

GOVERNORS STATE UNIVERSITY
DIVISION OF LIBERAL ARTS
COURSE SYLLABUS

Index #: MCOM 420

Course Title: Media & Society

Instructor: Eli Segal, E2566, (708) 534-4084
Office Hours: Tuesdays & Wednesdays,
by appointment

Credits: 3

Trimester: Fall, 1996

Description: Surveys the development and influence of the mass media, including print, broadcasting and film. Examines psychological, social, cultural, political and economic impact of mass media.

Intended Audience: Required of Communication students; of interest to all.

Text: Mediamerica, Mediaworld, by Edd Whetmore, updated 5th edition, Wadsworth Publishing, 1995.

Expected Student Outcomes: An awareness and sensitivity to the ways that the mass media manipulate their consumers; an understanding of the variety of motivating forces in the businesses of publishing, motion pictures and the electronic media.

Activities: Lecture, discussion, demonstration & research.

Objectives:

1. To identify and differentiate the form, content and consequences of mass media
2. To understand their origins & development
3. To examine relationships between them and popular culture
4. To look ahead at emerging technologies

Evaluation: Students are expected to attend class and prepare reading and other assignments in a timely manner that will allow for their meaningful participation in class discussion. There will be an 8 to 10 page research paper, the topic to be selected in consultation with the instructor. There will be a midterm and final exam as well



as periodic writing assignments in class and quizzes.

Class and group participation and quizzes	40%
Paper	20%
Midterm	20%
Final	20%

90-100%=A, 80-89%=B, 70-79%=C, 65-69%=D, Below 65%=F

Course

Calendar: To be distributed separately.

ALL STUDENTS NOTE THE FOLLOWING

1. If there is any factor you believe will have a significant effect on your performance in this class, it is your responsibility to make this known to the instructor at the beginning of the course.
2. This is not a correspondence course. You will note (under 'Evaluation,' above) that preparation and participation in a timely manner equal 40% of the grade. The Course Calendar lets you know, from the very first day, when assignments are due. There are, therefore, no excuses for late assignments. Consequently, late work will receive a grade penalty.
3. The grade of Incomplete is not something elected by the student. It **may** be awarded by the faculty member under unusual circumstances. Please be advised that this faculty member does not plan on giving any 'I' grades (see '2,' above).
4. Certain class sessions in this course contain references (graphic and verbal) to explicit adult sexual behavior. These sessions will be appropriately identified on the Course Calendar. Students who find such material offensive **will be excused from that particular part of the class session. They will not be examined on this material or penalized in any way.** Any concerns students may have in this regard should be discussed with the instructor.

MCOM 420
Media & Society
Course Calendar
Fall, 1996

Class Meets: Wednesdays, 12:30-3:20PM

Text: Mediamerica, Mediaworld, by Edd Whetmore, updated 5th edition, Wadsworth Publishing, 1995.

- 9/4 Introduction
- 9/11 Pp. 3-31; Mass Comm Beginnings; Books; **sexually explicit, in part**
- 9/18 Pp. 33-81; Newspapers
- 9/25 Pp. 85-107; Magazines
- 10/2 Pp. 113-148; Radio
- 10/9 Pp. 153-176; Music; **sexually explicit, in part**
- 10/16 Midterm Exam; Paper Topics Due
- 10/23 Pp. 179-239; Television
- 10/30 Pp. 245-274; Film
- 11/6 Pp. 281-326 and 365-376; Advertising, PR & Pop Culture; **sexually explicit, in part**
- 11/13 Pp. 329-361 and 379-401; Ethics and the Global Village
- 11/20 **Papers Due*** In Class: Media, Politics & Propaganda
- 11/27 No Class for Thanksgiving Holiday
- 12/4 Pp. 449-481; New Technologies and The Future
- 12/11 Final Exam

* Papers due at beginning of class. Late submissions will receive a grade penalty.