

# Faculty Instructional Guide

## COM201: Theories of Mass Communication

# Course Description

This course is designed to introduce the fundamentals of mass communication, acquainting students with theories of how the mass media shape both ourselves as individuals and the world in which we live. It offers an introduction to research methods and the history of the discipline, examines the theories and perspectives that research has generated, and explores the important social and ethical questions revolving around the media effects.

**University Learning Outcomes (ULO)**

* **ULO1:** Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:** Intellectual and Practical Skills
* **ULO3:** Personal and Social Responsibility
* **ULO4:** Integrative and Applied Learning­
* **ULO5:** Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

# General Education Program Learning Outcomes (PLO)

* **PLO1**: Express an appreciation and understanding of a variety of aesthetic, literary, cultural and ideological traditions.(ULO 2, 3)
* **PLO2**: Engage meaningfully in a community of scholarship through inquiry, research and the communication of ideas. (ULO 2, 4)
* **PLO3**: Evaluate historical, political, economic and scientific data while recognizing the interrelatedness of events and processes. (ULO 1, 2, 3, 4)
* **PLO4:** Demonstrate an understanding of the impact of technology on society. (ULO7)
* **PLO5**: Reflect upon the relationship of the Divine to the human experience. (ULO 2, 3, 4)
* **PLO6**: Examine and understand the dynamics of individual and group behavior. (ULO 2, 4)
* **PLO7**: Demonstrate an understanding of quantitative reasoning. (ULO 1, 2, 4)
* **PLO8**: Engage in constructive activities of service to the community in light of the Gospel tradition as experienced through the Mercy charism that shapes the College. (ULO 2, 3, 4)

# Course Learning Outcomes (CLO)

* **CLO1:** Trace how forms of mass media have changed over time.
* **CLO2:** Explain how mass media influence individuals and society.
* **CLO3:** Analyze social and ethical issues in mass media.
* **CLO4:** Evaluate sources of mass media.

**Student Expectations**

Students are expected to do the following:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Campbell, R., Martin, C. R., & Fabos, B. (2015). *Media & culture: Mass communication in a digital age* (9th ed.). Boston, MA: Bedford/St. Martin’s.

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# Suggested Point Values

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Assessment** | **Point Value** | **Due** |
| **Week 1** | |  |  |
|  | Participation | 15 | <insert due date> |
|  | Discussion Question 1: You and the Media | 15 |  |
|  | Discussion Question 2: Gaming | 15 |  |
|  | The Sleeper Curve | 30 |  |
|  | Media Convergence | 30 |  |
|  | Media Literacy and the Critical Process | 35 |  |
|  | From a Print-Oriented Industrial Age to a Digitally Based Information Age | 30 |  |
| **Week 2** | |  |  |
|  | Participation | 15 | <insert due date> |
|  | Discussion Question 1: Personal Media Preferences | 15 |  |
|  | Discussion Question 2: Radio Station Ownership | 15 |  |
|  | ESPN: Sports and Stories | 30 |  |
|  | The Future of Movies | 60 |  |
|  | Music Preferences Across Generations | 50 |  |
|  | How Can Radio Improve Social and Political Discussions? | 30 |  |
| **Week 3** | |  |  |
|  | Participation | 15 | <insert due date> |
|  | Discussion Question 1: Project Censored | 15 |  |
|  | Discussion Question 2: Women in Magazines | 15 |  |
|  | Comic Books: Alternative Themes, but Superheroes Prevail | 30 |  |
|  | Journalism Blog | 60 |  |
|  | Covering Business and Economic News | 35 |  |
|  | The Role of Print Media in a Democratic Society | 30 |  |
| **Week 4** | |  |  |
|  | Participation | 15 | <insert due date> |
|  | Discussion Question 1: Health and Advertising | 15 |  |
|  | Discussion Question 2: The Role of PR in Mass Media | 15 |  |
|  | Discussion Question 3: The Transition to an Information Economy | 15 |  |
|  | Idiots and Objects: Stereotyping in Advertising | 30 |  |
|  | Current Trends in Mass Media: Specialization, Global Markets, and Convergence | 60 |  |
|  | The Invisible Hand of PR | 35 |  |
|  | Social, Ethical, and Political Issues in Advertising | 30 |  |
| **Week 5** | |  |  |
|  | Participation | 15 | <insert due date> |
|  | Discussion Question 1: Is Sexting Pornography or Freedom of Speech? | 15 |  |
|  | Discussion Question 2: Journalism Today | 15 |  |
|  | Labor Gets Framed | 30 |  |
|  | Patriot or Traitor? Unveiling Government Surveillance of Us | 60 |  |
|  | Wedding Media and the Meaning of the Perfect Wedding Day | 35 |  |
|  | The Role of Social Media For Contemporary Businesses | 30 |  |
| **Total Points** | | **1,000** |  |

# Course Schedule

|  |  |  |
| --- | --- | --- |
| **Week** | **Start** | **End** |
| 1 | <insert start date> | <insert end date> |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

Weekly Learning Modules

|  |  |  |  |
| --- | --- | --- | --- |
| Week 1: Digital Media and Convergence | |  | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Trace the development of media and their role in our society. | | CLO1 | |
| * 1. Explain the forces that have influenced media convergence. | | CLO1 | |
| * 1. Describe trends and issues in digital gaming.   2. Apply the five critical process steps required to evaluate the media as an informed consumer. | | CLO3  CLO4 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 1–3 of *Media & Culture*. | | 1.1, 1.2, 1.3, 1.4 |  |
| **Read** the following articles:   * “[Gaming Journalism is Over](http://www.slate.com/articles/technology/bitwise/2014/09/gamergate_explodes_gaming_journalists_declare_the_gamers_are_over_but_they.html)” * “[Female Gamers: ‘The Concept of Gamers as a Community Was New to Me – to All of Us’](http://www.theguardian.com/technology/2014/sep/20/women-gamers-new-concept-community)” * “[Essential Facts About the Computer and Video Game Industry](http://www.theesa.com/facts/pdfs/ESA_EF_2014.pdf)”   **Post** any insights or questions you have from the articles in the Week 1 Questions discussion forum. | | 1.1, 1.3 | Lecture Activity = 0.5hr |
| **Watch** the following videos:   * “[How Social Media Can Make History](https://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history)” (15.44) * “[Four Principles for the Open World](https://www.ted.com/talks/don_tapscott_four_principles_for_the_open_world_1)” (17.47)   **Post** any insights or questions you have from the videos in the Week 1 Questions discussion forum. | | 1.1, 1.2, 1.3 | Lecture Activity = 0.5hr |
| **Recording Tutorials**  This week, you will conduct a short, informal interview for the Sleeper Curve assignment. You may take notes by hand or you may record the interview. Below are tutorials that will assist you if you choose to record the interview:  **Recording Audio**   * View the “Turn Your Computer or Laptop Into a Recording Studio” tutorial [3:13] located at <http://synergiseducation.com/blog/turn-your-computer-or-laptop-into-a-recording-studio/> * View the “Recording Audio – iPad and Garageband” tutorial [2:22] located at <http://synergiseducation.com/blog/recording-audio-ipad-and-garageband/> * View the “Recording Audio With Audacity” tutorial [6:02] located at <http://synergiseducation.com/blog/recording-audio-with-audacity/>   **Using Google Drive**   * View the “Google Drive” tutorial [2:21] located on Blackboard at <https://vimeo.com/82113892> | | NA |  |
| **Total** |  |  | **1hr** |
| ***Supplemental Learning Resources and Activities****: These resources and activities provide further exploration of content, supplemental information, and skill building. Students may complete items in this section on their own or as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Search Engines**  **Review** “Media Literacy and the Critical Process” on p. 67 of *Media & Culture*.  **Select** a common search term for this activity. Consider topics such as cybercrime, marijuana legalization, wage gap, or racial bias in the media.  **Conduct** an Internet search using the following search engines:   * [AlterNet](http://www.alternet.org/) * [Media Channel](http://www.mediachannel.org/) * [Common Dreams](http://www.commondreams.org/) * [Google](https://www.google.com/)   How do the search results from each site compare to Google’s results? | | 1.4 | Lecture Activity = 1hr |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: You and the Media**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * Examine your personal relationship with and consumption of media. Do you consider yourself a critical and analytical consumer of media? If so, in what way?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.1, 1.2 | Discussion Board = 1hr |
| **Discussion Question 2: Gaming**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * Reflect on your experience with video games. If you are a gamer, briefly describe the types of games you enjoy. If you are not a gamer, briefly describe what exposure you have had to video games and what your general impressions are. * How have digital games influenced media culture, and vice versa? What do you think video games will be like in the future?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 1.1, 1.3 | Discussion Board = 1hr |
| **The Sleeper Curve**  **Review** “Case Study: The Sleeper Curve” on p. 22 of *Media & Culture*.  **Interview** someone from an earlier generation about his or her popular entertainment preferences.  Note: This is intended to be an informal, casual interview, approximately 10 to 15 minutes long.  **Address** the following topics in your interview, and ensure that you ask sufficient follow-up questions to elicit further details and examples:   * The person’s impressions of popular entertainment such as TV shows, movies, music artists, and video games * How the person’s preferences and values in shows, movies, music, and games have changed over his or her lifetime * Whether he or she thinks the content of popular TV shows, movies, and games is becoming simpler or more complex, and why * To what degree he or she utilizes the Internet or mobile devices to enjoy popular entertainment   **Write** a 350-word (1-page) analysis of your interview findings. What similarities and differences did you discover between yourself and your interviewee?  **Adhere** to APA guidelines for quoting or paraphrasing your interviewee’s responses.  **Attach** a transcript, summary, or recording of your interviewee’s responses as an appendix to your analysis. Review the Recording Tutorials for guidance.  **Submit** your analysis through Blackboard. | | 1.1, 1.2, 1.3 | Case Study = 1hr |
| **Media Convergence**  **Review** this week’s videos:   * “[How Social Media Can Make History](https://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history)” (15.44) * “[Four Principles for the Open World](https://www.ted.com/talks/don_tapscott_four_principles_for_the_open_world_1)” (17.47)   **Imagine** you are a journalist, and you are writing a blog post for a popular website such as [Huffington Post](http://www.huffingtonpost.com/kimberly-tan/why-do-we-care-about-gram_b_1635448.html), [TechCrunch](http://techcrunch.com/), [Mashable](http://mashable.com/), [Gawker](http://gawker.com/), [HotAir](http://hotair.com/), or [ThinkProgress](http://thinkprogress.org/). Consider the appropriate writing tone and style for your audience as you write your blog post.  **Write** a 500-word (1.5-page) blog post in which you answer the following questions:   * What were the conditions that enabled media convergence? * What are the significant milestones for mobile devices as playing a part in media convergence? * How has digital convergence changed the function of gaming consoles? * How does Clay Shirky explain a media landscape that puts an end to top-down control of news and that changes politics? * Technology has allowed our world to become more open and transparent. Does this make our world a better place? Why? * What elements of today’s digital world are parts of the Semantic Web?   **Illustrate** your blog post with images, videos, or links to relevant websites.  **Include** a title for your blog post.  **Submit** your blog post through Blackboard. | | 1.1, 1.2, 1.3 | Blog = 1hr |
| **Media Literacy and the Critical Process**  **Review** the five-step process on pp. 32–33 of *Media & Culture*.  **Select** one of the following controversial topics:   * Video game such as *Grand Theft Auto* * TV show such as *South Park* * Radio talk show such as the *Rush Limbaugh Show* * Album such as *Straight Outta Compton* * News coverage of a current war or public health crisis   **Apply** the five-step process as described in the text to your chosen topic.  **Write** a 100- to 150-word analysis for each step in the process. Include a heading for each step. Ultimately, you must come to a conclusion on whether to defend or condemn your chosen topic, based on your research and analysis.  **Submit** your analysis through Blackboard. | | 1.1, 1.4 | Case Study = 1hr |
| **From a Print-Oriented Industrial Age to a Digitally Based Information Age**  **Write** a 350- to 400-word (1- to 1.5-page) essay in which you address the following:   * As we move from a print-oriented Industrial Age to a digitally based Information Age, what do you think was the main force that influenced media convergence? * How do you think that you, other individuals, communities, and nations have been affected both positively and negatively by media convergence? * What possibilities for the Internet’s future are you most excited about? Why? What possibilities are most troubling? Why?     **Submit** your essay through Blackboard. | | 1.1, 1.2 | Reflection Paper = 1hr |
| **Total** |  |  | **8hrs** |
| **Notes** |  | | |

# Faculty Notes

**Week 1 Articles & Videos:** Faculty may write their own question or prompt to elicit further discussion.

**Discussion Question 1: You and the Media:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How has your relationship with the media changed over your lifetime?
* In what ways do you think forms of media have influenced you? In what ways do you think you are immune from media influence?

**Discussion Question 2: Gaming:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* To what extent are video game addiction and violent and misogynistic gaming content problems for the gaming industry? To what extent are they problems for society?
* Do you think video games should be regulated? If so, how?

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| --- | --- | --- | --- |
| Week 2: Sounds and Images | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Trace the technological development of music, radio, TV, and movies. | | CLO1 | |
| * 1. Describe the influence of music, radio, TV, and movies on popular culture. | | CLO2 | |
| * 1. Describe the economics of sound recording, broadcast radio and television networks, and the movie studio system.   2. Analyze the challenges that sound and images media have with technology, media convergence, and regulatory change. | | CLO3  CLO1, CLO2, CLO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 4–7 of *Media & Culture*. | | 2.1, 2.2, 2.3, 2.4 |  |
| **Watch** the following videos:   * “[Who Owns the Media](https://www.youtube.com/watch?v=9ona0jYWa6s)” (24.37) * “[Film Theory – The Future of Hollywood](https://www.youtube.com/watch?v=yDd3qz73xjA)” (9.57) * “[Spielberg Predicts Collapse of Film Industry](https://www.youtube.com/watch?v=0f1FD5jOhGU)” (2.27)   **Post** any insights or questions you have from the videos in the Week 2 Questions discussion forum. | | 2.1, 2.2, 2.3 | Lecture Activity = 0.5hr |
| **Recording Tutorials**  This week, you will conduct several short, informal interviews for the Music Preferences Across Generations assignment. You may take notes by hand, or you may record the interviews. The following are tutorials that will assist you if you choose to record the interviews:  **Recording Audio**   * View the “Turn Your Computer or Laptop Into a Recording Studio” tutorial [3:13] located at <http://synergiseducation.com/blog/turn-your-computer-or-laptop-into-a-recording-studio/> * View the “Recording Audio – iPad and Garageband” tutorial [2:22] located at <http://synergiseducation.com/blog/recording-audio-ipad-and-garageband/> * View the “Recording Audio with Audacity” tutorial [6:02] located at <http://synergiseducation.com/blog/recording-audio-with-audacity/>   **Using Google Drive**   * View the “Google Drive” tutorial [2:21] located on Blackboard at <https://vimeo.com/82113892> | | NA |  |
| **Graphs and Tables Tutorials**  This week, you will present a small amount of data in a graph or table for the Music Preferences Across Generations assignment. You may use Microsoft Word or Excel to compile and present your data. The following are tutorials that will assist you if you are unfamiliar with creating graphs and tables.  **Microsoft Word**   * [Word 2013 Tables](http://www.gcflearnfree.org/word2013/23) * [How to Convert Text to a Table in Word](https://www.youtube.com/watch?v=W_BdWC4E66w)   **Microsoft Excel**   * [Creating Charts in Excel](http://www.excel-easy.com/data-analysis/charts.html) * [Excel Tables Tutorial #1 How to Create and Use Excel Tables](https://www.youtube.com/watch?v=03ysshhXZk8) | | NA |  |
| **Total** |  |  | **0.5hrs** |
| ***Supplemental Learning Resources and Activities****: These resources and activities provide further exploration of content, supplemental information, and skill building. Students may complete items in this section on their own or as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Podcasts**  **Listen** to two podcasts and comment on their tone, styles, contents, and formats.  **Create** a short podcast using the following links:   * [How to Podcast Tutorial](http://howtopodcasttutorial.com/) * [How to Create a Podcast](https://www.youtube.com/watch?v=-hrBbczS9I0) | | 2.1, 2.2 | Lecture Activity = 0.5hr |
| **Old Time Radio**  **Listen** to old radio shows at [Old Time Radio](https://archive.org/details/oldtimeradio).  **Pick** your favorite show, and explain why you chose it.  **Compare** podcasts to old radio programs. | | 2.1 | Lecture Activity = 0.5hr |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Personal Media Preferences**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * Summarize your tastes and preferences for viewing/listening to music, TV, and movies. * How has digital technology, including the Internet or products like the iPod and iTunes, influenced your habits? How might your listening and viewing preferences connect to the way in which the music, TV, and film industries are evolving? * What has happened to the audience in the digital era of third and fourth screens?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 2.1, 2.2, 2.3 | Discussion Board = 1hr |
| **Discussion Question 2: Radio Station Ownership**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * What has been the main effect of the Telecommunications Act of 1996 on radio station ownership? Do you think it has been beneficial or detrimental to your local community? * Why did the FCC create a new class of low-power FM stations?     Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 2.2, 2.3, 2.4 | Discussion Board = 1hr |
| **ESPN: Sports and Stories**  **Review** “Case Study: ESPN: Sports and Stories” on p. 204 of *Media & Culture*.  **Write** a 350- to 500-word (1- to 1.5-page) paper in which you explain the economics and ownership of television and cable stations.  **Answer** each of the following questions, and refer to the case study as an example in your responses.   * Why has it become more difficult for independent producers to create programs for television? * What are the differences between off-network and first-run syndication? What are some examples of these shows? How are they profitable? * What are ratings and shares in the measurement of TV audiences? * What are the main reasons some municipalities are building their own cable systems? * How did cable pose a challenge to broadcasting? How did the FCC respond to cable’s early development? * What rules and regulations did the government impose to restrict the networks’ power?   **Submit** your paper through Blackboard. | | 2.1, 2.2, 2.3, 2.4 | Case Study = 1hr |
| **The Future of Movies**  **Review** this week’s videos:   * “[Film Theory – The Future of Hollywood](https://www.youtube.com/watch?v=yDd3qz73xjA)” (9.57) * “[Spielberg Predicts Collapse of Film Industry](https://www.youtube.com/watch?v=0f1FD5jOhGU)” (2.27)   **Review** “Beyond Hollywood: Asian Cinema” on p. 255 of *Media & Culture.*  **Imagine** you are a Hollywood film producer, and you are writing a post for a popular website or blog such as [Producers Guild of America](http://www.producersguild.org/), [Directors Guild of America](http://www.dga.org/), [Hope for Film](http://hopeforfilm.com/), or [No Film School](http://www.nofilmschool.com/). Consider your audience’s background and interests as you write your blog post.  **Write** a 700-word (2-page) blog post in which you answer the questions below.   * Trace the technological development of movies from silent films to today. * How is the movie industry adapting to the Internet, inexpensive cameras and phones, and video editing software and apps? * What are the various ways in which major movie studios make money from the film business? How will or should this change in the next 5 years? * How do a few large film studios manage to control more than 90% of the commercial industry? * Do films contribute to a global village in which people throughout the world share a universal culture, or do U.S.-based films overwhelm the development of other cultures worldwide? * If you were a Hollywood film producer or executive, what kinds of films would you like to see made? What changes would you make in what we see at the movies?     **Illustrate** your blog post with images, videos, or links to relevant websites.  **Submit** your blog post through Blackboard. | | 2.1, 2.2, 2.3, 2.4 | Blog = 2hrs |
| **Music Preferences Across Generations**  **Review “**Music Preferences Across Generations” on p. 138 of *Media & Culture*.  **Interview** four to eight friends or relatives about their musical tastes and influences.  Note: These are intended to be informal, casual interviews, approximately 5 to 10 minutes long.Consider using a tool such as [SurveyMonkey](https://www.surveymonkey.com/) to collect your data. Review the Recording Tutorials for guidance.  **Apply** the five-step process as described in the text to your interviewees’ responses.  **Write** a 100- to 150-word analysis for each step in the process. Include a heading for each step.   * Step 2 Analysis:Use Microsoft Word or Excel to present your data in a graph or table. Review the Graphs & Tables Tutorials for guidance.   **Attach** your graph or table to your analysis.  **Submit** your analysis through Blackboard. | | 1.4, 2.2 | Case Study = 1.5hr |
| **How Can Radio Improve Social and Political Discussions?**  **Write** a 350- to 400-word (1- to 1.5-page) essay in which you address the following:   * If you could own and manage a commercial radio station, what format would you choose? Why? * If you ran a noncommercial radio station in your area, what services would you provide that are not being met by commercial format radio? * How might radio be used to improve social and political discussions in the United States?   **Submit** your essay through Blackboard. | | 2.2, 2.4 | Reflection Paper = 1hr |
| **Total** |  |  | **9hrs** |
| **Notes** |  | | |

# Faculty Notes

**Week 2 Videos:** Faculty may write their own question or prompt to elicit further discussion.

**Discussion Question 1: Personal Media Preferences:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How has television’s role as a national cultural center changed over the years? What are programmers doing to retain some of their influence?
* What has been the biggest challenge for the TV and cable industries? How do you think these industries will or should change in the next 5 years?

**Discussion Question 2: Radio Station Ownership:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How important are independent labels to the music industry? Why?
* If you were a broadcast radio executive, what arguments would you make in favor of broadcast radio over Internet radio?

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| --- | --- | --- | --- |
| Week 3: Words and Pictures | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Trace the evolution of newspapers, magazines, and books. | | CLO1 | |
| * 1. Analyze the effects of media convergence and changing demographics on print media. | | CLO1, CLO2 | |
| * 1. Identify the organization and ownership of the newspaper, magazine, and book industries.   2. Describe the role of newspapers, magazines, and books in a democratic society. | | CLO2, CLO3  CLO1, CLO2, CLO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 8–10 of *Media & Culture*. | | 3.1, 3.2, 3.3, 3.4 |  |
| **Read** the following articles:   * “[Blogging vs. Journalism: The Ongoing Debate](http://thenextweb.com/us/2010/08/18/blogging-vs-journalism-the-ongoing-debate/)” * “[The Forgotten Story of Classic Hollywood’s First Asian-American Star](http://www.buzzfeed.com/annehelenpetersen/anna-may-wong-your-new-favorite-star#37bldx3)”   **Post** any insights or questions you have from the articles in the Week 3 Questions discussion forum. | | 3.4 | Lecture Activity = 0.5hr |
| **Watch** the following video:   * “[Crowdsourcing the News](https://www.ted.com/talks/paul_lewis_crowdsourcing_the_news)” (16.55)   **Post** any insights or questions you have from the video in the Week 3 Questions discussion forum. | | 3.1, 3.2, 3.3, 3.4 | Lecture Activity = 0.5hr |
| **Graphs & Tables Tutorials**  This week, you will present a small amount of data in a graph or table for the Covering Business and Economic News assignment. You may use Microsoft Word or Excel to compile and present your data. The following are tutorials that will assist you if you are unfamiliar with creating graphs and tables:  **Microsoft Word**   * [Word 2013 Tables](http://www.gcflearnfree.org/word2013/23) * [How to Convert Text to a Table in Word](https://www.youtube.com/watch?v=W_BdWC4E66w)   **Microsoft Excel**   * [Creating Charts in Excel](http://www.excel-easy.com/data-analysis/charts.html) * [Excel Tables Tutorial #1 How to Create and Use Excel Tables](https://www.youtube.com/watch?v=03ysshhXZk8) | | NA |  |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Project Censored**  **Review** [Project Censored](http://www.projectcensored.org/), and select an article or topic that is of interest to you.  **Compare** how the topic is covered in a mainstream publication such as CNN, LexisNexis, or Reuters.  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * How do the different news agencies cover the topic? * Why do you think the topic is covered the way it is at each site?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 3.2, 3.4 | Discussion Board = 1hr |
| **Discussion Question 2: Women in Magazines**  **Pos**t a response in 150 to 200 words on the following question, and provide specific examples to support your answers.     * How did magazines position women in the new consumer economy at the turn of the twentieth century?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 3.1, 3.2, 3.4 | Discussion Board = 1hr |
| **Comic Books: Alternative Themes, but Superheroes Prevail**  **Review** “Case Study: Comic Books: Alternative Themes, but Superheroes Prevail”on p. 356 of *Media & Culture*.  **Write** a 350- to 500-word (1- to 1.5-page) paper in which you trace the evolution of books.  **Answer** each of the following questions, and refer to the case study as an example in your responses.   * Why was the printing press such an important and revolutionary invention? * Why did publishing houses develop? * What are the current ownership patterns in the book industry? How do they affect the kinds of books that are published? * Where do comic books fit in to the evolution of books? * What is the relationship between the book and movie industries? * In what ways have e-books reimagined what a book can be?   **Submit** your paper through Blackboard. | | 3.1, 3.2, 3.3 | Case Study = 1hr |
| **Journalism Blog**  **Review** [Crowdsourcing the News](https://www.ted.com/talks/paul_lewis_crowdsourcing_the_news) (16.55)  **Imagine** you are a journalist, and you are writing a post for journalism students and professionals on a blog such as [Reflections of a Newsosaur](http://newsosaur.blogspot.com/) or [Cyberjournalist](http://news.cyberjournalist.net/). Consider your audience’s background and interests as you write your blog post.  **Write** a 700-word (2-page) blog post in which you answer the following questions:   * What are the two main features of yellow journalism? How have Joseph Pulitzer and William Randolph Hearst contributed to newspaper history? * Why did objective journalism develop? What are its characteristics? What are its strengths and limitations? * Why did interpretive forms of journalism develop in the modern era? What are the limits of objectivity? * Define *wire service* and *syndication*. Why did newspapers become an economic trend in the twentieth century? * With traditional ownership in jeopardy today, what are some other possible business models for running a newspaper? * What is the current state of citizen journalism? What are the challenges that new online news sites face?   **Illustrate** your blog post with images, videos, or links to relevant websites.    **Submit** your blog post through Blackboard. | | 3.1, 3.2, 3.3, 3.4 | Blog = 2hrs |
| **Covering Business and Economic News**  **Review** “Covering Business and Economic News” on p. 292 of *Media & Culture*.  **Apply** the 5-step process as described in the text to your selected stories.  **Write** a 100- to 150-word analysis for each step in the process. Include a heading for each step.   * Step 2 Analysis:Use Microsoft Word or Excel to present your data in a graph or table. Review the Graphs & Tables Tutorials for guidance.   **Attach** your graph or table to your analysis.  **Submit** your analysis through Blackboard. | | 1.4, 3.4 | Case Study = 1hr |
| **The Role of Print Media in a Democratic Society**  **Write** a 350- to 400-word (1- to 1.5-page) essay in which you address the following:   * Do newspapers today play a vigorous role as watchdogs of our powerful institutions? Why or why not? What impact will the downsizing and closing of newspapers have on this watchdog role? * Discuss whether your favorite magazines define you primarily as a consumer or as a citizen. Do you think magazines have a responsibility to educate their readers as both? What can they do to promote responsible citizenship? * Why do you think the availability of television and cable has not substantially decreased the number of new book titles available each year? What do books offer that television does not? Why is an increasing interest in reading a signal for improved democratic life?   **Submit** your essay through Blackboard. | | 3.4 | Reflection Paper = 1hr |
| **Total** |  |  | **8hrs** |
| **Notes** |  | | |

# Faculty Notes

**Week 3 Article & Video:** Faculty may write their own question or prompt to elicit further discussion.

**Discussion Question 1: Project Censored:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* Encourage students to review and provide feedback on each other’s findings.

**Discussion Question 2: Women in Magazines:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How are women portrayed in magazines today?
* How would you like to see women portrayed in magazines in the future?

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| Week 4: The Business of Mass Media | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Describe the roles of advertising and public relations (PR) in mass media. | | CLO2, CLO3 | |
| * 1. Describe the social, ethical, and political impact of the persuasive techniques used in contemporary advertising. | | CLO3 | |
| * 1. Analyze how the three basic mass media structures can transition to an information economy.   2. Evaluate specialization, global markets, and convergence as the current trends in mass media. | | CLO1, CLO3  CLO1, CLO2, CLO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 11–13 of *Media & Culture*. | | 4.1, 4.2, 4.3, 4.4 |  |
| **Watch** the following video:   * “[Social Media and the End of Gender](https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender)” (8.20)   **Post** any insights or questions you have from the video in the Week 4 Questions discussion forum. | | 4.3, 4.4 | Lecture Activity = 0.5hr |
| **Total** |  |  | **0.5hr** |
| ***Supplemental Learning Resources and Activities****: These resources and activities provide further exploration of content, supplemental information, and skill building. Students may complete items in this section on their own or as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Vintage Ad Browser**  **Review** the ads in the [vintage ad browser](http://www.vintageadbrowser.com/). | | 4.2 | Lecture Activity = 0.5hr |
| **Total** |  |  | **0.5hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Health and Advertising**  **Review** “Brand Integration, Everywhere” on p. 404 of *Media & Culture.*  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * What are one or two serious contemporary issues regarding health and advertising? Why is each issue controversial?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1, 4.2 | Discussion Board = 1hr |
| **Discussion Question 2: The Role of PR in Mass Media**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.     * What is the role of PR in mass media? * Describe an example of the antagonism between journalism and PR.   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.1 | Discussion Board = 1hr |
| **Discussion Question 3: The Transition to an Information Economy**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * How can the three basic mass media structures transition to an information economy? * What are some of society’s key expectations of its media organizations? * Which organizations do you think best meet those expectations? How?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 4.3, 4.4 | Discussion Board = 1hr |
| **Idiots and Objects: Stereotyping in Advertising**  **Review** [vintage ad browser](http://www.vintageadbrowser.com/) and “Case Study: Idiots and Objects: Stereotyping in Advertising” on p. 401 of *Media & Culture.*  **Write** a 350- to 500-word (1- to 1.5-page) paper in which you discuss the role of advertising in transforming America into a consumer society.  **Answer** each of the following questions, and refer to the case study as an example in your responses.   * What influences did visual culture exert on advertising? Pick one ad from the vintage ad browser, and use it to support your answer. * How do the common persuasive techniques used in advertising work? * How does the association principle work? Why is it an effective way to analyze advertising? What is the disassociation corollary? * Why are so many people critical of advertising?   **Submit** your paper through Blackboard. | | 4.1, 4.2 | Case Study = 1hr |
| **Current Trends in Mass Media: Specialization, Global Markets, and Convergence**  **Review** the following:   * [Social Media and the End of Gender](https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender) (8.20) * “Case Study: Minority and Female Media Ownership: Why Does it Matter?” on p. 464 of *Media & Culture* * “Case Study: From Fifty to a Few: The Most Dominant Media Corporations” on p. 471 of *Media & Culture*   **Imagine** you are a consultant to business owners who are considering purchasing a media company. Review some blogs such as [Minority Business Entrepreneur (MBE)](http://blog.mbemag.com/), [The Guardian Media Blog](http://www.theguardian.com/media/media-blog), or [Danny Brown](http://dannybrown.me/). Consider your audience’s background and interests as you write your blog post.  **Write** a 700-word (2-page) blog post in which you answer the following questions:   * Why does minority and female media ownership matter? * How do global and specialized markets factor into the new media economy? How are regular workers affected? * What is the role of synergy in the current climate of media mergers? Use Disney as an example. * Why have Amazon, Apple, Facebook, Google, and Microsoft emerged as the leading corporations of the digital era? * What are the differences between freedom of consumer choice and consumer control? * What is cultural imperialism? What does it have to do with the United States?   **Illustrate** your blog post with images, videos, or links to relevant websites.  **Submit** your blog post through Blackboard. | | 4.3, 4.4 | Blog = 2hrs |
| **The Invisible Hand of PR**  **Review “**The Invisible Hand of PR” on p. 444 of *Media & Culture*.  **Apply** the five-step process as described in the text to your selected articles.  **Write** a 100- to 150-word analysis for each step in the process. Include a heading for each step.  **Submit** your analysis through Blackboard. | | 1.4, 4.1 | Case Study = 1hr |
| **Social, Ethical, and Political issues in Advertising**  **Write** a 350- to 400-word (1- to 1.5-page) essay in which you address the following:     * What is your earliest recollection of watching a television commercial? Do you think the ad had a significant influence on you? * What are some major issues involving political advertising? * If you were or are a parent, what strategies would you use to explain an objectionable ad to your child or teenager? * Should advertising aimed at children be regulated?   **Submit** your essay through Blackboard. | | 4.2 | Reflection Paper = 1hr |
| **Total** |  |  | **9hrs** |
| **Notes** |  | | |

# Faculty Notes

**Week 4 Video:** Faculty may write their own question or prompt to elicit further discussion.

**Discussion Question 1: Health and Advertising:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* What is the difference between puffery and deception in health care advertising? How should the Federal Trade Commission (FTC) regulate deceptive ads?

**Discussion Question 2: The Role of PR in Mass Media:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* Why have research and lobbying become increasingly important to the practice of PR?
* In what ways is conventional news akin to PR?
* How does the Internet change the way in which PR communicates with an organization’s customers, stakeholders, and community?

**Discussion Question 3: The Transition to an Information Economy:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How have media mergers changed the economics of mass media?
* Why has the federal government emphasized deregulation at a time when so many media companies are growing so large?

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| Week 5: Democratic Expression and the Mass Media | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze how different media organizations treat journalism today. | | CLO1, CLO2, CLO3 | |
| * 1. Contrast media effects research and cultural approaches to media research. | | CLO4 | |
| * 1. Examine the origins of legal controls and freedom of expression and their impact on society.   2. Describe the role of social media for contemporary businesses. | | CLO1, CLO2, CLO3  CLO2, CLO3 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 14–16 and the “Extended Case Study” on pp. 577–583 of *Media & Culture*. | | 5.1, 5.2, 5.3, 5.4 |  |
| **Read** the following article:   * “[Bollywood Actress Deepika Padukone Slams Times of India for Gross, Sexist Tweet](http://www.huffingtonpost.ca/2014/09/16/deepika-padukone-times-of-india-cleavage-tweet_n_5829636.html)”   **Post** any insights or questions you have from the article in the Week 5 Questions discussion forum. | | 5.3, 5.4 | Lecture Activity = 0.5hr |
| **Watch** the following video:   * “[Here’s How We Take Back the Internet](https://www.ted.com/talks/edward_snowden_here_s_how_we_take_back_the_internet)” (35.02)   **Post** any insights or questions you have from the video in the Week 5 Questions discussion forum. | | 5.3, 5.4 | Lecture Activity = 0.5hr |
| **Total** |  |  | **1hr** |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Discussion Question 1: Is Sexting Pornography or Freedom of Speech?**  **Review** “Case Study: Is ‘Sexting’ Pornography?” on p. 558 of *Media & Culture*  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.   * How do you think sexting should be handled by the law? Does the age of the participants factor into your answer?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.3 | Discussion Board = 1hr |
| **Discussion Question 2: Journalism Today**  **Pos**t a response in 150 to 200 words on the following questions, and provide specific examples to support your answers.     * Explain the values shift in journalism today from a more detached or neutral model to a more partisan or assertion model. * What role do satirical news programs like *The Daily Show* and *The Colbert Report* play in the world of journalism?   Note: Initial answers to the question are due by 11:59 p.m. (Eastern time) on Thursday.  **Respond** to at least threestudents as to what you agree or disagree with in their answers. All responses must be posted by 11:59 p.m. (Eastern time) on Sunday. | | 5.1, 5.3 | Discussion Board = 1hr |
| **Labor Gets Framed**  **Review “**Case Study: Labor Gets Framed” on p. 537 of *Media & Culture.*  **Write** a 350- to 500-word (1- to 1.5-page) paper in which you discuss how media frames news about labor unions.  **Answer** each of the following questions, and refer to the case study as an example in your responses:   * What are the differences between the hypodermic-needle model and the minimal-effects model in the history of media research? * What are the main ideas behind social learning theory, agenda setting, the cultivation effect, the spiral of silence, and the third-person effect? * What are some strengths and limitations of modern media research? * Why did cultural studies develop in opposition to media effects research? * What are the features of cultural studies? * How is textual analysis different from content analysis? * What are some of the strengths and limitations of cultural research?   **Submit** your paper through Blackboard. | | 5.2 | Case Study = 1hr |
| **Patriot or Traitor? Unveiling Government Surveillance of Us**  **Review** the “Extended Case Study” on pp. 577–583 and [Here’s How We Take Back the Internet](https://www.ted.com/talks/edward_snowden_here_s_how_we_take_back_the_internet) (35.02)  **Write** a blog post for the audience of your choice: students, educators, politicians, business owners, member of the armed services, or parents. Consider your audience when answering the questions that follow.  **Write** a 700-word (2-page) blog post in which you answer these questions:   * What communications of yours (for example, Google, Apple, Facebook, and mobile phones) could have been potentially swept up in the data-collection programs? Was the data collection on subjects outside of the United States, or were U.S. citizens also subject to data collection? Should this distinction make a difference? * Was anyone put at risk because of Snowden’s leaks? * Is it possible to verify that the various secret data collection programs made U.S. citizens safer? * Should the user data of Google, Apple, Facebook, and major mobile phone providers be tapped by government surveillance projects without our knowledge? Should the companies submit to whatever the government asks? * Was Snowden’s intent in leaking the information to offer it “to be used to the injury of the United States or to the advantage of a foreign nation” (as the Espionage Act says), or did he have other reasons for leaking to the press? Why did Snowden feel compelled to flee the United States? Is there a reason for the government to discourage would-be whistleblowers of any kind?   **Illustrate** your blog post with images, videos, or links to relevant websites.  **Submit** your blog post through Blackboard. | | 5.3 | Blog = 2hrs |
| **Wedding Media and the Meaning of the Perfect Wedding Day**  **Review “**Wedding Media and the Meaning of the Perfect Wedding Day” on p. 531 of *Media & Culture*.  **Apply** the five-step process as described in the text to your selected magazines.  **Write** a 100- to 150-word analysis for each step in the process. Include a heading for each step.  **Submit** your analysis through Blackboard. | | 1.4, 5.2 | Case Study = 1hr |
| **The Role of Social Media For Contemporary Businesses**  **Write** a 350- to 400-word (1- to 1.5-page) essay in which you address the following:   * How has social media changed the way your organization conducts business? Provide examples. * What challenges do businesses face in dealing with social media? * What ethical issues arise?   **Submit** your essay through Blackboard. | | 5.4 | Reflection Paper = 1hr |
| **Total** |  |  | **8hrs** |
| **Notes** |  | | |

# Faculty Notes

**Week 5 Article & Video:** Faculty may write their own question or prompt to elicit further discussion.

**Discussion Question 1: Is Sexting Pornography or Freedom of Speech?:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* Which basic philosophical concept underlies America’s notion of free expression?
* How has the Internet changed battles over what constitutes obscenity?
* How has *censorship* been defined historically?

**Discussion Question 2: Journalism Today:** Provide one or more of the follow-up questions or prompts below to elicit further discussion. It is recommended that you post the follow-ups on Day 4 or 5.

* How do issues such as deception and privacy present ethical problems for journalists?
* What are the major criticisms of the public journalism movement? Why do the mainstream national media have concerns about public journalism?

# Breakdown of Academic Instructional Equivalencies

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| **Week 1** |  |  |
| Required |  | 7 |
| Supplemental |  | 1 |
|  |  |  |
| **Week 2** |  |  |
| Required |  | 8 |
| Supplemental |  | 1 |
|  |  |  |
| **Week 3** |  |  |
| Required |  | 8 |
| Supplemental |  | 0 |
|  |  |  |
| **Week 4** |  |  |
| Required |  | 8.5 |
| Supplemental |  | 0.5 |
|  |  |  |
| **Week5** |  |  |
| Required |  | 8 |
| Supplemental |  | 0 |
|  |  |  |
|  |  |  |
| **Total Required Hours** |  | 39.5 |
| **Total Supplemental Hours** |  | 2.5 |
| **Total Hours** |  | 42 |