GOVERNORS STATE UNIVERSITY
DIVISION OF LIBERAL ARTS
COURSE SYLLABUS

Index #: MCOM 420

Title: Media & Society: A Critical View

Instructor: Eli Segal, E2566, (708) 534-4084; e-segal@govst.edu
Office Hours: Tuesdays & Wednesdays, confirmed appointments suggested

Credits: 3; Trimester: Fall, 2001; Block 1; Wednesdays, 9:30AM-12:20PM

Description: Surveys the development and influence of the mass media, including print, broadcasting, film and the internet. Examines psychological, social, cultural, political and economic impact of media.

Audience: Required of Communication and Media Communication students; of interest to all; meets General Education requirement.


Outcomes: An awareness of and sensitivity to the ways that the mass media manipulate their consumers. An understanding of the variety of motivating forces in the businesses of publishing, motion pictures and the electronic media.

Activities: Lecture, discussion, readings, demonstration and research.

Objectives: To identify and differentiate the form, content and consequences of the mass media
To understand their origins and development
To understand their purpose in maintaining the status quo, preventing class warfare and promoting the consumption of goods
To examine the relationships between media and popular culture
To look ahead at emerging technologies

Evaluation: Students are expected to attend class, contribute constructively to the discussion and prepare reading and other assignments in a timely manner. A research paper (topic to be approved by the instructor) will be due per the course calendar. There will be a midterm, a final exam and occasional in-class writing assignments.
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In-class work 40% of final grade
Paper 20 "
Midterm 20 "
Final 20 "

90-100%=A; 80-89%=B; 70-79%=C; 65-69%=D; Below 65%=F
Those taking this as a required course must earn a grade of C or better to receive credit.

Calendar: Attached

ALL STUDENTS PLEASE NOTE:

If there is any factor that you believe will have a significant effect on your performance in this course, it is your responsibility to discuss this with the instructor at the inception of the course. This is not a correspondence course. The calendar tells you form the very first day when assignments are due. So there are very few legitimate excuses for late assignments. Except for instructor's permission, late work will receive a grade penalty. The grade of Incomplete is not elected by the student. It MAY be awarded by the instructor in unusual cases. On those occasions the student must be doing passing work for at least 50% of the course. The instructor does not plan on awarding any 'I' grades. Finally, certain sessions will contain graphic and verbal references to explicit adult sexual behavior. These sessions will be identified before they occur. Students who find such material offensive will be excused from that particular part of the session. They will not be examined on the material or penalized in any way. Concerns that students may have in this regard should be discussed in advance with the instructor.

CALENDAR

8/29 Intro
9/5 Text: Pp. 3-33 Mass Media
9/12 35-91 Media Literacy, Culture, Books
9/19 93-121 Newspapers
9/26 123-177 Magazines, Film
10/3 179-242 Radio, TV and Recordings
10/10 Midterm Exam; TV Logs Due; Paper Topics Due
10/17 245-275 Public Relations

(more)
MCOM 420 Contd.

10/24  277-312  Advertising
10/31  315-341  Theories of Communication; Papers Due
11/7   343-371  Research and Effects
11/14  373-405  Ethics
11/21  Thanksgiving Holiday – No Class
11/28  407-439  Internet
12/5   Final Exam

All outside written work is due at the beginning of class on the days indicated. Calendar is student-driven and subject to change by the instructor.