

*Course Name: Intro to Mass Media-COM 200  
Fall Day 2000  
Chaminade University of Honolulu  
Instructor: Maureen Pescaia-  
[e-mail:mpesca77@hotmail.com](mailto:mpesca77@hotmail.com)--phone:735-  
Henry Hall-Room 2*

**Introduction:**

*Welcome to the ever-changing world of mass media communication studies. As a student in COM 200 you will have the opportunity to learn and work in a non-threatening classroom environment. You will review text and hands-on exercises to broaden your subject knowledge.*

*You will be expected to perform under deadlines in COM 200. This is precisely what you will encounter if and/or when you enter the field of media communication.*

*As you build on your pre-major requirements in Communication, it is this instructor's hope that you understand the breadth and importance of mass media in the global community.*

**Course Description**

*As stated in Chaminade's general catalog, COM 200 is a survey of the history and purpose of mass media with emphasis on print and broadcast media. Examination of the various areas (film, recording, advertising, public relations, and ethics) is done through practical, hands-on cross-media projects.*

**Required Textbook**

*Wilson, James R. and Wilson, Stan Le Roy. Mass Media/Mass Culture. 4th ed. New York: McGraw-Hill, Inc. 1998.*

*Copies are available at the Chaminade bookstore.*

**Objectives**

*By the end of the 16 week semester, you will have achieved many of the objectives of the course.*

- 1. To understand the communication process and the FPS (media progression) cycle.*
- 2. To learn about the history of mass media and assess its impact on global culture.*
- 3. To review theories of media operation, and to introduce you to the news media which provide the information we contact on a daily basis in our society, including the World Wide Web.*
- 4. To sharpen communication skills through speech assignments and media projects.*
- 5. To practice professionalism through individual effort and group interaction.*
- 6. To be introduced to various media technologies and resources.*
- 7. To meet, learn from, and network with media practitioners.*

*Draft*

*⓪*

*Not Use*

*Reference Only*

### Policies

AS professional students you will, in essence, be practicing skills to be a media employee. Therefore, as your instructor, I will act as the employer. Respect for everyone is a given in the classroom. Teamwork is beneficial for everyone and highly encouraged. "None of us knows as much as all of us."

### Attendance/Tardiness

Tardiness and attendance will be noted for every class. Five points will be deducted for every tardy and unexcused absence. Five days of absences may result in recommended withdrawal from the course OR automatic failure.

As an incentive to good attendance, 10 points will be given for perfect attendance. A ten point bonus is also available if you schedule and attend a student-teacher conference during the semester.

### Assignments

All speeches and presentations must be presented in a professional manner.

All assignments must be completed with quality by their specified deadlines. No make-ups will be allowed, unless the excuse is valid and verified.

Be flexible in your assignment and reading schedule to accommodate guest speakers, and late-breaking media events.

Refer to Chaminade's general catalog for other grading and academic policies.

### Assignments and Point Values

Media industry presentation

50 points

Give a speech on a media industry (books, magazines, newspapers, film, radio, recording, television, advertising, public relations or the new electronic media). Follow the outline below and answer the basic questions about the industry's history, current practices and organizational structure. Use various audio-visual media transparencies, handouts, A/V equipment, etc.), give examples (verbal descriptions, object presentations, etc.), cite sources and dress appropriately for the presentation.

#### Media Industry Speech Outline/Format

##### I) Introduction

###### A) Opening Statement

§; Purpose of Speech

###### C) Presummary

1) Brief History of Media Industry

2) Current Practices

3) Organizational Structure

##### Body

A) Who were the major contributors and pioneers of this media industry? What media technologies were invented for this industry? How did this medium develop over time? What impact has it made on society? Why is this industry so important?

B) What types of media are classified in this industry? Who is the audience of this media? How does this industry operate (strategies, lingo, etc.)?

C) How is the business organized and run? How does one prepare for a career in this media industry? What are the salaries, benefits and duties as a media practitioner?

Draft

- III) Conclusion  
 A) Summary  
     1) Brief History of Media Industry  
     2) Current Practices  
     3) Organizational Structure  
 B) Closing statement

**Published/Used Work** points vary

Students are encouraged to build their portfolio of usable work by submitting items to various mass media, such as The Chaminade Silversword. Students may also volunteer to do additional projects for different departments on campus or for outside organizations. Volunteerism communicates initiative and ambition and shows determination to succeed in the field.

**Grading Scale**

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 5 and below

220 -  
 0 points 270  
 ' s 15v - 2t9  
 s 120 - 149  
 9 imts q0 - t19

**Extra Credit Opportunities and Point Values**

**Mass Media Pioneers** 2 points each

Write a one-page press release on the biography of the media pioneer. Give a brief background on his/her life, education and career. Stress his/her contributions and significance to the field of mass media. If possible, find a photo of the person for a file.

**Mass Communication Theorists**

Albert Bandura

Bernard Berelson

David Berlo

Hadley Cantril

Melvin DeFleur

John Dewey

Melvil Dewey

Thomas Dewey

Leon Festinger

Hazel G.

George Gerbner

Carl Hovland

Elihu Katz

Joseph Thomas Mapper

Gladys Engel Lang

Kurt Lang

Walter Lippmann

Robert Lynd

Malcolm MacLean Jr.

Marshall McLuhan

George Herbert Mead

Robert King Merton

Everett Rogers

Wilbur Lang Schramm

Claude Shannon

Draft

Mass Communication Theorists -cont.

Warren Weaver  
Bruce Westley  
Walt Whitman  
Charles Wright

Media Law

Hugo Black  
Sir William Blackstone  
Oliver Wendell Holmes  
Thomas Jefferson  
James Mill  
John Stuart Mill  
John Milton

Media Ethics

Janet Cooke  
Robert M. Hutchins  
John Merrill  
David Shaw

Books

Horatio Alger  
Robert F. deGaff  
Johann Gutenberg  
William Holmes McGuffey

Summarized Grade Record

Media Project 50 points

Draft

Examinations

Test I	100 points	-----
Test II	100 points	-----

Other

Extra Credit	various	-----
--------------	---------	-------

(list accomplishments to be inserted in **YOUR** personal portfolio below)