm /Virtual classroom		
Instructor	Name LEE HYE EUN 이혜은	Department Communication & Media	
	E-mail hyeeunlee77@ewha.ac.kr	Phone 02-3277-6937	
Office Hours/ Office Location	Wed.& Fri. 2-3pm or by appointment / POSCO403		

I. Course Overview

1. Course Description

This course is designed to examine major concepts and topics concerning the communication environment in contemporary societies from critical perspective. The main topics include advertising, media and violence, news, politics, young audiences, globalization, PR and new technology. The course provides an overview about the study of the media by challenging approaches to major media and societal issues. In addition, we will research significant effects of technological developments on the domain of the new media and communication.

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
70%	30%	%		%

(Instructor can change to match the actual format of the class.)

Explanation of course format:

- Course handouts (e.g., studyguides, assignments, notes, miscellaneous reminders, etc.) will be available through Ewha CyberCampus System.
- Productive contribution to the class discussion will be evaluated throughout the semester.



4. Course Objectives

Upon completing the course, you should be able to apply your advanced knowledge of current media studies.

1. To increase your familiarity with the key concepts and topics regarding the current media environment.
2. To increase your understanding of the role of theory and research in the understanding of communication processes through media.
3. To improve your ability to apply communication principles to major media and societal issues and analyses.

5. Evaluation System

☐ Relative evaluation ☒ Absolute evaluation ☐ Others : _____

— Explanation of evaluation system:

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Other
35%	35%	5%	5%	10%	5%	5%	%

The midterm will cover the material for approximately the first half of the semester, and the final will cover the second half (i.e., the exams are not cumulative or comprehensive.).

- - Handouts for the team project will be posted later on.

No grades will be changed except for clerical errors.

II. Course Materials and Additional Readings



1. Required Materials

1. Croteau, D. & Hoynes, W. (2019). *Media/Society: Industries, Images, and Audiences* (6th edition). Los Angeles: SAGE.
2. Vivian, J. (2017). *The Media of Mass Communication* (12th ed.) New York, NY: Pearson.
3. Adler, R. B., & Rodman, G. (2020). *Understanding Human Communication*, 11th ed. New York, NY: Oxford University Press.
4. Samovar, L. A., Porter, R. E., McDaniel, E. R. & Roy, C. S. (2016). *Communication between cultures* (9th ed.). Belmont, CA: CengageLearning.

2. Supplementary Materials

3. Optional Additional Readings

III. Course Policies

Students should not engage in any form or type of academic dishonesty (e.g., cheating, plagiarism, etc.). For example, using any part of other people's spoken or written work (e.g., other students' assignments/homework/notes, scholars' papers, etc.) or allowing (either intentionally or unintentionally) other students to engage in academically dishonest behaviors can constitute academic dishonesty. The consequences for engaging in academic dishonesty will range from a penalty grade of 0 for either the test/assignment to an F for the entire course at the instructor's discretion. Students are expected to be familiar with University policies regarding academic integrity.

IV. Course Schedule (15 credit hours must be completed.)

Week	Date	Topics & Class Materials, Assignments
Week 1	(3/03) Zoom meeting	Introduction to the Course & Instructor
	(3/05)	
Week 2	(3/10) Zoom meeting	Media and the Social World: Croteau & Hoynes (2019) Chapters 1 & 2
	(3/12)	
Week 3	(3/17) Zoom meeting	
	(3/19)	
Week 4	(3/24) Zoom meeting	Fundamentals of Human Communication: Adler & Rodman (2020) Chapters 1 & 2
	(3/26)	
Week 5	(3/31) Zoom meeting	
	(4/02)	
Week 6	(4/07) Zoom meeting	Communication & Culture: Samovar et al. (2016) Chapters 1 & 2
	(4/09)	



Week	Date	Topics & Class Materials, Assignments
Week 7	(4/14)Zoom meeting	Catch Up, Exam review
	(4/16)	Midterm Exam
Week 8	(4/21)	No Class: General Education Exam Period
	(4/23)	No Class: General Education Exam Period (Lecture video will be available)
Week 9	(4/28)Zoom meeting	Media Users: Croteau & Hoynes (2019) Chapters 8 & 9
	(4/30)	
Week 10	(5/05)	No Class: Holiday – Children’s Day (Online activity)
	(5/07)	Media Contents: Vivian (2017) Chapter 6
Week 11	(5/12)Zoom meeting	
	(5/14)	
Week 12	(5/19)	No Class: Holiday – Buddha’s Birthday
	(5/21)	Media Contents: Vivian (2017) Chapter 7
Week 13	(5/26)Zoom meeting	
	(5/28)	
Week 14	(6/02)Zoom meeting	New Trend in Korean Media Contents
	(6/04)	
Week 15	(6/09)Zoom meeting	Catch Up, Final review
	(6/11)	
Makeup Class	(6/16)	Make-Up Day (4/21) Final Exam
	(6/18)	Make-Up Day (5/19) Review final exam

V. Special Accommodations



* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> · Visual impairment : braille, enlarged reading materials · Hearing impairment : note-taking assistant · Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> · Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant · Hearing impairment : written examination instead of oral · Physical impairment : longer examination hours, note-taking assistant

– Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.