

## COM 450W Communication and Society

### Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

### Catalog Description:

Prerequisite. Completion of 90 credit hours

Capstone study of the role of communication in society; exploration of contemporary issues in mass media and related disciplines; focus on ethical responsibilities of communication professionals.

### Reasons for Revision:

(Fall 2005) COM 450 was last revised in 1998. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

<b>Student Learning Outcomes:</b>	<b>Course Content References:</b>	<b>Assessment:</b>
Upon completion of this course, the student will be able to:		
1. Demonstrate an understanding of the historical and contemporary role of communication and media in society	I, II, IV	1. Exams, papers, applied projects, presentations, class discussions
2. Articulate the ethical responsibilities of communication professionals	I, II, III, IV	2. Exams, papers, applied projects, presentations, class discussions
3. Articulate the impact of various communication disciplines within the broader communication context	II, IV	3. Exams, papers, applied projects, presentations, class discussions
4. Examine the role of media, messages and images in and on diverse populations	II, IV	4. Exams, papers, applied projects, presentations, class discussions
5. Develop analysis and/or research projects for understanding and measuring the ethical impact of media in society, using contemporary media examples	III, IV	5. Exams, papers, applied projects, presentations, class discussions
6. Analyze, articulate and defend critically informed values about the role of communication in society	II, III	6. Exams, papers, applied projects, presentations, class discussions

## **Course Content:**

- I. Understanding and evaluating the communication process
  - A. Cultural studies
  - B. Semiotics
  - C. Images
  - D. Scientific models
  - E. Criticism
  - F. Historical perspectives
  - G. Gatekeeping and agenda setting
  - H. Models of persuasion
- II. Social and cultural roles of communication
  - A. Democratic contexts
  - B. Persuasion
  - C. Information and education
  - D. Entertainment
  - E. Advocacy
  - F. Socialization and social engineering
  - G. Representation of diverse populations
  - H. Audience analysis and message presentation
- III. Professional standards and responsibilities of communicators
  - A. Moral reasoning
  - B. Ethical issues in communication professions
  - C. Professional codes of responsibility
  - D. Developing ethical positions
  - E. Pro and con positions on contemporary issues
- IV. Analysis and advocacy using case studies in communication and society (will vary based on contemporary issues, examples follow)
  - A. Globalization
  - B. Media ownership
  - C. Consumerism
  - D. Diversity and intercultural issues
  - E. Violence
  - F. Politics
  - G. Economics

## **Resources:**

### Classic Scholarship in the Field.

Bryant, J., & Zellmann, D. (1994). *Media effects*. Mahwah NJ: Erlbaum.

### Current Scholarship in the Field.

Baldwin, J.R., Perry, S.D., & Moffitt, M.A. (2004). *Communication theories for everyday life*. Boston: Allyn & Bacon.

Buckingham, D. (2003). *Media education: Literacy, learning and contemporary culture*. Cambridge UK: Polity.

Campbell, R., Fabos, M., & Martin, C.R. (2003). *Media and culture: An introduction to mass communication* (4<sup>th</sup> ed.). Orange VA: Bedford.

DeBeer, A.S., & Merrill, J.C. (2003). *Global journalism: topical issues and media systems* (4<sup>th</sup> ed.). Boston: Allyn & Bacon.

Grossberg, L., Wartella, E., Whitney, D.C. & Wise, J.M. (2006). *MediaMaking: Mass media in a popular culture* (2<sup>nd</sup> ed.). Thousand Oaks CA: Sage.

Gundykunst W.B., & Kim, Y.Y. (2002). *Communicating with strangers: An approach to intercultural communication* (4<sup>th</sup> ed.). New York: McGraw-Hill.

Hansen, K.A., & Paul, N. (2004). *Behind the message: Information strategies for communicators*. Boston: Allyn & Bacon.

Hatchten, W.A. (2002). *The world news prism: Global media in an era of terrorism* (6<sup>th</sup> ed.). Ames IA: Iowa University Press.

Kawamoto, K. (ed). (2003). *Digital journalism: Emerging media and the changing horizons of journalism*. Oxford UK: Rowman and Littlefield.

Schudson, M. (2002). *The sociology of news*. New York: Norton.

Sheehan, K. (2003). *Controversies in contemporary advertising*. Thousand Oaks CA: Sage.

Van Belle, D.A. (2000). *Press freedom and global politics*. Westport CN: Praeger.

### Periodicals:

Communication Monographs

Communication Quarterly

Editor & Publisher

Journal of Advertising Research

Journal of Communication

Journal of Public Relations Research

Quarterly Journal of Speech

### Electronic and/or Audiovisual Resources.

[www.rsf.org](http://www.rsf.org) – Reporters Sans Frontiers/Reporters without Borders

[www.cpj.org](http://www.cpj.org) – Committee to Protect Journalists

[www.clandestineradio.com](http://www.clandestineradio.com) – Clandestine Radio Watch