

COM 100 Media Literacy

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. None

Role of mass media in the lives of individuals and society; exploration of development, structure and technology of media, as well as social, economic, ethical and related issues; focus on roles of both consumers and producers of media.

Reasons for Revision:

(Fall 2005) This course was last revised in 2002. This revision 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

Simultaneously, this course is intended for all students to reflect on their experience as consumers of media and on media's role in the lives of individuals and the collective life of a democratic society. This revision addresses new Intellectual Foundations protocols for Humanities courses.

Student Learning Outcomes:	Course Content	Assessment:
Upon completion of this course, the student will be able to:	References:	
1. Demonstrate an understanding of the origin, development and function of various types of media and programming	II, III, V	1. Exams, papers, presentations
2. Evaluate media's implicit and explicit messages against standards of ethical, moral and social principles	V	2. Exams, papers, presentations
3. Demonstrate an awareness of First Amendment and other legal principles affecting media	IV	3. Exams, papers, presentations
4. Reflect on the role of communication media in addressing values and meaning of life for individuals and society	I, V, VI	4. Exams, papers, presentations
5. Articulate and defend critically informed values about the impact of media texts (broadly defined to include written, audiovisual and related formats) on individuals, diverse/ specialized audiences, and society at large	IV, V, VI	5. Exams, papers, presentations
6. Recognize and demonstrate creative thought in producing answers to individual and social questions related to media	VI	6. Exams, papers, presentations

Course Content:

- I. Mass communication
 - A. Context of media
 - 1. Humanistic tradition
 - 2. Social/cultural environment
 - B. Purposes of media
 - 1. Information
 - 2. Entertainment
 - 3. Culture
 - C. Communication process
 - D. Media models
- II. Media channels (function, history, structure, formats, regulation, economics, ethics and contemporary issues)
 - A. Print media
 - 1. Books
 - 2. Magazines
 - 3. Newspapers
 - B. Electronic media
 - 1. Motion picture
 - 2. Radio
 - 3. Recorded music
 - 4. Television
 - 5. Computers
- III. Media professions
 - A. Print & electronic journalism
 - B. Public relations
 - C. Advertising
 - D. Radio & television production & programming
- IV. Legal & ethical issues
 - A. Legal issues
 - 1. First Amendment
 - 2. Defamation
 - 3. Privacy
 - 4. Intellectual Property
 - B. Ethical issues
 - 1. Decision-making
 - 2. Professional codes
 - 3. Principles and applications
- V. Media sociology
 - A. Control systems
 - B. Media and culture
 - C. Media and social structure
- VI. Media impact
 - A. Effects theories
 - B. Content-specific research
 - 1. Violence

<p>2. Sexuality C. Media images and stereotypes</p>

Resources:

Classic Scholarship in the Field.

McLuhan, M. (1964). *Understanding media: The extensions of man*. New York: McGraw Hill.

Siebert, F., Peterson, T. & Schramm, W. (1956). *Four theories of the press*. Urbana, IL: University of Illinois Press.

Ogilvy, D. (1985). *Ogilvy on advertising*. Elk Grove, CA: Vintage.

Current Scholarship in the Field.

Bagdikian, B. (2004). *The new media monopoly*. Boston: Beacon.

Baran, S.J. & Davis, D.K. (2002). *Mass communication theory* (3rd ed.). Belmont, CA: Wadsworth.

Baran, S.J. & Massey, K.B. (2003). *Introduction to mass communication* (3rd ed.). Mountain View CA: Mayfield.

Biaggi, S. (2000). *Media impact: An introduction to mass media*. Belmont CA: Wadsworth.

Christians, C.G., Fackler, M., & Rotzoll, K.B. (2000). *Media ethics* (6th ed.). White Plains NY: Longman.

Harper, C. (2002). *The new mass media*. Boston: Houghton Mifflin.

Kilbourne, J. (2000). *Can't buy me love: How advertising changes the way we think and feel*. Louisville KY: Touchstone.

Massey, K.K. (2001). *Readings in mass communication: Media literacy and culture*. Mountain View CA: Mayfield.

McBride, K.D. (2005). *Visual media and the humanities: A pedagogy of representation*. Knoxville TN: University of Tennessee Press.

Potter, W.J. (2001). *Media literacy*. Thousand Oaks CA: Sage.

Rayner, P., Wall, P., & Kruger, S. (2001). *Media studies: An essential introduction*. New York: Routledge.

Rodman, G. (2000). *Making sense of media: An introduction to mass communication*. White Plains NY: Longman.

Silverblatt, A. (2001). *Media literacy: Keys to interpreting media messages*. Westport CT: Greenwood.

Turow, J. (2002). *Media today: An introduction to mass communication* (2nd ed.). New York: Houghton Mifflin.

Periodicals:

Communications Research

Journal of Applied Communication
Journal of Broadcasting and Electronic media
Journal of Communication
Journal of Consumer Research
Journal of Educational Television
Journal of Social Sciences

Electronic and/or Audiovisual Resources.

Academy of Motion Picture Arts and Sciences: www.oscars.org
Adbusters: www.adbusters.org
AdCritic: www.adcritic.com
Advertising Ethics: advertising.utexas.edu/research/law/catholic.html
Committee to Protect Journalists: www.cpj.org
Gannett Newspapers: www.gannett.com
Media Effects: www.cyfc.umn.edu/media/effects.html
Media Study: www.mediastudy.com
Mediascope: www.mediascope.org
Newspaper Guild: www.newsguild.org
Project for Excellence in Journalism: www.journalism.org
Public Relations Society of America: www.prsa.org
Rock 'n' Roll Hall of Fame Museum: www.rockhall.com