SPC 422 Media Criticism

Credit Hours: 3
In-Class Instructional Hours: 3 Labs: 0 Field Work: 0

Catalog Description:
Prerequisite. Junior or Senior Standing

Critical analysis of mass media, including print, broadcast and digital; application to news, documentaries, entertainment programming and advertising; focus on social, cultural and political impact of media messages from a rhetorical perspective.

Reasons for Revision:
(Fall 2005) This course (formerly JBS 422 Mass Media Criticism) was last revised in 1989 as part of a departmental program restructuring. 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.

Note: As part of this overall revision, speech and criticism courses are being re-labeled as SPC rather than COM to distinguish between the humanistic base of the new SPC courses and the applied nature of the courses that will retain the COM prefix.

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<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<td>Upon completion of this course, the student will be able to:</td>
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<tr>
<td>1. Articulate the critical perspective and persuasive impact of mass-mediated messages</td>
<td>I, II, V, VI</td>
<td>1. Exams, research/writing projects, oral presentations</td>
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<td>2. Demonstrate familiarity with contemporary literature in mass media criticism</td>
<td>I, II, III</td>
<td>2. Exams, research/writing projects, oral presentations</td>
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<td>3. Explain key theoretical and critical approaches to mass media messages</td>
<td>I, II</td>
<td>3. Exams, research/writing projects, oral presentations</td>
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<td>4. Demonstrate a critical perspective and analytical approach in evaluating mass media artifacts and messages</td>
<td>I, II, III, IV</td>
<td>4. Exams, research/writing projects, oral presentations</td>
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<td>5. Apply both objective and subjective statements of criticism</td>
<td>I, II, V, VI, VII</td>
<td>5. Exams, research/writing projects, oral presentations</td>
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Course Content:

I. Theoretical premises
   A. Role of media in democratic society
   B. Characteristics of media criticism
   C. Contemporary theories and principles of media criticism
   D. Approaches to media criticism
      1. Audience-oriented analysis
      2. Production-based analysis
      3. Text-oriented analysis
      4. Ideological analysis

II. Rhetorical perspective
   A. Traditional approach
   B. Contemporary approaches

III. Media criticism
   A. Critical-analytical framework of media criticism
   B. Qualitative methods of research and analysis
   C. Quantitative methods of research and analysis

IV. Artifacts in media criticism
   A. News reporting
   B. Political advertising
   C. Film
   D. Music programming
   E. Television comedy and drama
   F. Political and editorial cartoons

V. Criticism in mainstream media
   A. Newspapers
   B. Television
   C. Radio
   D. Movies
   E. Music

VI. Criticism in alternative media
   A. Non-mainstream online media
   B. Independent film
   C. Advocacy websites
   D. Documentaries

VII. Applications of media criticism
   A. Current events
   B. Politics
   C. Sports
   D. Entertainment
   E. Religion and culture
Resources:

Current Scholarship in the Field

Periodicals
Communication Quarterly
Critical Studies in Mass Communication
Journal of Applied Communication Research
Journalism of Broadcasting and Electronic Media
Journal of Communication