SPC 424 Special Topics in 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; focus on the role of media in a particular context (such as electoral politics or war).

Reasons for Revision:
(Fall 2005) This course (formerly JBS 424, Media Criticism and the Vietnam War, revised in 1987) combines its predecessor, along with COM 425 Media Criticism and Presidential Campaigns (revised in 1993) into a single course with different topical possibilities. This revision allows the Communication Department to respond to contemporary issues by focusing on media criticism in various contexts: war, politics, natural disaster, and so on. This 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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<tr>
<td>Upon completion of this course, the student will be able to:</td>
<td>I, II</td>
<td>1. Exams, papers, applied projects, presentations</td>
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<td>1. Articulate the critical perspective and persuasive impact of mass-mediated messages in a particular context such as war or electoral campaigns</td>
<td>I, II, III, IV</td>
<td>2. Exams, papers, applied projects, presentations</td>
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<td>2. Demonstrate familiarity with contemporary literature in mass media criticism in a particular context</td>
<td>I, II</td>
<td>3. Exams, papers, applied projects, presentations</td>
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<td>3. Explain key theoretical and critical approaches to mass media messages in a particular context</td>
<td>I, II, III, IV</td>
<td>4. Exams, papers, applied projects, presentations</td>
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<td>4. Demonstrate a critical perspective and analytical approach in evaluating mass media artifacts and messages in a particular context</td>
<td>I, II, III, IV</td>
<td>5. Exams, papers, applied projects, presentations</td>
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<td>5. Critically analyze media presentations in a particular context</td>
<td>I, II, III, IV</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 communication
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. Media artifacts
   A. News and public events programming
   B. Information media (i.e. documentaries and talk TV/radio)
   C. Entertainment media (i.e. film and television)
   D. Specialized media (i.e. organizational media and editorial cartoons)
V. Media v/v military (topical example)
   A. Media and government
   B. Media and military conflict
   C. Media and anti-war protests
VI. Media v/v politics (topical example)
   A. Media and government
   B. Media and electoral process
   C. Media and political parties
VII. Media v/v natural disaster (topical example)
   A. Media and preparation for natural disaster (tsunami, hurricane, flood, wildfire)
   B. Media and emergency response
   C. Media and analysis/aftermath of natural disaster
Resources:
Current Scholarship in the Field

Media Analysis Focus

Media and Politics Focus

Media and War Focus


Media and Natural Disaster Focus


Periodicals

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