



The College of  
*St. Scholastica*

CTA 1114 Mass Communication  
Fall 2006 (2007.10)  
CRN – 21962  
Sec.1

## SYLLABUS

<u>Instructor:</u>	Steve Erickson (sericks1@css.edu)
<u>Office:</u>	T4403
<u>Phone:</u>	Office: 218-723-6701 Home: 715-398-6521
<u>Office Hours:</u>	M,W 2:00 – 3:30 p.m. TR 12:30 – 1:30 p.m. (Other hours by appointment)
<u>Credits:</u>	Four
<u>Class Meeting/Location:</u>	MWF 9:15-10:20 a.m., T3410
<u>Text:</u>	<u>Media/Impact: An Introduction to Mass Media</u> 8th Ed. by Shirley Biagi, 2007. Published by Thompson Wadsworth Learning, Belmont, CA.

### Course Description:

Analyzes the relationship between media and society through the interaction of technology, business, audiences, culture and government. Through lecture, discussion, field trips and other in-class activities the course will review the history and theories of mass communication as they relate to specific media.

### Course Context

Along with tremendous social changes taking place in our American and world societies the business of INFORMATION is expanding as well. Mass communication media are playing a large role in this INFORMATION expansion.

It is the purpose of this course to provide the student with a comprehensive understanding of the field of mass communication and its various applications in contemporary society. The course includes an historic as well as contemporary overview and discussion of the mass media industries and the consequences of media messages on individuals, society, and culture.

For Communication and Theatre Arts majors, introductory courses tend to describe the discipline. Whether a CTA Major or not, it is worth knowing how the characteristics and affinities of each media affect the choices a communicator makes in designing a message for one medium contrasted with a different one. When we know, we increase our freedom and independence because we better understand the techniques which are used to affect us as consumers of media messages . . . much less designers of those messages.

Course Objectives:

Students will study and document through papers, tests, discussions, and projects an understanding of types of social goals that we try to achieve by means of the mass media. Through class discussion, exams, and projects the student should be able to:

1. Describe the evolution of mass media technology.
2. Discuss and describe in class discussions how a message is adapted to the characteristics and affinities of various media.
3. Demonstrate, in class discussions, the roles of individuals, social groups, industry and government in utilizing and controlling media message content.
4. Discuss, in class, the nature of media messages as business.
5. Describe major theories of mass communication.
6. Describe the role of media as agencies of social change/control.
7. Account for tendencies and conclusions suggested by major "effects" studies through discussion in class.

Evaluation/Assignments:

Through a combination of quizzes (unannounced), four tests, writing assignments/exercises, class discussions, and attendance each student will have the opportunity to provide evidence of achievement in the class. Some assignments are required but not graded. Specific tests and assignments will be shown on the class schedule or in separate handouts which will describe paper/project assignments. Students will be asked to keep a media log/journal and write a brief paper based on that journal.

The instructor uses a twelve-point scale in evaluating student work. The scale is as follows:

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
12	11	10	9	8	7	6	5	4	3	2	1	0

In evaluating the work, each quiz or writing assignment counts once, projects/papers count once, the media log/journal and paper will count twice, each exam counts twice.

Example:

Assignments <u>Grade</u>	Quiz 1 <u>A-</u>	Log/Jnl <u>B+</u>	Exam 1 <u>C</u>	Exam 2 <u>B-</u>	Exam 3 <u>A</u>	Paper/Proj <u>A+</u>
Equivalent Score	10	9x2=18	5x2=10	7x2=14	11x2=22	12x1=12
Totals	$10 + 18 + 10 + 14 + 22 + 12 = 86/12 = 7.16 = B-$					

Now you have the basis to determine your grade at any point during the semester.

### Academic Honesty:

This class follows The College of St. Scholastica Policy on academic honesty as stated in both the 2005-2007 College Catalog (p. 63) and the 2006-2007 Student Handbook. Collaboration in discussion groups during class, study groups outside of class, and in discussing the merits of issues discussed in formal presentations is encouraged. Work handed in for evaluation should be the work of only the student. Minimal supportive proofreading by others is allowed (though students should make use of the College Writing Center ((T-3111, 723-6657)) services in writing as needed). The bulk of all substantive work submitted for evaluation should be the work of each individual student. If there is a question concerning collaboration on any assignment, the student should ask the instructor for clarification. Written and spoken assignments, which have been previously prepared, presented, for any reason, should be identified to the instructor for approval.

### Attendance:

Attendance is noted on a daily basis. More than four **unexcused** absences will adversely affect the final grade. Please notify the instructor prior to any planned absences so we can make proper arrangements for missed class work. There appears to be a correlation between attendance and the final course grade.

### Incomplete (I) Grades:

An Incomplete (I) grade will only be given in extreme cases. Students must appeal to the instructor before the last week of class for an Incomplete grade. Both the student and the instructor must agree upon a date for completion of the course requirements at the time of the appeal.

### Students with Special Needs:

Students with special needs should notify Heather Angelle the Coordinator for Students with Disabilities (phone 723-6645 in T-2144) so that accommodations can be arranged.

### Applying for Majors in Communication or Advertising and Public Relations:

The CSS Catalog strongly recommends that you apply to your major near the end of your sophomore year. The Department of Communication and Theatre Arts requires you to apply and be accepted into your major at least one calendar year before your graduation date (this May to graduate next May). Whenever possible, you should apply to the major the first semester of your junior year. Please inform your advisor of your intended graduation date whenever you meet. Meeting the required deadlines and completing the appropriate paper work is your responsibility.



Tentative **Schedule** (subject to change)

Wednesday September 6	Introduction to class. Assign: Chapter 1 – Mass Media and Everyday Life
Friday September 8	Discuss Chapter 1 Assign: Chapter 2 – Books: Rearranging the Page Handout: <b>Media Inventory and Survey</b> assignment
Monday September 11	Complete Chap 1 and Discuss Chapter 2 Create "Book Proposal" group and handout <b>BOOK PROPOSAL ASSIGNMENT</b>
Wednesday September 13	Continue to discuss Chapter 2. <b>Inventory and Survey Due</b>
Friday September 15	Guest - Todd White - CSS Librarian and private press printer/publisher/bookbinder. Assign: Chapter 3 – Newspapers: Expanding Delivery
Monday September 18	Discuss Todd White and Chapter 3 Hand out <b>MEDIA LOG AND PAPER</b> assignment
Wednesday September 20	Videotape "The First and Essential Freedom"
Friday September 22	Discuss "Freedom" video and continue to discuss Chapter 3 and work in groups on "Book Proposal" Assign: Chapter 4 – Magazines: Targeting the Audience
Monday September 25	Discuss Chapter 4
Wednesday September 27	<b>Test #1 (Chaps 1-4)</b> Assign: Chap 5 – Recordings: Demanding Choices
Friday September 29	Review Exam. Discuss Chapter 5
Monday October 2	Continue to discuss Chapter 5 Assign: Bring your favorite recording (CD's & Flash Drives) for Friday.
Wednesday October 4	<b>Community Day - School in session/no classes</b>
Friday October 6	Listen to individual music selections Assign: Chap 6 – Radio: Riding the Wave <b>Group Book Proposal Due</b>
Monday October 9	Discuss Chap 6
Wednesday October 11	Videotape - "In Times Past - Radio Days" Assign: Chapter 7 – Movies: Picturing the Future
Friday October 13	Discuss "Radio Days" video, listen to a "vacuum tube" AM Radio and Discuss Chapter 7

Monday October 16	Continue to discuss Chap. 7.
Wednesday October 18	Videotape - "Connections - Countdown" with James Burke
Friday October 20	Discuss "Connections" video and Chap 7
<b>THANKSGIVING BREAK</b>	<b>November 22-26</b>
Monday October 23	View example of early films (16mm) Assign: Chapter 8 – Television: Changing Channels
Wednesday October 25	Discuss films and begin to discuss Chap. 8
Friday October 27	Tour TV Station - KBJR Channel 6 (NBC)- (246 South Lake Ave)
Monday October 30	<b>Mid-Semester Break - no class</b>
Wednesday November 1	Continue discussion of Chap 8 and view examples of early TV <b>MEDIA LOG AND PAPER DUE</b>
Friday November 3	<b>Test #2 (Chaps 5-8)</b> Assign: Chapter 9 – Digital Media: Widening the Web
Monday November 6	Discuss Chapter 9
Wednesday November 8	Review Test #2 and continue discussion of Chap 9 Assign: Chapter 10 – Advertising: Motivating Consumers
Friday November 10	Discuss Chapter 10 Assign: Chapter 11 – Public Relations: Promoting Ideas
Monday November 13	Discuss Chap 11
Wednesday November 15	Guest - Advertising and Public Relations-TBA
Friday November 17	Discuss Guest and continue to discuss Chap 10/11 Assign: Chap. 12 News and Information: Getting Personal
Monday November 20	Discuss Chap 12
Monday November 27	Continue to discuss Chap. 12
Wednesday November 29	<b>Test #3 (Chaps 9-12)</b> Assign: Chapter 13 – Society, Culture and Politics: Shaping the Issues
Friday December 1	Discuss Chapter 13 Assign: Chapter 14 – Law and Regulation: Rewriting the Rules

Monday December 4	Discuss test #3 and Chap 14
Wednesday December 6	Continue to discuss Chap 14 Assign: Chapter 15 – Ethics: Placing Responsibility
Friday December 8	Discuss Chapter 15
Monday December 11	Continue discussion of Chap 15 Assign: Chapter 16 – Global Media: Discovering New Markets
Wednesday December 13	Discuss Chap 16
Friday December 15	Continue discussion of Chap 16 and concluding lecture/discussion
Monday December 18	10:00 a.m. - 12:00 noon. Final Class Meeting <b>Exam #4 (Chapters 13 - 16)</b>