

**Communication 200**  
**Introduction to Mass Media**  
Fall Semester 2002

Tuesdays & Thursdays: 8:00 a.m. to 9:20 a.m.  
Instructor: Rich Meiers

Business: 847-1112 (News8)  
Cellular: 383-8738

---

**Course Description:**

This course analyzes mass media (newspapers, magazines, books, radio, television, film, recordings and the internet), its persuasive industries (advertising and public relations) and media issues (including legal and ethical issues.)

The pages of history are being written as we speak through electronic and print media. Over the next semester, you will be given a glimpse of the evolution of the media. This course will utilize textbook, lectures, discussions and guests.

In the months ahead you should gain insight, which allows you to make an educated choice on your potential role in this ever-changing industry.

**Textbook**

"Introduction to Media Communication," by Jay Black, Jennings Bryant and Susan Thompson (Fifth Edition)

**Objectives**

By the end of the semester, you should achieve the following:

1. Understand the variety of Media and their role in Society.
2. Become up to date on current events.
3. Determine if you fit into one of the media industries.



## **Grading Breakdown**

Current Events Quizzes 10%  
Tests/Writing Assignments 40%  
Mid-Term Project 25%  
Final Project 25%

## **Attendance:**

In life you will never move ahead if you are constantly sick or not at work. Same in school. Same in Media. If you plan to play a role in this industry you need to be in class on time. The current event quizzes will be administered at 8:10. Punctuality is important. If you show up to an event late you may miss the story; likewise, if you miss Tuesday's quiz your grade may suffer. The quiz will last ten minutes if you come late you will not be able to take the quiz. These quizzes will cover local/national/international events reported by a number of media outlets. (10% of your grade.)

## **Semester Outlook**

This semester will consist of two sections: First; Television, Radio, Publishing, Newspaper & Recordings. Your Mid-Term project will involve an in depth exploration of the any of those industries. You will need to visit an office/station involved in your field of interest and talk to their staff about their jobs. Then you will present your findings in a four-minute class presentation, on October 31<sup>st</sup>.

The second half of the semester will revolve around advertising and public relations. You will be randomly placed into a group to formulate a public relations or advertising agency. Your group will examine a small business in Hawaii and describe why that business is thriving or struggling. As a group you will develop a simple PR or advertising strategy to help boost the company's public image and ultimately its revenues. At the end of the semester your group will make a ten-minute presentation to the class. (25% of your grade.)



## **Extra Credit**

You can boost your grade by writing a one-page report on each guest speaker. Describe what you learned about their profession. You will be given one extra point for each paper deemed satisfactory.

## **Policies**

I have spent most of my career in TV News I also have experience in public relations and the print media. I will frequently bring in experts in various fields to lend their insight into their professions. I expect you to give each guest speaker your full attention.

I am available to meet with students outside of class-time, by appointment.

## **Schedule:**

The schedule below is an outline of our semester. It is subject to change (like news).

### **Week One:**

August 27	August 29
Introduction Description of Syllabus Sample Current Events Quiz Reading Assignment (Chapter 1)	Intro to Mass Communication Test Reading Assignment (Chapter 2)

### **Week Two:**

September 3	September 5
Current Events Quiz Communication Theories Test Reading Assignment (Chapter 3)	How media shapes Society Test Reading Assignment (Chapter 4)

Week Three:

September 10	September 12
Current Events Quiz Books and Publishing Test Talk about 9-11	Watch 9-11 Media Coverage Discuss Media coverage Reading Assignment (Chapter 5)

Week Four:

September 17	September 19
Current Events Quiz Magazine Publishing Test	Guest Speaker on Publishing Magazine & Books Reading Assignment (Chapter 6)

Week Five:

September 24	September 26
Current Events Quiz Importance of Daily Newspaper	Test Guest Speaker: Newspaper Reporter & Manager Reading Assignment (Chapter 10)

Week Six:

October 1	October 3
Current Events Quiz Television and TV News Guest Speaker: TV Anchor	Television and TV News Test Guest Speaker: TV News Manager

Week Seven:

October 8	October 10
Current Events Quiz Guest Speaker: TV News Reporter Reading Assignment (Chapter 8)	The Power of Radio Test



Week Eight:

October 15	October 17
Current Events Quiz Discuss Mid-Term Guest Speaker: Radio Personality Reading Assignment (Chapter 9)	Recordings-Music & Video Test Guest Speaker: Musical Artist

Week Nine:

October 22	October 24
Current Events Quiz Guest Speaker: Recording Executive Reading Assignment (Chapter 7)	Films' entertainment value Test

Week Ten:

October 29	October 31
Current Events Quiz Guest Speaker: Hawaii Film Office Final Discussion on Mid-Term Determine order of Presentation	MID-TERM PRESENTATIONS (Four minutes per student)

Week Eleven:

November 5	November 7
Current Events Quiz Discuss Ratings Go over MID TERMS Reading Assignment (Chapter 11)	New Media & its Future Test (ratings & ch.11) Reading Assignment (Chapter 12)

Week Twelve:

November 12	November 14
Current Events Quiz Advertising: Costs & Benefits Test Guest Speaker: Ad Executive Reading Assignment (Chapter 13)	Discuss Final Project Usefulness Of Public Relations Test

Week Thirteen:

November 19	November 21
Current Events Quiz Discuss Public Relations Guest Speaker: Exec. of PR Firm Reading Assignment (Chapter 14)	Legal Regulations Test Work on Finals Reading Assignment (Chapter 15)

Week Fourteen:

November 26	November 28
Current Events Quiz Ethics in the Media Test Determine order of Presentations	No Class, Thanksgiving Break

Week Fifteen:

December 3	December 5
Current Events Quiz First Round of Final Projects	Second Round of Final Projects