

Las Positas College
3000 Campus Hill Drive
Livermore, CA 94551-7650
(925) 424-1000
(925) 443-0742 (Fax)

Course Outline for MSCM 31

INTRODUCTION TO MEDIA

Effective: Spring 2018

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

- Eligibility for ENG 1A -

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. -Eligibility for ENG 1A
 - 1. Use concepts of paragraph and essay structure and development to analyze his/her own and others' essays
 - 2. Write effective summaries of texts that avoid wording and sentence structure of the original
 - 3. Organize coherent essays around a central idea or a position
 - 4. Apply structural elements in writing that are appropriate to the audience and purpose
 - 5. Provide appropriate and accurate evidence to support positions and conclusions
 - 6. Produce written work that reflects academic integrity and responsibility, particularly when integrating the exact language and ideas of an outside text into one's own writing
 - 7. Utilize effective grammar recall to check sentences for correct grammar and mechanics
 - 8. Proofread his/her own and others' prose

IV. MEASURABLE OBJECTIVES:

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

- A. explain and analyze radio as a means of mass communications through the study of radio history, current programming practices, regulation, and radio station management;
- B. explain and analyze television as a means of mass communications through the study of television history, current programming practices, regulation, and television station management;
- C. explain and analyze film as a means of mass communications through the study of film history and current practices of the film industry;
- D. explain and analyze 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. **Audio-visual Activity** -
- B. **Critique** -
- C. **Discussion** -
- D. **Projects** -
- E. **Research** - project
- F. **Lecture** -
- G. **Discussion** -
- H. **Student Presentations** -
- I. **Written exercises and case studies** -

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:
 - 1. View "Broadcast News" and describe the ethical issues confronted by one of the three major characters.
- C. Primary and secondary research term paper:
 - 1. Provide an oral report on the role that the ratings system has played in the development of American cinema.
- D. Essay examinations:
 - 1. Typical questions:

- a. Compare and contrast radio in Canada with radio in the United States.
- b. How have new media impacted how Americans get the news?
- c. Describe how the rating system is used in film.

VIII. EVALUATION:

A. **Methods**

1. Quizzes
2. Research Projects
3. Papers
4. Group Projects
5. Class Participation
6. Class Work

B. **Frequency**

1. Quizzes: weekly
2. Research Projects: at least one per semester
3. Papers: at least one per semester
4. Group Projects: at least one per semester
5. Class work: weekly
6. Class Participation: weekly

IX. TYPICAL TEXTS:

1. Croteau, David, and William Hoynes. *Media Society: Industries, Images, and Audiences*. 5th ed., Pine Forge Press, 2013.
2. , CQ Researcher. *Issues in Media: Selections from CQ Researcher*. 3rd ed., CQ Press, 2016.
3. Campbell, Richard. *Media & Culture: Mass Communications in a Digital Age*. 10th ed., Bedford/St. Martin's, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

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