

Las Positas College
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Course Outline for MSCM 31

INTRODUCTION TO MEDIA

Effective: Fall 2009

I. CATALOG DESCRIPTION:

MSCM 31 — INTRODUCTION TO MEDIA — 3.00 units

A survey of radio, television, film, and multimedia and their impact on culture and society; includes economics, technological development, programming, ratings, legal aspects, and social control of broadcasting in America, and cross-cultural, international comparisons.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition
or

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Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. ENG1A

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. demonstrate understanding of radio as a means of mass communications through the study of the history and current practices programming practices, regulation, and radio station management;
- B. demonstrate understanding of television as a means of mass communications through the study of the history and current practices programming practices, regulation, and television station management;
- C. demonstrate understanding of film as a means of mass communications through the study of the history and current practices of the film industry;
- D. demonstrate understanding of multimedia as a means of mass communications through the study of the history and current practices of multimedia industries;
- E. explain and analyze the historical and current impact of the media on our society from the standpoint of business, education, and politics.

V. CONTENT:

- A. Radio
 1. Growth of radio
 - a. Origin of networks
 - b. Early programming
 - c. Regulating principles
 2. Radio programming today
 - a. Economics of music industry
 - b. Online programming
 - c. Culture
 3. Radio station operation
- B. Television
 1. Growth of television
 - a. Origins
 - b. Early programming
 - c. Regulating principles

- 2. Television programming today
 - a. Advertising
 - b. Online programming
- 3. Television station operation
- 4. Educational television
- 5. Networks today
- 6. Cable broadcasting
- 7. Subscription broadcasting
- 8. Careers in broadcasting
- 9. Social aspects of broadcasting
 - a. Economics
 - b. Culture
 - c. Ethics
 - d. Entertainment
- C. Film
 - 1. Growth of film
 - a. Origin of film
 - b. Early film
 - c. Regulating principles: ratings
 - 2. Film today
 - 3. Film production and industry
 - a. Multimedia
- D. Growth of multimedia
 - 1. Origin of multimedia
 - 2. Early multimedia
 - 3. Regulating principles
 - 4. Multimedia programming today
 - a. User-generated content
 - b. Social networking
 - c. Collaborative filtering
 - d. Cloud computing
 - 5. Multimedia industry and converging media
 - a. Online content
 - b. Mobile devices
 - c. Video game platforms
- E. Media and society
 - 1. The Federal Communications Commission
 - a. History and functions
 - b. Composition
 - 2. The public interest
 - a. The basic theory of broadcasting
 - b. Radio, television, film, and multimedia as media of free speech
 - c. FCC statements of policy
 - 3. Social inequality and media representation
 - a. Race
 - b. Gender
 - c. Class
 - 4. Politics and broadcasting
 - 5. The law and political broadcasting
 - 6. Coverage of political events
 - 7. The economics of broadcasting
 - 8. Advertising and agencies
 - 9. Problems posed by advertising
 - 10. The audience
 - a. Research and surveys
 - b. Ratings—how they are attained and what they mean
 - 11. Comparative broadcast systems
 - a. Types of systems
 - b. Radio, television, film, and multimedia in other countries
 - 12. Growth of international broadcasting

VI. METHODS OF INSTRUCTION:

- A. **Lecture** -
- B. **Discussion** -
- C. **Research** - project
- D. Audio-visual aids
- E. Homework assignments
- F. **Student Presentations** -

VII. TYPICAL ASSIGNMENTS:

A. Oral presentations of group research and discussion: 1. Compare television in the United States with television in Mexico (or another country) using comparative techniques discussed in class. 2. Define and explain the ethical issues involved in broadcasting campaign ads on television. B. Written analysis of ethical issues presented in a video: View Broadcast News and describe the ethical issues confronted by one of the three major characters. C. Primary and secondary research term paper: Provide an oral report on the role that the ratings system has played in the development of American cinema. D. Oral presentations on term paper: Provide an oral report on the role that the ratings system has played in the development of American cinema. E. Essay examinations: Typical questions: 1. Compare and contrast radio in Canada with radio in the United States. 2. How have new media impacted how Americans get the news? 3. Describe how the rating system is used in film

VIII. EVALUATION:

- A. **Methods**
- B. **Frequency**
 - 1. Class participation: daily
 - 2. Written analyses, oral presentations, and examinations are on-going
 - 3. Research paper: minimum of one over the semester

IX. TYPICAL TEXTS:

1. Croteau, David and William Hoynes *Media Society: Industries, Images, and Audiences*. 3rd ed., Pine Forge Press, 2003.
2. Gross, Lynne S. and Edward Fink *Telecommunications: An Introduction to Electronic Media with PowerWeb*. 9th ed., McGraw-Hill, 2005.
3. - *Issues in Media: Selections from CQ Researcher*., CQ Press, 2009.
4. Sterling, Christopher H. and John Michael Kittross *Stay Tuned: A Concise History of American Broadcasting*. 3rd ed., Erlbaum Assoc., 2001.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Access to radio, television, film, and the Internet