

Fall 1998

INTRODUCTION TO MASS MEDIA
LEE SCHALLER

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THIS CLASS WILL COVER *THE VARIOUS* FORMS OF MASS MEDIA INCLUDING AN OVERVIEW OF COMMUNICATIONS IN RELATION TO THE MEDIA. WE WILL DISCUSS THE HISTORY OF THE MEDIA. WITH PARTICULAR EMPHASIS ON PRINT (NEWSPAPERS/MAGAZINES), RADIO AND TELEVISION; AND THE IMPACT OF EACH ON CULTURE AND SOCIETY.

WE WILL LOOK AT RELATED FIELDS OF COMMUNICATION SUCH AS ADVERTISING AND PUBLIC RELATIONS AND EXPLORE THEIR INVOLVEMENT WITH 'THE MEDIA.

AS PART OF OUR HANDS-ON CLASSROOM EXPERIENCES, WE WILL LEARN THE IN-DEPTH WORKINGS OF EACH MEDIUM AND RELATED FIELD THROUGH EXERCISES THAT INCLUDE:

EXAMINING THE DIFFERENCES BETWEEN "TRUE JOURNALISM" AND OTHER FORMS OF COMMUNICATING THROUGH THE MEDIA.

LEARNING HOW TO GATHER, PREPARE AND "REPORT" THE NEWS FOR EACH FORM OF MEDIA -__NEWSPAPERS, RADIO AND TELEVISION.

RESEARCHING AND PREPARING PUBLIC RELATIONS MATERIALS.

CREATING ADVERTISING CAMPAIGNS.

ALL OF THE ABOVE WILL INCLUDE THE CONSIDERATION OF HOW EACH MEDIUM UTILIZES "SELECTIVE RECEPTION" AND "SELECTIVE RETENTION" TO MAXIMIZE IMPACT AND REINFORCE ITS INFLUENCE ON THE INDIVIDUAL CONSUMER AND 'THE MARKET AS A WHOLE.

IN ADDITION TO OUR STUDY OF EACH MEDIUM AND ACTUALLY LEARNING THE BASICS OF "PREPARING" FOR EACH, WE WILL SELECT A COMPANY, PRODUCT OR SERVICE AND CREATE A COMMUNICATIONS/MEDIA CAMPAIGN---- FROM PUBLIC RELATIONS AND ADVERTISING TO SELECTION AND IMPLEMENTATION OF THE MEDIA. WE ALSO WILL INCLUDE NEWS STORIES ON THE COMPANY.

THE COURSE WILL IDENTIFY CAREER OPPORTUNITIES IN THE MEDIA/ COMMUNICATIONS FIELD.

WE WILL MAKE FIELD TRIPS TO A TELEVISION STATION, INCLUDING WATCHING THE GATHERING OF THE NEWS AND AN ACTUAL NEWS BROADCAST; A VISIT TO THE DAILY NEWSPAPER; AND, IF TIME PERMITS, A VISIT TO A MAJOR MAGAZINE PUBLISHER.

IN ADDITION, WE WILL HAVE GUEST SPEAKERS FROM THE INDUSTRY.

GRADES WILL BE BASED UPON CLASS PARTICIPATION, ATTITUDE, ASSIGNMENTS AND FINAL EXAM.

PERCENTAGES OF THESE COMPONENTS AS THEY DETERMINE GRADES ARE AS FOLLOWS:

. INDIVIDUAL CLASS PARTICIPATION AND ATTITUDE	-	30%
. CLASS ASSIGNMENTS	-	30%
. PARTICIPATION IN TEAM PROJECTS	-	30%
. FINAL EXAM	-	10%
	TOTAL	100%

GRADE EXPLANATION:

A	=	100% - 90%
B	=	89% - 80%
C	=	79% - 70%
D	=	69% - 60%
F	=	59% AND BELOW

SINCE THE STRUCTURE OF THE **CLASS** WILL INCLUDE "TEAM PROJECTS", ATTENDANCE AND BEING IN CLASS ON TIME, ARE ESPECIALLY **IMPORTANT**. JUST AS IN THE ACTUAL COMMUNICATIONS INDUSTRY, EACH MEMBER OF THE TEAM IS VITAL TO THE PROJECT AND **SHARES** THE RESPONSIBILITY OF MAKING THE TEAM PROJECT A SUCCESS OR **FAILURE**.

I WILL GIVE MAKE-UP WORK FOR LEGITIMATE ABSENCES.

CLASS ASSIGNMENTS ARE DUE BY THE STATED **DEADLINES**. LATE WORK WILL BE ACCEPTED ONLY WITH LEGITIMATE EXPLANATION.

PLEASE FEEL FREE TO CONTACT ME WITH **ANY** QUESTIONS, TO DISCUSS INDIVIDUAL PROGRESS AND STATUS, **AND** FOR EXTRA WORK TO RAISE A GRADE, IF NECESSARY.

I WILL SUPPLEMENT THE TEXTBOOK WITH HANDOUTS **AND** INDUSTRY MATERIALS.

REQUIRED TEXT: **WILSON, JAMES AND STAN LE ROY (1998)**
MASS MEDIA/MASS CULTURE AN INTRODUCTIO
4TH EDITION MCGRAW-HILL