MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
GMMD 101 – Intro to Media Studies

Created by: Christopher S. Sweeney

Updated by: Christopher S. Sweeney

Canino School of Engineering Technology
Department: Decision and Graphic Media Systems
Semester/Year: Fall 2018
A. **TITLE:** Intro to Media Studies

B. **COURSE NUMBER:** GMMD 101

C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

   # Credit Hours: 3
   # Lecture Hours: 3 per week
   # Lab Hours: per week
   Other: per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** Yes ☐ No ❑

E. **GER CATEGORY:** None: ☐ Yes: GER
   If course satisfies more than one: GER 7 Humanities

F. **SEMESTER(S) OFFERED:** Fall ☐ Spring ☐ Fall & Spring ☑

G. **COURSE DESCRIPTION:**

   This course will introduce students to the process of media analysis. Emphasis will be placed on key terms for adopting a critical eye towards mass media and the development of media literacy in both traditional (print, radio, film, television) and emerging (digital and web-based) forms.

H. **PRE-REQUISITES:** None ☑ Yes ☐ If yes, list below:

   **CO-REQUISITES:** None ☑ Yes ☐ If yes, list below:
I. **STUDENT LEARNING OUTCOMES**: *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>Understand the effects of media on American society</td>
<td>Content Knowledge</td>
<td>7</td>
<td>2-Crit Think ISLO ISLO CA Subsets Subsets Subsets</td>
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<td>Describe the role played by advertising and public relations in supporting mass media</td>
<td>Content Knowledge</td>
<td>7</td>
<td>4-Soc Respons ISLO ISLO ER Subsets Subsets Subsets</td>
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<td>Identify problems with current media ownership and dissemination</td>
<td>Content Knowledge</td>
<td>7</td>
<td>4-Soc Respons ISLO ISLO ER Subsets Subsets Subsets</td>
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<td>Identify ways in which emerging media technologies exert pressure on traditional systems.</td>
<td>Content Knowledge</td>
<td>7</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO Subsets Subsets Subsets Subsets</td>
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<td>Engage critically with mass media products</td>
<td>Content Knowledge</td>
<td>7</td>
<td>2-Crit Think ISLO ISLO CA Subsets Subsets Subsets Subsets</td>
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**Key:**
- ISLO: Integrative and Synthesis Outcomes
- GER: General Education Requirements
- CA: Communication and Analysis
- Subsets: Specific subsets of learning outcomes

**Content Knowledge:**
- 7: Knowledge and understanding of the subject matter

**Critical Thinking:**
- 2-Crit Think: Critical thinking skills

**Societal Responsibility:**
- 4-Soc Respons: Understanding of the societal impact of media

**Individually Profound, Discerning, Knowledgeable Skills:**
- 5-Ind, Prof, Disc, Know Skills: Profound understanding and critical analysis
<table>
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<tr>
<th>ISLO</th>
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<td>ISLO #</td>
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<td>1</td>
<td>Communication Skills</td>
<td>Oral [O], Written [W]</td>
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<td>2</td>
<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>3</td>
<td>Foundational Skills</td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>4</td>
<td>Social Responsibility</td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:**

Yes ☐ No ☒

If YES, select one or more of the following categories:

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship

K. **TEXTS:**

Understanding Media and Culture: An Introduction to Mass Communication

L. **REFERENCES:**

None

M. **EQUIPMENT:** None ☐ Needed: Computer Lab

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Class Participation
Team Presentations
Exams
Journals/Blog

P. **DETAILED COURSE OUTLINE:**

I. Understanding Mass Media Today
   a. agenda-setting
   b. conglomerate ownership
   c. message pluralism
   d. concentration of ownership
   e. chains
   f. convergence
   g. 3 Information Communications Revolutions

II. Books
   a. ownership and literacy
   b. the free library system
   c. specialization in publishing
   d. high low and middlebrow
   e. the electronic book

III. Newspapers
   a. dissident press
b. sensationalism
c. yellow journalism
d. penny paper
e. national newspapers

IV. Magazines
   a. specialized magazines
   b. muckrakers
   c. freelancers
   d. specialized magazines
   e. pass-along readership

V. Recordings
   a. preservation
   b. format obsolescence

VI. Radio
   a. ratings share
   b. average quarter hour
   c. formats
   d. Telecommunications Act of 1996
   e. Narrowcasting
   f. payola

VII. Movies

VIII. Television
   a. rating
   b. networks
   c. demographics
   d. share
   e. Sweeps
   f. Telepresence

IX. Digital Communications and the Web
   a. interpersonal communication
   b. mass communication
   c. sender
   d. channel
   e. medium
   f. feedback
   g. noise
   h. digital highway
   i. intellectual property rights

X. Advertising
   a. repetition
   b. style
   c. ubiquity
   d. click-through rated
   e. CPM (cost per thousand)

XI. Public Relations
   a. Crisis PR
   b. Financial PR
   c. Product PR

XII. News and Information
   a. Ethnocentrism
   b. Altruistic Democracy
   c. Responsible Capitalism
d. Small-town Pastoralism  
e. Individualism  
f. Moderatism  
g. Order  
h. Leadership  
i. Agenda-Setting  

XIII. Social and Political Issues  
a. 3 major findings regarding TV violence in 2,500 studies  
b. magic bullet theory  
c. Laaswell Model  
d. two-step flow  
e. Media Effects Research  
f. Media Content Analysis  
g. spiral of silence  
h. no sense of place  
i. stereotyping  

XIV. Law and Regulation  
a. libel  
b. privacy  
c. prior restraint  
d. LAPs Test  

XV. Ethical Practices and Policies  
a. History and Definitions  
b. Philosophical Principles  
c. Media Definitions and Codes  
d. Response to Criticism  
e. Importance of Professional Ethics  

XVI. International Media  
a. Soviet Theory  
b. Authoritarian Theory  
c. Libertarian Theory  
d. Social Responsibility Theory  
e. Developmental Theory  
f. News flow  

Q. LABORATORY OUTLINE: None ☒ Yes ☐