

Communication 200
Introduction to Mass Media
Spring Semester 2003

MWF: 10:00 a.m. to 10:50 a.m.
Instructor: Richard Meiers

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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

A – PROFESSIONAL/EXCEPTIONAL QUALITY WORK.

B- GOOD WORK

C- AVERAGE WORK

D- BELOW AVERAGE

F- FAILURE/UNACCEPTABLE

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. If you show up to an event late you may miss the story; likewise, if you miss the current events quiz your grade may suffer. 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.

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:

January 13	January 15	January 17
Introduction Description of Syllabus Current Events Quiz Homework: (Ch. 1)	Intro to Mass Com Test-Ch.1 Homework (Ch. 2)	Current events quiz Com. Theories Test-Ch.2 Homework (Ch.3)

Week Two:

January 20	January 22	January 24
NO CLASS	Current Events Quiz How media shapes Society	Current Events Quiz Test-Ch.3 Homework (Ch. 4)

Week Three:

January 27	January 29	January 31
Current Events Quiz Books and Publishing test-Ch. 4 Homework (Ch.5)	Ratings Info Magazine & Publishing Test-5	Current Event Quiz Guest: Books & Publishing Homework (Ch. 6)

Week Four:

February3	February5	February7
Current Events Quiz Importance of Daily Newspaper Test-6	Importance of Daily Newspaper Test-6	Guest: Newspaper Reporter Homework (Ch.10)

Week Five:

February10	February12	February14
Current Event Quiz Television and TV News	Television and TV News Test- (Ch.10)	Current Events Quiz TV Guest: General Manager

Week Six:

February17	February19	February21
No Class Presidents Day	TV Guest: News Anchor	Current Events Quiz TV Guest: News Reporter

Week Seven:

February24	February26	February28
Current Events Quiz News Director Homework (Ch. 8)	The Power of Radio Test-(Ch.8)	Current Events Quiz Guest: Radio Personality Homework (Ch. 9)

Week Eight:

March3	March5	March7
Current Events Quiz Recordings-Music Test-Ch.9 Homework (Ch. 7)	NO CLASS ASH WED.	Current Events Quiz Discuss Mid-Term Films' entertainment Test-(Ch. 7) Discuss Mid-Term

Week Nine:

March10	March12	March14
Current Events Quiz Guest: Hawaii Film Office Discuss Mid-Term	MID-TERM	Current Events Quiz Discuss 9-11 Homework (Ch. 11) Go over MID TERMS

Week Ten:

March17	March19	March21
Current Events Quiz New Media & its Future Test-Ch. 11	Guest: Engineer Homework (Ch. 12)	Current Events Quiz Advertising Test-Ch. 12

Week Eleven:

March24-28	March24-28
NO CLASSES SPRING BREAK	NO CLASSES SPRING BREAK

Week Twelve:

April 2	April 4
Current Events Quiz Guest Speaker: Ad Executive	Current Events Quiz Discuss Final Project Homework (Ch. 13)

Week Thirteen:

April 7	April 9	April 11
Current Events Quiz Public Relations Test-Ch. 13	Guest Speaker: Exec. of PR Firm Homework Ch. 14	Current Events Quiz Legal Regulations Test-Ch. 14

Week Fourteen:

April 14	April 16	April 18
Current Events Quiz Work on Finals Homework Ch. 15	Ethics in the Media Test-Ch15	NO CLASS GOOD FRIDAY

Week Fifteen:

April 21	April 23	April 25
Current Events Quiz WORK ON FINALS	WORK ON FINALS	FINAL GUEST P-R HELP FOR FINAL!

Week Sixteen:

April 28	April 30	
FINALS	FINALS	