COURSE OUTLINE

INTRODUCTION TO MEDIA STUDIES

GMMD 101

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CANINO SCHOOL OF ENGINEERING TECHNOLOGY
GRAPHIC AND MULTIMEDIA DESIGN

May 2015
A. **TITLE:** INTRODUCTION TO MEDIA STUDIES

B. **COURSE NUMBER:** GMMD 101

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **COURSE LENGTH:** 15 weeks per semester

F. **SEMESTER(S) OFFERED:** Fall or Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
   3 lecture hours per week

H. **CATALOG 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.

I. **PRE-REQUISITES/CO-COURSES:** None

J. **GOALS (STUDENT LEARNING OUTCOMES):**

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Understand the effects of media on American society</td>
<td>2. Critical Thinking</td>
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<td>b. Describe the role played by advertising and public relations in supporting mass media</td>
<td>1. Communication Skills 2. Critical Thinking</td>
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<td>c. Identify problems with current media ownership and dissemination</td>
<td>1. Communication Skills 2. Critical Thinking</td>
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<td>d. Identify ways in which emerging media technologies exert pressure on traditional systems.</td>
<td>1. Communication Skills 2. Critical Thinking</td>
</tr>
<tr>
<td>e. Engage critically with mass media products</td>
<td>2. Critical Thinking</td>
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L. **REFERENCES:** None

M. **EQUIPMENT:** A/V equipment, computer/projector

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

O. **MEASUREMENT CRITERIA/METHODS:**
   Measurement Methods include but are not limited to:
   - Class participation
   - Essays
   - Quizzes
   - Written exams
   - Research Paper and/or Media Project

P. **DETAILED TOPICAL OUTLINE:** Attached.
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