

CHAMINADE UNIVERSITY OF HONOLULU

INSTRUCTOR: Fely A. Serra

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SD'00

my

Comm 200 MASS MEDIA-MASS CULTURE

OBJECTIVES

1. To **gain insight** and **understanding for any** field of **interest**.
2. To **identify the different forms** of mass media and understand *the* **relationships** among **them**.
3. To have a clearer **perspective** on **the current** *issues facing* **the mass** media **industries**.
4. To **understand the** role, scope and **functions** of the **mass media** in our **society**.
5. To **develop ethical standards** of **practice** and as **awareness** of **the responsibilities** of the **various producers** of **mass media** (e.g. **journalists, film makers, writers and artists**).

DESCRIPTION

Com 200 will **introduce** and **explore the development** of mass **media-mass culture** in the world of today and how *it is* now literally **accurate** to say **that mankind** can **span** the world in seconds.

Various **forms** of mass media **will** be examined-books, **newspapers, magazines, radio, television, public relations** and **advertising**.

TEXTBOOK

An **Introduction: Mass Media-Mass Culture** Author: James **Wilson**/Stan Le Roy **Wilson**

CLASS GUIDELINES

- A. Exams-
- | | |
|---------------------|-----|
| Midterm and quizzes | 20% |
| Final | 25% |
- B. **Attendance, Class Participation and Improvement**.....15%
1. **Attendance** is **important/mandatory**.
 2. Unexcused **absence(s)** will **definitely affect** your **grade**.
- C. Individual Projects.....10%
- D. Group **Projects**.....30%
- 100%
- E. **Academic Regulations: Writing Standards** (1999-2000 Catalog vol.44,p.50)
- F. **Grading system:**
- | | |
|--------------|---|
| 100-90 | A |
| 89-80 | B |
| 79-70 | C |
| 69-60 | D |
| 59-below | F |

TENTATIVE SCHEDULE

Jan. 19 (W)	Excused
Jan. 21 (F)	Orientation Introductions
Jan. 24 (M)	Writing Assignment: Select any field of interest and inform or critique. Remember: Adhere to proper language - English standards: Sports, medicine, music, TV, radio programs, etc. Assignment: Chap. 1 - Culture & Communication: Basic Concepts Prepare 30 -1 minute TV commercial for Feb. 2
Jan. 26 (W)	Discussion: Chap. 1- Culture & Comm: Basic Concepts Assignment: Chap. 2 - Culture & Mass Comm: How They Interact
Jan. 28 (F)	Disc: Chap. 2
Jan. 31	Activity: Prepare for Video-taping
Feb. 2	Activity: Video-tape product commercials Assign: Written evaluations of commercials Read Chapter 2 Read Chapter 3 - Culture & Worldwide Information
Feb. 4 (F)	Disc: Evaluation of 2 & 3 Disc: Taping Disc: Chap. 2 & 3 Assign: Chap. 4 - Legal Controls on the Media Assign: Need 3 volunteers for reports
Feb. 7 (M)	Listen to 3 reports Disc. Reports Assign: Chap. 5 - Book: The Permanent Medium
Feb. 9 (W)	Disc: Chap. 5 Write 1 or 2 paragraphs - turn in Disc: 10 page paper -due on Disc: Graffiti Wall!!! -Project To be put up: Feb. 28 Take down: March 3

- Feb. 14
(M) Disc. Continue: Chap. 6
Disc: Trip on **23rd**: Van, cars, excuses from professors....
Assign: Chap. 7: Magazines: The Specialized Medium
Chap: 8 - Motion Pictures: Cultural Reflections
Chap. 9 - Radio: A **Wireless** Wonder
2 Reporters per chap. - names & chapters
- Feb. 16
(W) Listen: 2 reporters/Chap. 7
Prepare: Questions for Dave Reed for **18th**
- Feb. 18
(F) Guest **Speaker:** Dave Reed - Honolulu **Advertiser**
- Feb. 21
HOLIDAY
- Feb. 23
(W) Hon. Advertiser - 8:30 - 9:15. Leave at 8:00 am.
Stan May - 525-7660
- Feb. 25
(F) Assign: 3 - 4 students - put up **Graffiti** Paper
Due: Advertiser Evaluation: Dave Reed/Stan May
- Feb. 28
(M) Put up: **Graffiti** Wall - Volunteers to put up: 4 students
Disc: Continue - Chap. 8
Due: Evaluation
- Mar. 1
(W) Disc: Chap. 9
Assign: Eval - **Chapters** 7, 8, 9
- Mar. 3
(F) Due: Written evaluations of chapters
Activity: Take down **Graffiti** - **after** lunch - return to Betty Sam
Disc: Chapters 7, 8, 9
Assignment: Evaluation - Graffiti Wall
- Mar. 6
(M) Disc: Exercise #1- "Ads"
Due: Evaluation - **Graffiti Wall**
- Mar. 8
Continue **disc.** Of exercise #1 w/ a friend
- Mar. 10
Turn in written assignment and 3 vol. **student** reporters
Assign: Chap. 10 - Recorded music: Powerful and Controversial
Continue discussing w/ **friend** "Ads"
Reminder: Midterm - March 17
- Mar. 13
(M) Due: Written Eval. of chap. 10
Disc: **Written** Eval of chap 10
Assign: Chap. 11- Television: From Soaps to Satellites

Mar. 15 (W)	Due: "Ads" Reminder: Orals for "Ads" 3-5 students Review for Midterm
Mar. 17	Midterm
Mar. 20 (M)	Disc: Midterm Assign: Written Eval. of "Ads"
Mar. 22 (W)	Due: Eval. of "Ads" Listen to students for "Ads" assignment Disc: Chap. 11
Mar. 24 (F)	Continue w/ "Ads" Activity Assignment: Read chapter 12 - Advertising: Selling the message 13 - Public Relations: Creating an image
Mar. 27-31	SPRING BREAK
April 3	Disc: Chap. 12 Disc. & reminder. No less than 10 page paper
April 5 (W)	Continue! Ow. 12 Assign: Written eval. 12, 13
April 7 (F)	Due: Eval. 12, 13 Disc: Chap. 13
April 10 (M)	Disc: Continue w/ chap. 13 Prepare for guest speaker - Rich Meirs
April 12	Review/disc: chapters 12, 13
April 14	Guest Speaker: Rich Meirs - Producer, KITV
April 17 (M)	Disc: guest speaker Disc: Ex. 2 - groups of 4-5 students (How to promote a product)
April 19 (W)	Continue: Ex. 2 - work w/ a friend Due: Paper - no less than 10 pages
April 21	Guest speaker: B. J. Whitman, Public Relations, Sheraton Waikiki Hotel

April 24 (M)	<p>Due: Evaluation/comments for Meirs/Whitman</p> <p>Due: Ex. 2 - written assignment</p> <p>Assignment: Chapters 14, 15, 16</p> <p>Groups - Chap. 14 - The Selling of American Politics - 3 members w/ reporter</p> <p>Chap. 15 - Media Ethics, 3 members w/ reporter</p> <p>Chap. 16 - Media Research, Effects & Consequences - 3 members w/ reporter</p> <p>Chap. 16 - 4 members w/ reporter</p>
April 26	Group planning
April 28	Presentation: Group 1 & 2 - Chap. 14
May 1	Presentation: Group 3 - Chap. 15
May 3	Presentation: Group 4 - Chap. 16
May 5 (F)	Review <i>for</i> Final Exam
May 11 <i>Thursday</i>	FINAL EXAM - 8:00 A.M. – 10:00 A.M.