

CATALOG INFORMATION

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Dept & Nbr: JRN 200 Title: MASS MEDIA/SOCIETY
Full Title: Mass Media and Society

Units	Course Hours	Per Week	Nbr of Weeks	Course Hours	Total
Max: 3.0	Lecture	3.0	17	Lecture	51.0
Min: 3.0	Lab	0.0		Lab	0.0
	Contact DHR	0.0		Contact DHR	0.0
	Contact Total	3.0		Contact Total	51.0
	Non-contact DHR	0.0		Non-contact DHR	0.0

Title 5 Category: 01 AA Degree Applic
Grading: GC Credit course for grade or CR/NC
Repeatability: 00 No repeatability allowed or defined
Also listed as:

CATALOG DESCRIPTION:

Introduction to the history, functions, organization, rights, and responsibilities of the media to aid the student in becoming a more intelligent consumer of books, newspapers, magazines, radio, music, television, film, advertising, public relations, and new technologies. Analysis of the media's relationship with the individual and society, as well as the interrelationships among various media. Course may not meet major requirements at transfer institutions. See your counselor for more information.

PREREQUISITES:

COREQUISITES:

RECOMMENDED PREPARATION:

ENG 200

LIMITS ON ENROLLMENT:

SCHEDULE OF CLASSES INFORMATION:

Recommended: ENG 200

We are the media generation. Become a more intelligent consumer of the media by learning the ins and outs of newspaper, television, the music industry, advertising, and other media. Become a more informed citizen by analyzing current issues, such as cameras in the courtroom, violence in films, and 1st Amendment rights by the press versus the rights of individual privacy. Course may not meet major requirements at transfer institutions. See your counselor for more information. (Grade or CR/NC)
Transfer Credit: CSU; UC. (CAN JOUR 04)

2. Each of these media will be covered as major topics: books, newspapers, magazines, radio, the music industry, television, film, advertising, public relations, and new technologies. Subtopics for each medium will include:
 - a. Historical development
 - b. Functions
 - c. Organizational structure and processes
 - d. First Amendment rights
 - e. Regulations by government and self
 - f. Relationship to the individual, society, and other media
 - g. Ethical considerations
 - h. Current issues

ASSIGNMENTS:**READING ASSIGNMENTS:**

1. Chapters in the text corresponding with class lectures, discussions, and activities.
2. Selections from the popular and scholarly press. (Students will be encouraged to read at least one newspaper a day, 2 magazines a month, and one book other than the text during the semester.)
3. Handouts elaborating on media issues and explaining detailed assignments.

WRITING ASSIGNMENTS:

1. Short papers will be assigned frequently to enhance the study of various media. Options may include media analyses, seminar discussion notes, journal entries, reactions papers, and other similar assignments.
2. Well-organized outlines will be required in preparation for oral media reports.
3. Writing will be a major component of the final project. Students who choose to complete a media analysis, research project, or book report will be assigned a 1500-2000 word culminating paper. Students who choose to create and implement a service learning project in the community will write several shorter pieces (advertisements, public service announcements, letters to the editor, etc.) in lieu of the longer paper.

OUTSIDE ASSIGNMENTS:

1. Observe, analyze, and react to the media they encounter in their daily lives.
2. Read selections as indicated on course syllabus.
3. Complete written assignments as indicated on the syllabus.
4. Prepare oral media reports as indicated on the syllabus.
5. Complete a final project with research, written, oral, and critical thinking components.

ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING:

1. Media analysis that demonstrate the student's ability to use current paradigms to explore the relationship of the media with the individual and society, as well as the interrelationships among various media.
2. Outlining assignments for oral reports that reflect the student's ability to understand the logical relationships among ideas.
3. A final project which demonstrates the student's ability to analyze a current media issue or to design and implement a media service

- learning project in the community.
4. All written and oral assignments in the class will enhance communication skills necessary for the student to interact effectively with the media personally and professionally in ways such as writing letters to the editor, calling in opinions on talk shows, producing public service announcements, and interviewing for jobs in the media.

METHOD OF INSTRUCTION:

Media consumption in and out of class, lectures, class discussions, group activities, textbook readings, supplemental readings, written assignments, oral reports, guest speakers with media expertise, and field trips to local media operations when possible.

METHODS OF EVALUATION:

NOTE: The percentages and assignments may vary according to the particular expertise and teaching style of the instructor. 1. Writing Assignments, including: media analyses, seminar notes, journal entries, reaction papers, and other similar assignments (15%). 2. Examinations, including: multiple choice, true/false, matching, completion, and essay type questions. (2-4 exams including the final, 40%) 3. Other methods of evaluation:
a. Oral media reports with prepared outlines (15%)
b. A final project containing research, written, oral, and critical thinking components. (15 %)
c. Attendance and class participation which play important roles in the interactive curriculum of communication courses. (15%)

BASIS FOR GRADING:

The assignment of a grade is based on the level of achievement of the outcomes and objectives of the course outline and is reflected in quantifiable terms in the course syllabus.

REPRESENTATIVE TEXTBOOKS:

Whetmore, Edward J. *Mediamerica, Mediaworld, Updated Fifth Edition*. San Francisco: Wadsworth Publishing Company, 1995 (or other comparable text).

REASON FOR REVISION

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RESOURCES REQUIRED

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MISCELLANEOUS

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Advisory generate desc:	N	NO
Area department:	JRN	JOURNALISM
Audit flag:	N	NOT AUDITABLE
Basic skills:	X	NOT BASIC SKILLS
Classification:	A	Liberal Arts and Sciences
Cost level:	01	
Disciplines:		JOURNALISM
Division:	01	GAITHER LOEWENSTEIN
Faculty service areas:		JOURNALISM
Fee:	\$0.00	
In-service:	X	NOT IN-SERVICE
Level below transfer:	X	NOT APPLICABLE
Matric-requiring:	X	Exempt from assessment
Maximum class size:	0	
Maximum wait list:	0	
Method of instruction:	02	LECTURE
Non-credit category:	X	NOT APPLICABLE, CREDIT COURSE
Open entry/exit:	N	Not open entry/exit
Pacs activity:	0602	JOURNALISM
Pacs program project:	0000	
Preq/coreq generate desc:	N	NO
Preq/coreq provisional:	N	NO
Preq/coreq reg check:	N	NO PREREQUISITE RULES EXIST
Repeat group id:		
Requires instructor sig:	N	INSTRUCTOR'S SIGNATURE NOT REQUIRED
SAM classification:	D	Possibly occupational
Selected/special topic:	N	NOT A SELECTED TOPIC COURSE
Special class:	X	NOT A SPECIAL COURSE
TOP code:	0602.00	JOURNALISM
Workload:	0.0000	