

COJO 1000: Introduction to Mass Media
Fall 2014
Dr. Kristen Landreville
University of Wyoming

TEXTBOOK:

Sterin, J. C. (2012). *Mass media revolution* (2nd ed.). Boston, MA: Pearson.

COURSE PURPOSE AND LEARNING OUTCOMES:

This course is an introduction to the study of mass media in today's society. We will critically explore media to gain an understanding of the historical, economic, regulatory, and ethical implications of the changing mass media landscape. Much of contemporary societies' expression of cultural beliefs, behaviors, and experiences occur through mass mediated communication; consumers and producers of media must be able to critically examine, interpret, and influence media messages. Through examining mass media in historical and contemporary society we will examine the impact of media on individuals, culture, and social systems. Course learning outcomes, specifically listed, are:

1. Demonstrate an awareness of the history and changing nature of media and its role in society.
2. Recognize how economics, regulation, and technology affect each media industry.
3. Consider media controversy including the legal, ethical, and political issues and the impact of mass media on individuals and society.
4. Understand the profound impact of media practices and messages on public policy and institutions.
5. Be introduced to basic assumptions and methods used to generate media research and to media theory developed from various social science perspectives.
6. Develop media literacy skills to become an informed media consumer.

COURSE REQUIREMENTS [1,000 pts]:

- 1. Exams [600 pts – 60% of your final grade, each exam is worth 150 pts or 15%]**
There will be 4 exams in this course. Each exam is 50 multiple choice questions (each question is worth 4 points each) covering the assigned readings and lecture.
 - **Unit 1 Exam** will focus on the basics of mass media, history, and change (Weeks 1-3, Ch. 1-3).
 - **Unit 2 Exam** will focus on media platforms (Weeks 4-7, Ch. 4-7).
 - **Unit 3 Exam** will focus on information and persuasion industries as well as media bias (Weeks 8-11, Ch. 8, 12, 13, 10).
 - **Unit 4 Exam** will focus on the media industry, media law and ethics, globalized media, and media diversity (Weeks 12-15, Ch. 9, 11, 14, 15, 16)
- 2. Content Interaction Papers [300 pts – 30% of your final grade]**

There will be 3 content interaction papers in this course. Each paper is worth 100 points. These papers should be 500-1,000 words, 2-3 pages, double-spaced, 12-pt font, and use 1-inch margins.

- **Content Interaction 1: Media Platforms**
 - Option 1 (Music and Radio): You will listen to 6 different popular songs from 1890-1925. The songs will all focus on one topic (e.g., love/romance, religion, alcohol/drinking, death/afterlife, war, gender roles, or race/ethnicity). Then, you will compare the historical songs to the popular music of today about the same chosen topic.
 - Option 2 (Television): You will choose a television show from the 1950s to watch, and then answer the questions about it. After you have answered the questions, you will compare a current TV program which is in a similar style or genre and answer the questions about it.
- **Content Interaction 2: Information & Persuasion Industries**
 - Option 1 (New Media and Strategic Communications): You will watch a 15-minute clip from CSPAN about the 2012 presidential campaign. Then, you'll imagine yourself as the media director of a 2012 presidential candidate and write a proposal for how your campaign will establish itself through public relations, advertising, social media, and the internet.
 - Option 2 (Advertising and Branding): You will watch a 15-minute clip from PBS about the advertising industry. Then, you'll discuss your opinions about emotional branding in advertising, as well as your own experiences with advertising. Finally, you'll imagine yourself as the advertising executive for the University of Wyoming and propose some ideas for an advertising campaign for selling UW to potential students.
- **Content Interaction 3: Media Ethics**
 - Option 1 (Obscenity): You will watch a 9-minute clip from PBS about how current programming for young people is saturated with sex, drugs, and violence. Then, you will watch a 6-minute clip from ABC News about the controversial MTV show *Skins*. You will discuss your opinions about media ethics and sexualized television content that is marketed toward young people.
 - Option 2 (Freedom of Expression): You will watch a 10-minute clip from CNN's Anderson Cooper and 5-minute clip from CNN's Larry King Live about the *South Park* Muhammad cartoon controversy. Then, you will discuss your opinions about the controversy, your opinions about the pros and cons of freedom of expression, and your ideas about the future of media ethics.

3. In-class Assignments [100 pts – 10% of your final grade]

You will regularly be asked to complete in-class assignments. Some in-class assignments will be done individually while others will be completed with one or more other students. Each in-class assignment will be worth 10 points. Thus, expect 10 in-class assignments during the semester. You will not know in advance which days the in-class assignments will occur. Because many of these assignments involve your participation in some discussion or activity, they cannot be made up outside of class unless the absence is University excused, medically excused, or emergency excused.

Activities for in-class assignment include, but are not limited to:

- Individual thoughts and comments about the lecture topic
- Group discussions or activities about the lecture topic

TENTATIVE SCHEDULE:

WEEK	TOPIC	ASSIGNMENT DUE / EXAM
1	Syllabus Review Ch. 1 – Introduction to the Mass Media Revolution	
	Ch. 1 – Introduction to the Mass Media Revolution Ch. 2 – Mass Media: A Brief Historical Narrative	
2	Ch. 2 – Mass Media: A Brief Historical Narrative	
	Ch. 2 – Mass Media: A Brief Historical Narrative	
3	Labor Day – No Class	
	Ch. 3 – Media Technologies and the Dynamics of Change	
4	Exam 1 – Introduction, History, and Change	Exam 1
	Ch. 4 – Print Media	
5	Ch. 4 – Print Media	
	Ch. 5 – Music and Radio	
6	Ch. 5 – Music and Radio Ch. 6 – Film and TV	
	Ch. 6 – Film and TV	CI #1 in Dropbox by 11:59 p.m.
7	Ch. 7 – New Media	
	Ch. 7 – New Media	
8	Exam 2 – Platforms	Exam 2
	Ch. 8 – Advertising and Public Relations	
9	Ch. 8 – Advertising and Public Relations Ch. 12 – The Power of Photograph in Mass Media	
	Ch. 12 – The Power of Photograph in Mass Media	CI #2 in Dropbox by 11:59 p.m.
10	Ch. 13 – Journalism in the Digital Millennium	
	Ch. 13 – Journalism in the Digital Millennium	
11	Ch. 10 – Media Bias	
	Exam 3 – Storytelling	Exam 3
12	Ch. 9 – Media Industry	
	Ch. 9 – Media Industry Ch. 11 – Mass Media Law and Ethics	
13	Ch. 11 – Mass Media Law and Ethics	
	Ch. 14 – Media Impact on a Global Stage	
14	Ch. 14 – Media Impact on a Global Stage	CI #3 in Dropbox by 11:59 p.m.

15	Ch. 15 – Stories of Diversity in American Media	
	Ch. 16 – Working in the Media in the Digital Age	
Finals Week	Exam 4 – Industry	Exam 4