

FE99
Pm

COM-200 INTRODUCTION TO MASS MEDIA

COURSE OUTLINE/SYLLABUS

THIS CLASS WILL PRESENT A SURVEY OF THE HISTORY AND IMPACT OF MASS MEDIA AND COMMUNICATIONS, INCLUDING AN ANALYSIS OF HOW THE MEDIA COLORS OUR BELIEFS AND INFLUENCES OUR THINKING. WE ALSO WILL DISCOVER HOW THE MEDIA HAS CHANGED HISTORY AND HAS RESTRUCTURED OUR SOCIETAL/INDIVIDUAL LIFESTYLES.

BEGINNING WITH THE "UMBRELLA" OF MASS COMMUNICATIONS, WE WILL EXAMINE THE THREE MAJOR SUB-DIVISIONS: JOURNALISM ("REAL NEWS,") PUBLIC RELATIONS/PROMOTIONAL ACTIVITIES, AND ADVERTISING/MARKETING. IN ADDITION TO LECTURES (WHICH INCLUDE ACTUAL CASE STUDIES AND EXAMPLES,) AND DISCUSSING REQUIRED TEXTBOOK READING FOR THE COURSE, THE CLASS WILL DISCOVER THE INDIVIDUAL REQUIREMENTS OF EACH MEDIUM, AND LEARN HOW TO WRITE/CREATE FOR NEWS MEDIA, PUBLIC RELATIONS AND ADVERTISING/MARKETING THROUGH INDIVIDUAL ASSIGNMENTS, AND BY DIVIDING INTO COMMUNICATIONS COMPANIES WITH THE FOLLOWING DUTIES:

- . SELECT A NAME FOR THE COMPANY WITH AN EXPLANATION OF HOW THIS NAME WOULD BE INTERPRETED INTO A COMPANY ID/LOGO
- . SELECT A "CLIENT" (THE SAME CLIENT FOR ALL GROUPS)
- . RESEARCH THE CLIENT AND PAY AN ACTUAL VISIT TO THE MARKETING DIRECTOR. RESEARCH QUESTIONS INCLUDE WHO IS THE CLIENT'S MARKET, HOW IS THAT MARKET BEING REACHED, WHAT ARE THE GOALS OR PROBLEMS, WHO IS THE COMPETITION, WHAT MEDIA HAS BEEN USED IN THE PAST, WHAT HAS WORKED MOST EFFECTIVELY, ETC.

(NOTE: THE CLASS WILL LEARN HOW TO DEFINE A MEDIA MARKET THROUGH THE USE OF DEMOGRAPHICS)

- . CREATE A THEMELINE FOR THE CLIENT
- . CREATE A MARKETING AND MEDIA PLAN
- . CREATE NEWS STRATEGY, PR STRATEGY AND ADVERTISING STRATEGY
- . CREATE ACTUAL MEDIA PIECES (PRINT AD, RADIO AND TV COMMERCIALS)

WHILE WE ARE WORKING ON OUR HANDS-ON PROJECT, LECTURES WILL COVER SUCH IN-DEPTH AREAS AS WHICH MEDIA DO IT BEST, WHERE ARE THE JOBS, LEGAL ASPECTS (i.e. COPYRIGHT AND TRADEMARKS, PRIVACY INFRINGEMENT, FIRST AMENDMENT, ETC.) WE ALSO WILL VISIT MEDIA (HNA/TV STATION.)

NOTE: I ALWAYS INVITE MY STUDENTS TO "PRINT MEDIA DAY" WHICH IS HELD IN THE FALL OF EACH YEAR AND IS SPONSORED BY THE HAWAII PUBLISHERS' ASSOCIATION (I AM ON THE BOARD.) ALMOST ALL OF THEM TAKE ADVANTAGE OF THE INVITATION. I ALSO ENCOURAGE MY STUDENTS TO TAKE PART IN THE HAWAII ADVERTISING FEDERATION INTERNSHIP PROGRAM (I AM CHAIR OF THE SELECTION/JUDGING COMMITTEE) AND THE HAWAII SOCIETY OF PROFESSIONAL JOURNALISTS' INTERNSHIP PROGRAM.

THE PRIMARY THRUST OF THE CLASS IS TO PROVIDE STUDENTS WITH AN UNDERSTANDING OF THE HISTORY, STRUCTURE, AND IMPACT OF MASS MEDIA, PLUS A SNEAK PREVIEW OF "THE REAL WORLD" OF COMMUNICATIONS AS RELATED TO MASS MEDIA.

GRADES ARE BASED UPON:

- . PARTICIPATION IN CLASS/TEAM DISCUSSIONS AND PROJECTS
- . ATTITUDE
- . ASSIGNMENTS--WRITTEN AND ORAL
- . FINAL EXAM

MORE •THAN FOUR UNEXPLAINED ABSENCES WILL AFFECT STUDENT GRADE. ASSIGNMENTS TURNED IN LATE ALSO WILL IMPACT THE GRADE.