

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** DGME 100 **TITLE:** Media in Society **C-ID:** JOUR 100

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Grade Option (Letter Grade or P/NP)

Prerequisite: Eligibility for ENGL 100 or ENGL 105

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU; UC

AA/AS Degree Requirements:

CSM - COMPETENCY REQUIREMENTS: C3 Information Competency

CSM - GENERAL EDUCATION REQUIREMENTS: E5b. Social Science

CSU GE:

CSU GE Area D: SOCIAL SCIENCES: D7 - Interdisciplinary Social and Behavioral Science

IGETC:

IGETC Area 4: SOCIAL AND BEHAVIORAL SCIENCES: G: Interdisciplinary, Social & Behavioral Sciences

3. **COURSE DESCRIPTIONS:**

Catalog Description:

Students in this class will analyze their personal media habits while also examining media's influence on culture and society. This course invites students to think about the ways in which they receive and perceive news and entertainment. Students will be guided through the extraordinary history of mass communication, from cave drawings to texting. This course incorporates newspaper, TV, radio, the Internet, mobile devices, and the predicted convergence of all electronic media. Other topics include propaganda, research and theories, and advertising.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Track, measure, and analyze their own personal media use and identify received gratifications.
2. Outline the history, development, and technological revolutions in mass communication.
3. Evaluate criticism and controversy surrounding media.
4. Examine media content in light of media's influence on society.
5. Provide examples of influential relationships between media, government, and business.
6. Determine the extent of information needed
7. Access the needed information effectively and efficiently
8. Evaluate information and its sources critically
9. Incorporate selected information into one's knowledge base
10. Use information effectively to accomplish a specific purpose
11. Understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

Student Learning Outcomes

1. Track, measure, and analyze their own personal media use and identify received gratifications.
2. Outline the history, development, and technological revolutions in mass communication.
3. Evaluate criticism and controversy surrounding media.
4. Examine media content in light of media's influence on society.
5. Provide examples of influential relationships between media, government, and business.

Information Competency SLOs:

1. Determine the extent of information needed
2. Access the needed information effectively and efficiently
3. Evaluate information and its sources critically
4. Incorporate selected information into one's knowledge base
5. Use information effectively to accomplish a specific purpose
6. Understand the economic, legal, and social issues surrounding the use of information, and access and use

information ethically and legally

6. COURSE CONTENT:

Lecture Content:

1. History of print media forms: newspapers, magazines, books
 - A. From cave drawings to reading, writing, block printing, and the printing press
 - B. Legal, business, and social imperatives
 - C. Trends and projections
2. Development of electronic media forms: radio, television, Internet
 - A. Cinema's effect on audiences.
 - B. Radio's development
 - C. Television, satellite, home video
 - D. Global contributions to development of radio & TV
 - E. Satellites, the U.S. Dept of Defense, and the path to the Internet
 - F. Electronic media's influence on society
3. Theoretical approaches to understanding media
 - A. Effects theories & research (magic bullet, cultivation, limited effects)
 - B. Uses & gratifications
 - C. Diversity, representation, and the audience
 - D. Media convergence
4. Financing media
 - A. Non-commercial media
 - B. Global approaches to funding media
 - C. Advertising
 - D. Money's effect on content
5. History and contemporary performance and concerns of journalism, entertainment, advertising, and public relations
 - A. Legal and ethical concerns in modern media.
 - B. Analyze the differences between journalism, entertainment and advertising
 - C. Trends and projections
6. Media manipulation
 - A. History of propaganda, "spin," distraction
 - B. Techniques and appeals: pathos, ethos, logos, bandwagon, simple solution, snob appeal, etc.
 - C. Propaganda model: how America's economic structure affects news
7. Media ownership
 - A. History of deregulation and cross-ownership
 - B. Impact on media (news, music radio, jobs)
 - C. Concerns for a free press
8. Foundations for a free press in a democratic society
 - A. The first amendment
 - B. Legal cases: John Peter Zenger, New York Times v. Sullivan
9. Alternative and new media
 - A. Ethnic media
 - B. Independent media
 - C. Non-commercial media
 - D. Participatory media and the Internet
10. Global media issues
 - A. Government oversight of media in various countries
 - B. Electronic colonialism theory and world systems theory
 - C. Cultural effects and cultural production
 - D. Analysis of non-western media
11. Careers in media
 - A. Jobs in the media industry today
 - B. Field trips to media outlets
 - C. Guest speakers from media industries

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Critique

- C. Activity
- D. Discussion
- E. Other (Specify): Primary methods: -Lecture and discussion with supporting visuals and audio. -Reading, writing, and research assignments. Secondary methods: -Handouts, news clippings, field trips, written assignments, DVDs, audio CDs, guest speakers.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students will write three papers, including conducting original research, analyzing data, and writing a paper on their findings. They will also participate in a library session for the Information Competency requirement and use that information in their research.

Reading Assignments:

Readings are all online. Students find readings on the course WebAccess page and can click through to the reading. Readings are kept current.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Work
- C. Exams/Tests
- D. Homework
- E. Oral Presentation
- F. Papers
- G. Quizzes
- H. Research Projects
- I. General: Self-reflexive in-class writing assignments, questions about lectures and readings, contributions to class discussions. Written Assignments: Students will conduct original research, analyze data, and write a paper on their findings. Exams: Students will be tested on retention of important principles.

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Stanley Baran. *Introduction to Mass Communication: Media Literacy and Culture*, 8th ed. McGraw-Hill, 2013

Other:

- A. Online readings from various websites.

Origination Date: October 2016

Curriculum Committee Approval Date: January 2017

Effective Term: Fall 2017

Course Originator: Michelle Brown