

Course Number

COM 126

Course Name

Introduction to Communication

Textbook(s)

Media and Culture: An Introduction to Mass Communication

Campbell 8th edition 2012

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Course Description

This communications survey course covers mass media, culture, and society. The course focuses on how and why the US media operate as they do, as well as on how media performance might be improved.

Course Objectives

Upon successful completion of this course, the student should be able to:

1. Examine mass communication including; television, film, music, Internet, print, and advertising.
2. Discuss the history, development, and future directions of mass media.
3. Analyze media literacy by examining the relationship between mass media and culture.
4. Recognize the variety of career paths available within the communication field.
5. Evaluate mass mediated messages.
6. Demonstrate strong oral and written communication skills through rational class discussions, exercises, and assignments.
7. Explain how mass media influence our thinking and decision making.
8. Define and explain mass media terms and concepts.
9. Identify what is considered high and low culture in the mass media industry.
10. Assess trends and future directions of the mass media industry.

Module One

Module One Objectives

1. Introduce mass media and cultural landscape and its impact on society
2. Introduce the Internet, digital media, and media convergence and its impact on society
3. Identify and understand basic research, observation, and critical thinking skills for analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses

Module One Description

Module One begins as a journey into the world of communication by exploring the culture and evolution of mass communication. Further evaluation identifies the process of communication by surveying the

cultural landscape and methods of critiquing the media and culture. Beginning with the identification of different mediums of communication by starting with the Internet, the subsequent readings will lead into the evolution of the Internet from conception through today, then introducing video games and interactive environments, exploring economics and issues of the Internet, and finally evaluating this medium in terms of its democratic possibilities.

Module One Introduction

Module One: The History and Culture of Mass Media

Mass media is the cultural industry that distributes a society's values. The history of mass media is traced through the print, electronic, and digital medias. Media acts as a way of personal story-telling in our culture. Many people today cannot even recall what it was like or how we communicated before Facebook and other social network sources. Where has mass media developed and evolved to in both high and low cultures?

In the Resources section, you will find the course syllabus, this module's lecture notes along with instructions to read textbook chapters one and two, a summary of module one, the module one blogging activity, a Clay Shirky lecture, and the discussion board expectations.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & Culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's. ISBN Number: 9780312644659.

Module One Resources

Type

Module notes

Title

Module One Notes

Description

Read the lecture notes on Chapters 1 and 2. Read Chapters 1 and 2 in the text.

Type

Module notes

Title

Module One Checklist

Description

Review this summary of Module One.

Type

Website

Title

Clay Shirky: How Social Media Can Make History

Description

Listen to this lecture on social media for Apply and Discover 1.1.

URL

http://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history.html

Type

PDF

Title

Discussion Board Expectations

Description

Understand the requirements of the Discussion Board.

Type

PDF

Title

COM 126 Syllabus

Description

Reference the syllabus throughout the course.

Module One Discussion Boards

Type

Discussion Board

Title

What Is Your Media Guilty Pleasure?

Question

Consider and respond to the following:

What is your media guilty pleasure? It could be anything from a TV show/genre to particular books, magazines, websites, or music genres/groups. Is there anything you feel embarrassed or ashamed about consuming? The more specific the better. Why do you feel guilty about it? Does this run against the norms of your gender? Your age? What youth culture currently determines as “cool”? What society sees as worthwhile?

Required?

Yes

Module One Apply & Discover

1.1

Type

Viewing

Name

The World History of Mass Media

Description

How can social media change history? Take a look at the lecture given by Clay Shirky. It is also a great introduction into the world of media history.

1.2

Type

Planning

Name

Final Paper: Approaching Media Research

Description

In Modules Six and Seven, there is a final paper that involves research and writing. This is due in Module Seven and may be too much work for completion during two modules. Prepare to work on this as early as possible.

For additional details, please refer to the Final Project Rubric document in the Assignment Guidelines and Rubrics section of the course.

Module One Evaluate

1.1

Type

Blog

Name

Blogging Away!

Description

This blog is meant to introduce you to blogging in a public forum. Rather than blogging on the Internet, where everyone might read what you post, you will have the opportunity to post within a smaller community for purposes of this activity. The blog activities in this course are designed to be public between all students in this course as well as your instructor. Each of your blog entries should be 200-300 words minimum. Review your classmates' blogs and each module post at least one comment or question you might have similar to the way you might post a question on an external blog on the Internet. Return to your blogs each module after your initial posting to review your classmates' questions and comments on your own blog.

For Module One, develop a blog post that elaborates on your introduction in your Icebreaker. Review blogs on the Internet. How does the blogger introduce themselves? What does their introduction say about the blogger and the brand they are trying to convey? In your blog entry, share a picture (either real or a visual that says something about who you are). Tell your peers why you are in school, what you like to do in your spare time, your future goals or dreams, and any other thoughts you wish to share about yourself. Your blog should be posted by the end of Module One.

For additional details, please refer to the Blog Rubric document in the Assignment Guidelines and Rubrics section of the course.

Module One Suggestions for Module Facilitation

Module Two

Module Two Objectives

1. Introduce the origins, evolution, and workings of sound recordings, popular music, and radio and identify the broad knowledge of each's impact on society
2. Explore the basic research, observation, and critical thinking skills for analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses
3. Identify the basic skills to write undergraduate-level essays

Module Two Description

In Module Two, continue exploring specific mediums of communication by learning about the development of sound recordings and popular music. Explore reformations of popular music and come to understand the business of sound recording industry. Consider free expression and democracy of and within popular music. Next, dive into early technology and development and evolution of radio, as well as look at commercial radio and media convergence influence on its popularity. Finally, come to understand the economics of radio and democracy of airwaves.

Module Two Introduction

Module Two: The Introduction of Sound Recording, Popular Music and Radio, and the Origins of Broadcasting

Music is part of the identity of many people. It influences mood, emotion, style, and appearance. Music is integral to society today, but at its inception, the sounds coming from the radio were little more than a glimmer of what we hear today. The radio offered music, news, and dramatic readings, as well as careers for everyone involved. Consider the development and reception from its inception until today.

In the resources for this module, find the module two notes along with instructions to read textbook Chapters 3 and 4, the module's summary checklist, Orson Welles' text version of his "War of the Worlds," and the [New York Times](#) account of the panic that followed.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Two Resources

Type

Module notes

Title

Module Two Notes

Description

Read the lecture notes on Chapters 3 and 4. Also read the textbook Chapters 3 and 4.

Type

PDF

Title

Module Two Checklist

Description

Review this summary of Module Two.

Type

Video

Title

Orson Welles—War of the Worlds

Description

This is Welles' original radio broadcast, along with a text version.

URL

<http://www.americanrhetoric.com/speeches/orsonwellswaroftheworlds.htm>

Type

PDF

Title

War of the Worlds Drama in the New York Times

Description

Read excerpts from the *New York Times* response to Orson Welles' War of the Worlds broadcast.

URL

<http://www.waroftheworlds.org/Articles/WarDrama.aspx>

Module Two Discussion Boards

Type

Discussion Board

Title

Radio

Question

Consider and respond to the following:

How much radio do you listen to? When do you listen? What attracts you to a particular station? What do you think the stations are doing that is “right”? What aspects of radio programming bother you? If you could envision the perfect radio station with the perfect format, what would it be? How would it be funded? Whom would it serve? What should be the purpose of this radio station in the community?

Required?

Yes

Module Two Apply & Discover

2.1

Type

Listening

Name

War of the Worlds Broadcast and Public Response

Description

Listen to the 1938 broadcast of War of the Worlds

If you do not wish to listen to the entire broadcast, try listening to the first few minutes, then scrolling forward to about 9 minutes in and listen for about 10 minutes or more.

<http://www.americanrhetoric.com/speeches/orsonwellswaroftheworlds.htm>

Once you listen to this broadcast, read the excerpts from the next day's New York Times account of the panic that followed.

<http://www.waroftheworlds.org/Articles/WarDrama.aspx>

Think about your reactions. Were these people illiterate? Or did the Mercury Theater broadcast play against people's media literacy?

2.2

Type

Planning

Name

Final Paper: Approaching Media Research

Description

In Modules Six and Seven, there is a final paper that involves research and writing. This is due in Module Seven and may be too much work for completion during two modules. Prepare to work on this as early as possible.

For additional details, please refer to the Final Paper Rubric document in the Assignment Guidelines and Rubrics section of the course.

Module Two Evaluate

2.1

Type

Blog

Name

Blogging Away!

Description

Develop a blog post on an event or topic outside of the course that has incited, inspired, or annoyed you during the past week. Perhaps you purchased a defective product and want to blog about your dialogue with the customer service department for the company that produced the product. What do you want your classmates to take away from reading this blog? Will you engage them? Inform them? Make them laugh at a situation? Persuade them to a viewpoint? Conduct research on the Internet and consider how professional and amateur bloggers might accomplish these goals if you are not sure where to start.

For additional details, please refer to the Blog Rubric document in the Assignment Guidelines and Rubrics section of the course.

Module Two Suggestions for Module Facilitation

Module Three

Module Three Objectives

1. Introduce the origins, evolution, and workings of television and cable and the impact each has had on society
2. Introduce the origins, evolution, and workings of movies and the impact of movies and images on society
3. Explore the basic research, observation, and critical thinking skills for analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses
4. Learn concepts and put into practice basic research by conducting an oral history account

Module Three Description

Module Three explores the origins and development of television and cable, evaluates major programming trends and regulatory challenges to television and cable, looks at technology and third screens, and reviews economics, ownership, and democracy of television and cable. Next, it traces the evolution of movies, progresses to the rise of the Golden Age, and then looks at the transformation of the Hollywood studio system. Finally, it discusses economics and democracy of popular movies.

Module Three Introduction

Module Three: The Evolution of Visual Media

Cable television was created to reach rural and small-town communities that were otherwise unable to pick up broadcast signals due to their remote locality. It took 30 years after development of photography to develop photography of motion. What would society be like without cable television and movies today? What would your life be like?

In this module's resources, find the Module Three lecture notes along with instructions to read textbook Chapters 5 and 6, the module's summary checklist, the instructions for the Oral History Report Assignment, two videos on the history of television, and a link to a timeline of the history of film, television, and video.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & Culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Three Resources

Type

Module notes

Title

Module Three Notes

Description

Read the lecture notes on Chapters 5 and 6. Read Chapters 5 and 6 in the course textbook.

Type

PDF

Title

Module Three Checklist

Description

Review this summary of Module Three.

Type

PDF

Title

Oral History Report

Description

These are the instructions for Apply and Discover 3.3.

Type

Video

Title

The History of Television - 01

Description

This video discusses the history of television.

URL

http://www.youtube.com/watch?v=bW_rnc6_FaE

Type

Video

Title

The History of Television - 02

Description

This video discusses the history of television.

URL

<http://www.youtube.com/watch?v=TAJ19XeIn1g>

Type

Reading

Title

The History of Film, Television, and Video

Description

This is a timeline of the history of film, television, and video.

URL

<http://www.high-techproductions.com/historyoftelevision.htm>

Type

PDF

Title

SNHU Rubric for Short Papers

Description

Use this rubric for the Oral History Report in Apply and Discover 3.3.

Module Three Discussion Boards

Type

Discussion Board

Title

Media and Interviews

Question

Consider and respond to the following:

Go to the Archive of American Television at <http://www.emmytvlegends.org/> and explore the website.

Search and watch at least two interviews posted to the archives. Notice how the interview is being conducted and the type of questions/information shared. This should give you some good ideas as you begin thinking about conducting your own oral history report due next module.

In the Discussion Board, provide a brief description of the interviews you listened to. Tell us the names and the professions of those interviewed and discuss what they shared with others. Why did you choose these particular interviews? Did you watch the shows they discussed? Are you interested in the profession they hold in the media industry? How did media impact your interviewees and their careers? What did you learn that was interesting or enlightening to you? How does the interview fit in with this module's theme of history and evolution of television/cable/movies? Do not just paraphrase the interview. Instead, apply your own critical thinking skills and present a perspective supported by your own arguments.

Required?

Yes

Module Three Apply & Discover

3.1

Type

Doing

Name

Oral History Report

Description

Attached are the instructions for the oral history report, due by the end of Module Four. Start on this assignment early to have time to find and interview a person and then create a report answering the requirements of this assignment.

When ready, submit your assignment through Turnitin.

This writing assignment is a short paper that focuses on one specific aspect of the interview. For additional details, refer to the Short Paper/Case Study Rubric document found both here and in the Assignment Guidelines and Rubrics section of the course.

3.2

Type

Viewing

Name

Discuss the History of Television

Description

Review the History of Television. Watch the two videos linked in the Resources.

3.3

Type

Reading

Name

The History of Film, Television, and Video

Description

Review this timeline of The History of Film, Television, and Video for an additional study tool and to increase understanding of this module.

<http://www.high-techproductions.com/historyoftelevision.htm>

Module Three Evaluate

3.1

Type

Blog

Name

Blogging Away!

Description

Develop a blog post that reflects on your previous entries. Consider if these were blog entries you would have made in a more public forum outside of the classroom. Would you still have written the same? Shared the same information? Review one of your past blog posts and share one element that you would have changed or improved on for a wider audience based upon comments by your classmates and your own observations. How did blogging during the past several modules and reading other blogs make you feel? Do you feel this practice is a reflection of our current state of technology? Is it reflective of a certain generation and its practices? Be sure to include any final thoughts you have on blogging and blogging practices.

Module Three Suggestions for Module Facilitation

Instructors are encouraged to remind students of the assignment "Media in the Media" due in Module Five. Consider posting an announcement in Modules Three and Four to help students manage their workload.

Module Four

Module Four Objectives

1. Introduce the origin, evolution, and working of newspapers, magazines, and books and understand the impact of each on society
2. Explore the basic research, observation, and critical thinking skills for analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses
3. Learn concepts and put into practice basic research by conducting an oral history account

Module Four Description

This module introduces the evolution and current state of newspapers, magazines, and books. During this module we will also identify the business side of each of the mediums, explore trends and issues, and consider how each affects the future of democracy.

Module Four Introduction

Module Four: Print Media

In the seventeenth century, print media commenced by way of the newspaper. Decades later, journalists were still fighting against government sanctions to have an independent press that could commend or criticize authorities at will.

Later, magazines were introduced as a specialized medium directed at small groups based on interest. Magazines are a valuable resource but have a historically different purpose than the newspaper.

Most extensively, perhaps, books have seen the greatest evolution through history. From religion to education and textbooks to pleasure reading, books offer readers great resources for endless information. Today books can be read online or listened to in an audio version.

In the resources for this module, find this module's lecture notes along with instructions to read textbook Chapters 7, 8, and 9, the module's summary checklist, the oral history report instructions, a link to a video on the future of book publishing, and a link to Newseum for today's newspapers' front pages from around the world.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Four Resources

Type

Module notes

Title

Module Four Notes

Description

Read the lecture notes on Chapters 7, 8, and 9. Read Chapters 7, 8, and 9 in the course text book.

Type

PDF

Title

Module Four Checklist

Description

Review this summary of Module Four.

Type

PDF

Title

Oral History Report

Description

These are the instructions for Apply and Discover 4.1.

Type

Video

Title

The Future of Book Publishing - New York Public Library Roundtable

Description

This video is the resource for Apply and Discover 4.2.

URL

http://www.youtube.com/watch?v=cGtmHm5N_Qc

Type

Website

Title

Newseum: Washington, D.C.'s Most Interactive Museum

Description

This website shows today's front pages to newspapers around the world. This is for use in Discussion 4.1.

URL

<http://www.newseum.org/todaysfrontpages/>

Type

PDF

Title

SNHU Short Paper Rubric

Description

Use this rubric for the Oral History Report in this module's Apply and Discover Activity.

Module Four Discussion Boards

Type

Discussion Board

Title

News Around the World

Question

Consider and respond to the following:

Go to <http://www.newseum.org/todaysfrontpages/> and look at the front pages of today's newspapers around the world. After reviewing 3–4 newspapers, talk about your impressions. Be sure to list the date and the countries/regions you looked at. Were there commonalities in reporting? Were there

differences? What does the front page tell you about the country or the region you reviewed? Did you see anything that was missing that should have been present?

As you respond to your peers, go to the website on a different day and review the front page of your peers' newspapers. Were the stories new? Were they old? What significance do you see in repetition or absence thereof?

Required?

Yes

Module Four Apply & Discover

4.2

Type

Viewing

Name

The Future of Book Publishing - New York Public Library Roundtable

Description

Watch the video of the New York Library Roundtable discussion (available in Resources) after reading Chapter 9 and think about the future of book publishing for your enrichment in this module.

Module Four Evaluate

4.1

Type

Short Paper

Name

Oral History Report

Description

Attached are the instructions for the oral history report due by the end of Module Four. Start on this assignment early to have time to find and interview a person, then create a report answering the requirements of this assignment.

When ready, submit your assignment through Turnitin.

This writing assignment is a short paper that focuses on one specific aspect of the interview. For additional details, refer to the Short Paper/Case Study Rubric document found both here and in the Assignment Guidelines and Rubrics section of the course.

Module Four Suggestions for Module Facilitation

Instructors are encouraged to remind students of the assignment "Media in the Media" due in Module Five. Consider posting an announcement in Modules Three and Four to help students manage their workload.

Module Five

Module Five Objectives

1. Introduce the techniques and practices of advertising and public relations
2. Explore the impact persuasive messages and framing of messages have on society
3. Understand the basic research, observation, and critical thinking skills for analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses

Module Five Description

This module introduces the world of advertising and commercial culture from its beginnings to today's state. There will be examination of persuasive techniques in contemporary advertising and consideration of the politics and democracy of advertising. Additionally, this module engages learning about the practice of public relations and framing messages and finishes by exploring media economics and the global marketplace.

Module Five Introduction

Module Five: Advertising, Promoting, and World Growth in Media

With rise of advertising came the establishment of advertising professionals and agencies. As technological advancements began transforming the media, they consequently brought on the emergence of broadcast advertisers.

PR representatives carry responsibilities of implementing various tools and techniques to maintain favorable relationships between their clients and the general public. Some jobs might include planning company events, managing press coverage, developing educational and informative materials, and working with individuals and groups in communities to raise public issues.

In our society, superficial consumer concerns, stock market quotes, and profit aspirations receive more attention than the broader social issues that affect media's role in a democracy.

In this module's resources, you will find the lecture notes as well as instructions to read Chapters 10, 11, and 12. Additionally find the video for Apply and Discover 5.1: Rory Sutherland, Life Lessons From an Ad Man, the guidelines for the Evaluate 5.1 short paper on media in the media, the SNHU rubric for short papers to serve as a reference for the short paper, and the Module Five Checklist.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Five Resources

Type

Module notes

Title

Module Five Notes

Description

Read the Module Five lecture notes as well as Chapters 10, 11, and 12 in the course textbook.

Type

Video

Title

TED: Ideas Worth Spreading

Rory Sutherland: Life Lessons From an Ad Man

Description

View this TED: Ideas Worth Spreading video for Apply and Discover 5.1.

URL

http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man.html

Type

PDF

Title

Media in the Media

Description

This is the instruction guideline for Evaluate 5.1.

Type

PDF

Title

SNHU Rubric: Short Paper/Case Study Analysis

Description

Refer to the short paper guidelines for additional details on this module's Evaluate Activity: Media in the Media found in this module. FOR PURPOSES OF THIS ACTIVITY THE PAGE LENGTH OF YOUR REPORT SHOULD BE 3-4 PAGES.

Type

PDF

Title

Module Five Checklist

Description

Use this checklist to keep you organized through this module.

Module Five Discussion Boards

Type

Discussion Board

Title

Advertising and Target Audiences

Question

Consider and respond to the following:

How would you categorize college students as a psychographic group? What are their attitudes, beliefs, interests, and motivations? Are the VALS groups accurate descriptions of you and people you know, or do they reduce people to simple stereotypes? Briefly describe two to three advertisements that seem to be targeting your psychographic group and explain your response to these ads. Do the eight categories capture the essence of most people, or are there values and lifestyles that fall outside these categories? If so, would these other types of people be of interest to advertisers?

Required?

Yes

Module Five Apply & Discover

5.1

Type

Viewing

Name

Life Lessons From an Ad Man

Description

Advertising adds value to a product by changing our perception, rather than the product itself. Rory Sutherland makes the daring assertion that a change in perceived value can be just as satisfying as what we consider “real” value—and his conclusion has interesting consequences for how we look at life.

View the video (available in Resources) Rory Sutherland: Life Lessons From an Ad Man.

Module Five Evaluate

5.1

Type

Short Paper

Name

Media in the Media

Description

Attached are the instructions for the Media in the Media assignment due by the end of Module Five. It is recommended that you work on this project throughout the first five modules of class collecting information required.

When ready, submit your assignment through Turnitin. Refer to the short paper guidelines for additional details on this activity found both in this module's resources and in the Assignment Guidelines and Rubrics section of the course. FOR PURPOSES OF THIS ACTIVITY THE PAGE LENGTH OF YOUR REPORT SHOULD BE 3-4 PAGES.

Module Five Suggestions for Module Facilitation

Module Six

Module Six Objectives

1. Introduce issues of journalism in the information age
2. Explore the ethical responsibilities of journalism
3. Identify alternative models of journalism
4. Learn a variety of ways to conduct media research

5. Understand and apply cultural approaches to media research
6. Understand legal controls and freedom of expression in the media

Module Six Description

This module will explore investigative journalism, ethics and the news media practices, and values, rituals, and legacy of journalism in today's world of technology. Examination of approaches to media research and legal controls and freedom of expression will also be reviewed.

Module Six Introduction

Module Six: Journalism, Media and Research, and Freedom of Expression

The culture of journalism introduces the idea of ethics in writing. There is concern about the ethical behavior of mass media and how to demonstrate the public's trustworthiness in the source. As receivers we expect the information that is so widely disseminated to be true. Does this mean that we should be inactive absorbers and accept everything we see and hear as the truth?

Does media have an immediate and harmful effect on the consumers? Who is to blame for outbursts of violence, sex, and hate? Should we place such responsibility on parents? What about television's role in such matters? Are video games to blame? Who do we hold accountable for falling standards in our society?

Freedom of expression has been debated since the times of the ancient Greeks. Who should have the right and the authority to put limits on the information? What is and is not acceptable?

In this module's resources, find the lecture notes along with instructions to read Chapters 13, 14, and 15. Additionally, find a website link to an article titled "The Media Violence Myth" for use in Apply and Discover 6.1, the final paper guideline, which you should begin this module and is due in Module Seven, and the SNHU rubric for short papers for use when writing the final paper.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Six Resources

Type

Module notes

Title

Module Six Notes

Description

Read this module's lecture notes as well as read Chapters 13, 14, and 15 in the course textbook.

Type

Website

Title

American Booksellers Foundation for Free Expression: The Media Violence Myth

Description

Read and explore this website for Apply and Discover 6.1.

URL

<http://www.abffe.org/myth1.htm>

Type

PDF

Title

Module Six Checklist

Description

Use this checklist to keep you organized throughout this module.

Type

PDF

Title

SNHU Rubric: Final Project Rubric

Description

Use this SNHU rubric for use when writing the final paper: Approaching Media Research.

Module Six Discussion Boards

Type

Discussion Board

Title

Media Effects

Question

Consider and respond to the following:

List one or two ways in which the mass media may contribute to or cause negative social effects (do not repeat your peers' ideas). Propose some solutions that may help lessen the effects. What factors work against your proposed solutions? Do people working within the mass media have a responsibility to try to lessen negative media effects?

As you reflect on your peers' posts, talk about whether or not you agree that the mass media contribute to the effects that were listed. What interventions could be made in the education of media

professionals to solve these problems? What are competing influences in the media industry that might stymie reforms?

Required?

Yes

Module Six Apply & Discover

6.1

Type

Reading

Name

The Media Violence Myth

Description

Freedom of expression has been debated since the times of ancient Greeks. Who should have the right and the authority to put limits on the information? What is and is not acceptable?

Read this article as you consider answers to this week's discussion question.

<http://www.abffe.org/myth1.htm>

You can also read the interview with the author on the same website to get a perspective of a scholar on this issue.

Module Six Evaluate

6.1

Type

Final Project

Name

Final Paper: Approaching Media Research

Description

This is our final paper for the course. You will continue working on this paper for the next two modules. Your completed assignment will be due in Module Seven.

When ready, submit your assignment through Turnitin. For additional details, refer to the Final Project Rubric document found in this module's resources.

Module Six Suggestions for Module Facilitation

Module Seven

Module Seven Objectives

1. Apply basic research, observation, and critical thinking skills to analyzing mass media messages, trends, and strategies from a variety of critical perspectives and present arguments to support conclusions made from such analyses
2. Develop research writing skills by creating a media research proposal paper

Module Seven Description

In this module three extended case studies will be read and knowledge applied from what has been learned and acquired in the previous six modules to analyze the media representations.

Module Seven Introduction

Module Seven: Applied Knowledge and Case Study Analysis

Consider the BP oil spill and its impact. How did different media accounts portray this event? What was the intended impact from each source? Why was some coverage widely broadcasted and other pieces rarely referenced? This module will offer insight into all of these questions.

In this module's resources, find the checklist for this module, the link to the BP oil spill case study for use in Discussion 7.1 and Apply and Discover 7.1, and the instructions for the final paper, which is due at the end of this module.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Seven Resources

Type

Website

Title

BP disaster: worst oil spill in US history turns seas into a dead zone

Description

Read this BP oil spill case study for use in Discussion 7.1 and Apply and Discover 7.1.

URL

<http://www.telegraph.co.uk/finance/newsbysector/energy/oilandgas/7783656/BP-disaster-worst-oil-spill-in-US-history-turns-seas-into-a-dead-zone.html>

Type

PDF

Title

Module Seven Checklist

Description

Use this checklist to keep you organized throughout this module.

Type

PDF

Title

SNHU Rubric: Final Paper Rubric

Description

Use this SNHU rubric for use when writing the Final Paper: Approaching Media Research.

Module Seven Discussion Boards

Type

Discussion Board

Title

Case Studies

Question

Consider and respond to the following:

Read the extended case study (BP oil spill), which can be found at a URL link in this module's resources, and post an initial response answering the following question: what connections do you make between

your case study and the readings you have completed for this course? Choose a chapter and analyze your case study from the perspectives/theories/concepts discussed in that chapter. For example, you may choose to look at the radio chapter and talk about the differences in coverage it received in nonprofit radio compared with commercial stations. Maybe you want to look at this case study from the journalism perspective and discuss how and why some coverage was presented.

Reflect on your peers' discussions. Do you agree or disagree? Can you offer additional thoughts?

Required?

Yes

Module Seven Apply & Discover

7.1

Type

Doing

Name

Case Study Coverage

Description

After reading the case study for Discussion 7.1, familiarize yourself with the coverage of the issues from all three sources:

1. News Media (Newspapers and news websites provide an excellent place to start; also look at cable and network news clips and other sources such as blogs and magazines.)
2. Official Communication (Look at BP's official websites,;look at the government sites for the other 2 case studies.)

3. Satirical Accounts (“Fake news” shows The Daily Show with Jon Stewart and The Colbert Report are excellent sources for clips satirizing the events the case studies, as well as the news media’s coverage of the issues. You can search for clips on the shows’ respective websites.)

Module Seven Evaluate

7.1

Type

Final Project

Name

Final Paper: Approaching Media Research

Description

Your completed final paper, Approaching Media Research, is due by the end of this module.

When ready, submit your assignment through Turnitin. For additional details, refer to the Final Paper Rubric document found both in this module's resources and in the Assignment Guidelines and Rubrics section of the course.

Module Seven Suggestions for Module Facilitation

Module Eight

Module Eight Objectives

1. Consider the history and evolution of mass media as the course has traced it through the print, electronic, and digital medias
2. Consider the origin and transformation of television and cable
3. Consider the business side and trends and impacts of print media and each's impact on the future of democracy
4. Consider the impact of framing persuasive messages through various mass communication vehicles
5. Consider the basic skills for writing an undergraduate essay
6. Consider the oral history account through basic research
7. Consider the research writing skills by creating a media research proposal paper

Module Eight Description

This module is a review of fundamental concepts of media history and media's impact on society. This is the final culmination of everything learned in the course, with final exam and final discussion. The examination will focus on testing concept understanding from Modules One through Seven (with the majority of the questions focusing on the second half of the course), and the final discussion will focus on reflections about the most interesting, challenging, and intriguing assignments.

Module Eight Introduction

Module Eight: Final Review and Exam

Media and communications have evolved tremendously and continuously for more than the past century. What has become increasingly evident is that society embraces numerous ways of gaining information, which can only continue to develop this massive industry. What will the next great medium of media be?

In this module's resources, find the final exam study guide for review prior to taking the final exam in this module.

Campbell, R., Martin, C., & Fabos, B. (2011). *Media & culture: An introduction to mass communication* (8th ed.). Boston: Bedford/St. Martin's.

Module Eight Resources

Type

PDF

Title

Final Exam Study Guide

Description

Use the study guide to help prepare for the final exam in this module.

Module Eight Discussion Boards

Type

Discussion Board

Title

Final Reflections

Question

Consider and respond to the following:

As you look back and reflect on the new knowledge you acquired during this course, think about your overall impressions about the course and its content. What was the most interesting thing that you learned in the last eight modules and why? What assignment did you enjoy the most, and how did it help you understand the implications of media to our communication? Was there a challenge that you struggled with the most (assignment or concept), and how did you overcome it? What will you take away from this course, and how will you use your new knowledge in your personal and professional lives?

Required?

Yes

Module Eight Apply & Discover

Module Eight Evaluate

8.1

Type

Test

Name

Final Exam

Description

You will have an unlimited amount of time to take this test. This is an essay exam that you will submit through Turnitin once you are finished.

Module Eight Suggestions for Module Facilitation