



RCOM401 –Media and Society

Master Course Syllabus

Course Overview (QM Standards 1.2)

Course description: *Media and Society* is an eight-week online, three credit hour course. This class examines media's industrial and cultural functions. Students will be introduced to significant perspectives and approaches that emphasize a) the development of media systems in the United States and across the globe as well as b) how we use and make meaning with media as part of our normal and remarkable life experiences. To study media's social, political, economic, and cultural impact, the course will examine different ways of understanding its production, form, reception, and influence. Also considered will be how these approaches relate to each other and to a range of case studies in various forms of media.

Course Goals:

1. Identify mass communication theories, trends, processes, and models;
2. Discuss various aspects of the media of mass communication, including historical development and the attendant economic, social and aesthetic impact on mass culture;
3. Critically analyze the ways in which mass communication media have influenced individual and mass consciousness;
4. Gather, identify and interpret mass media overt and covert messages;
5. Develop strategies to interpret and assess the impact of the media in our daily lives.

Pre-Requisites (QM Standard 1.6)

There are no course prerequisites for this course other than being an RBA (Regents Bachelor of Arts) student.

Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.7)

In addition to a web browser (preferable Firefox) that is Blackboard compatible, you will need the other WVROCKS supported technologies outlined in the student policies section.

Online Resources: This course makes use of many online resources. I have made every effort to make sure the links I have are up-to-date. However, due to the changing nature of the web, you may find that a resource is temporarily unavailable or has been removed. If this should happen, please send me an email and I will find an alternative resource or modify the assignment accordingly.

Instructor Information (QM Standards 1.8 & 5.3)

Individual instructors complete this information.

Virtual Office Hours

I am available in my virtual office by appointment only. Send me an email to set up an appointment.

Personal Commitment

My personal commitments to you as a participant include:

- I will reply to course mail messages within 24 hours;
- I will read all discussion postings and will reply where appropriate within 3 days
- I will acknowledge my receipt of every course mail message immediately upon reading it. If I am unable to respond to the request or concern at the time of initial reply, I will give you an estimated time for my next reply.
- If I am going to be away from the course space for more than a day or two, I will send a message to you indicating the length of my absence.
- I will regularly update information regarding due dates in the course announcements.

Optional/Required Course Materials (QM Standard 4.6)

- Vivian, J. (2017). The media of mass communication. NY, NY: Pearson.
- Website for Center for Media and Social Impact
- Other materials will be available in the course

Grading Policy (QM Standard 3.2)

Evaluation and Grading

Each module consists of a series of assignments, worksheets, discussions and reviews, each having specific point values designated in the table below. For each assignment you will be given the rubric or grading criteria from which you will be evaluated.

Application Log/Blog: You will keep a log that will allow you to apply various communication theories to your own life experience.

Literature Review: You will explore research relating to a communication theory and create a review of the literature.

Second Look Presentations: You will prepare and deliver a presentation on an assigned theory from a text chapter.

Research Design Project: You will conduct a qualitative (content analysis) research study and report your findings.

Exams: There will be two exams over the course of the semester. Each will consist of multiple choice, true/false, short answer and essay questions.

Activities: Each week you will complete discussions, case study analysis, or other activities related to the module content.

Grade scale:

90-100% - A

80-89% - B

70-79% - C

60-69% - D

59-0% - F

Sample Weekly Module

LEARNING OBJECTIVES	MATERIALS	ASSIGNMENTS/ ASSESSMENTS
<p>Define communication, mass communication, mass media, and culture.</p> <p>Discuss the relationship between communication, mass communication, and culture</p> <p>Evaluate the impact of technology and economics on the communication/culture relationship</p> <p>Provide a broad overview of current trends in mass communication.</p>	<p>Text Chapter 1</p> <p>www.cmsimpact.org</p> <p>Resources- Case Studies</p>	<p>W1A1: Media and Everyday Life: The Media Log</p> <p>W1A2: Case Study Reaction Paper</p> <p>W1A3: Group Discussion</p> <p>W1A4: Self- Assessment – Media Awareness Test</p>