

KINGSBOROUGH COMMUNITY COLLEGE
THE CITY UNIVERSITY OF NEW YORK
2001 Oriental Boulevard
Brooklyn, New York 11235

DEPARTMENT OF COMMUNICATIONS & PERFORMING ARTS

SPEECH ARTS & SCIENCES
THEATRE ARTS
RADIO MANAGEMENT & TECHNOLOGY
FILM STUDIES
MUSIC & MUSIC TECHNOLOGY
TELEVISION

SYLLABUS

Course Title: Mass Media

Number: MCM 30

Credits/Hours: 3 credits/3 hours

Description: Analysis of mass media to discover the way information is perceived and influences behavior. Extensive use is made of films, tapes, recordings and video tapes to examine the message systems employed by individuals, groups, institutions and politics. Focus is on radio, television, newspapers, magazines, film and advertising.

Textbooks: Hanson, R. E. (2017) Mass Communication: Living in a Media World, 6th edition, Sage Publications, Thousand Oaks, CA.
ISBN: 978-1-5063-4446-1

Prerequisite(s): None

Majors: Fulfills the Media Studies requirement for Media majors. Also fulfills Group 1 (Liberal Arts) requirement for all other majors.

Selected Students: No

Rationale: American society has been, throughout the past century, saturated by images from the mass media; images that have altered the way we think and act. These mediated views of reality have been both positive and negative in their effects. It is imperative that today's students grasp the overwhelming power of these media and understand the way in which their lives have been, and will be shaped.

CUNY Common Core Objectives:

1. Gather, interpret, and assess information from a variety of sources and points of view.
2. Evaluate evidence and arguments critically or analytically.
3. Produce well-reasoned written or oral arguments using evidence to support

conclusions.

4. Identify and apply various theories of mass communication and discuss how they explain media effects on individuals.
5. Examine how each of the media in question has altered the individual's perception of the world.
6. Articulate how unethical data distortion contributes to delaying solutions for key social problems.
7. Identify the evolution of the technologies, their international dissemination and their impact on individual decision-making.

Additional course objectives:

1. To have students understand the evolution of the various media
2. To have students understand the current method of operations
3. To get students to know the qualitative (and sometimes quantitative) effects of the mass media on our sociological, psychological and cultural activities

Methods of Teaching Course:

Assigned readings from text and supplemental readings; lectures; guest lectures; use of recordings, films and video tapes; possible field trips

Assignments for Students:

Readings (written reactions)
Short, written "thought" pieces in class
Research in various media
Analysis of various media events

Method of Evaluation:

Level of discourse in written reactions
Ability to react in a cogent way in "thought" pieces
Quality of research
Understanding of analysis process and level of investigation

Determination of final course grade

Projects	15%
Quizzes/Midterm	30%
Participation	20%
Final examination	35%

Topical Course Outline:

- I. Culture as communication
 - a. The communication process
 - b. Mediated reality

II. Mass communication

- a. Society and roles
- b. Women in the middle ages
- c. Beginnings of mass communication
- d. The Protestant Reformation
- e. Industrialization

III. International communication

- a. Women's roles in...
 1. Authoritarian framework
 2. Libertarian framework
 3. Soviet Communist framework
 4. Social responsibility framework
 5. Democratic framework

IV. Books

- a. Origin and early books
- b. Printing and its power
- c. Book publishing today

V. Newspapers

- a. Early newspapers
- b. Colonial press to penny press
- c. New journalism
 1. First female reporters
 2. Twentieth century press
 3. Supermarket journalism
 4. The business of print news today

VI. Magazines

- a. A special voice
- b. Revolutionary writing
- c. The rise of empires
 1. Henry Luce and Time/Life
- d. The decline of general interest magazines
 1. Tina Brown and The New Yorker
- e. Specialization

VII. Motion pictures

- a. Early movies
 1. Lumiere Bros.
 2. Rise of comedy
 3. WWI
- b. Sound films
 1. Beginnings of social commentary
- c. WWII
 1. The image of women changes

- d. The big studios peak, then collapse
 - 1. Lena Horne: the struggle
- e. Today's independence
- f. New technologies

VIII. Radio

- a. Technological development
- b. Growing to a mass medium
- c. Radio programming
 - 1. Creative 1920's
 - 2. Prolific 1930's
 - 3. The female characters of radio
- d. Radio during WWII
- e. Radio in a television age
 - 1. New female voices
- f. Current trends

IX. Record Industry

- a. Edison and his dictation machine
- b. From crack to jukebox
- c. WWII changes everything
 - 1. Female solo artist emerges
- d. Rock'n'roll to rock
 - 1. Black women and America's music
- e. 1965: the music shifts
- f. Music videos
- g. Internet distribution
- h. Downloading
- i. Satellite distribution (SiriusXM)

X. Television

- a. Early programming
 - 1. Technical limitations
 - 2. Copycat programming
- b. Real television shows emerge
 - 1. Women and TV comedy
 - 2. Women as creators
- c. Television news
- d. Controversy: The 1970's
- e. Specialization (Cable channels)
- f. New technologies spawn new ideas
- g. Internet programming

XI. Advertising

- a. Early advertising
- b. But who's watching? First ratings
- c. Proctor & Gamble: The big spender
- d. Images of women in advertising

- 1. Social images
 - 2. Stereotyping
 - e. New portals: web techniques
- XII. Media Controls & Consequences
 - a. Legal control
 - 1. Government regulation
 - 2. Hays Commission
 - 3. FCC
 - 4. Obscenity laws
 - b. Ethics in media
 - 1. Privacy
 - c. Early Media Research
 - d. Effects on culture
 - e. Violence
 - 1. Music
 - 2. Films
 - 3. Television
 - 4. Relationship of women to violence
- XIII. Future of mass media
 - a. Technological changes
 - b. Cultural changes

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