

6. Identify the ethical and philosophical issues that surround the mass communications industry, and be able to articulate the range of perspectives regarding these issues.
7. Identify ongoing government regulation of the U.S. media, and the constitutional principles that guide it.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. The Process of Mass Communication**
 - A. Mass Media and the Consumer
 - B. Communication Defined
 - C. Comparative Media Systems
- II. Elements of Mass Communication**
 - A. Codes
 - B. Gatekeepers
 - C. Regulators
 - D. Filters
 - E. Audiences
 - F. Feedback
- III. Books**
 - A. Historical Perspective
 - B. Structure and Organization of Book Publishing
- IV. Newspapers**
 - A. Historical Perspective
 - B. The Structure of the Business
 - C. Characteristics of the Current Industry
- V. Magazines**
 - A. Historical Perspective
 - B. The Scope of Newspapers
 - C. The Technical Revolution
- VI. Motion Pictures**
 - A. Historical Perspective
 - B. The Structure of the Business
 - C. Characteristics of the Current Industry
- VII. Radio**
 - A. Historical Perspective
 - B. Structure of the Industry
 - C. Radio Station Formats
 - D. The Digital Revolution
- VIII. Television**
 - A. Historical Perspective
 - B. Cable Systems
 - C. New Interactive Technology

- IX. **Sound Recording**
 - A. Historical Perspective
 - B. Rise of New music
 - C. Structure of the Industry

- X. **Advertising and Public Relations**
 - A. Growth of Advertising
 - B. The Agencies
 - C. Defining Public Relations

- XI. **Cyber Media**
 - A. Internet
 - B. Interactive online media

- XII. **The Global Village**
 - A. How media disseminate values
 - B. Multinational media industry
 - C. Role of media in global politics and culture

REQUIRED READING:

Dominick, Joseph R. The Dynamics of Mass Communication. 6th edition. New York: McGraw-Hill, 1999.

SUGGESTED READING:

Various industry periodicals and internet sources relating to the medium being studied.

McLuhan, Marshall. The Gutenberg Galaxy. New York: Signet, 1962.

Alexander, Alison and Hanson, Jarcie. Taking Sides: Clashing Views on Controversial Issues in Media and Society. 4th edition. Guilford, Connecticut: Brown & Benchmark Publishers, 1997.

Lewis, Anthony. Make No Law: The Sullivan Case and the First Amendment. New York: Random House, 1992.

Bernstein, Carl and Woodward, Bob. All the President's Men. New York: Simon and Schuster, 1974.

Lull, James. Popular Music and Communication. 2nd edition. Newbury Park: Sage Publications, 1994.

Overbeck, Wayne. Major Principles of Media Law. 6th edition. New York: Harcourt Brace, 1995.

Brooks, Brian. Journalism in the Information Age. Boston: Allyn and Bacon, 1997.

REQUIRED WRITING:

1. A journal in which students record weekly their insights into the various chapter subjects being studied. Topics will be suggested by the instructor. Each of the 12 entries will be 400 words in length.

OR

2. An indepth 12-page typewritten critical analysis of a media issue.

OR

3. Three 4-page typewritten critical analyses on topics assigned by instructor.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

Reading of assigned texts, research and writing of written assignments, preparation of 1-3 oral or online presentations.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- telecourse
- mediated instruction
- computer assisted instruction

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Writing assignments	40%
Exams	50%
Oral/on-line presentations	<u>10%</u>
	100%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

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