

# ABBREVIATED SYLLABUS

## Catherine Wright, PhD COMM 202: Media & Society

### Catalog Description

Examines the relationship between media and society through the study of the development of various media systems in the United States, including print media, radio, television, film, the recording industry, and new communication technologies. Introduces media effects and basic theories.

### Course Description

Media and Society is a class that investigates what media is, how it has affected society through the ages, and what impacts it has on society today. It also takes a look at the questions: Does society affect media and/or does media affect society? How or how not?

This class begins with the most fundamental aspect of media, the written form. It reviews what impact writing has had on the world. By doing so, we are better prepared to understand and discuss how we make sense of our world today. The course then goes to discover the effects of sound and how it has been used and is currently used in our society. From there, we look at the visual aspects of media from both an historical viewpoint as well as using our world lens to discuss how visual aspects of media impact our current lives/world as global citizens. Lastly, we will investigate the always-changing digital world, which combines all three of elements we discussed through the semester.

This course focuses not only on our current day society and the impact of media, but on the historical aspects of media and society in order that we are able to intelligently discuss how we, as a society, act and react to what we see and hear in the media today.

### Course Objectives/Rationales

At the conclusion of the course, students should be able to accomplish the following tasks:

1. State the four elements of media from the course;
2. Explain how these four elements have changed society through the ages;
3. Define important theories and fundamental changes that have occurred and explain their impact historically, socially, politically, legally, etc.
4. Define, explain, and analyze various aspects of media that will prepare the student the deeper study of media, journalism, public relations, and politics from a communication standpoint.

This course is divided into four parts of Media and Society: Writing, Sound, Visual, and Electronic. We will take a look at each of these areas; however “media & society” is too vast of a subject to discuss everything that has happened. Thus, there will be some things we will not have time to discuss during the semester. This does not mean they are unimportant or that I do not care. It means that of the unimaginable number of possibilities, I have had to make tough choices as to what to include. I will try to balance historical information and relate it to current-day situations.

My goal is to enlighten you to things that have happened that have shaped the way our (American) society is today. Think about the major social movements over our (American) history and then think

about the impact the media has had in each movement. Conversely, each movement has had an impact on our media and has opened up many “doors” to the way we experience our society and freedoms today. If you are unfamiliar with Archie Bunker, that TV show is one perfect example.

I look forward to guiding you through this semester as we take a look at a variety of aspects of both society and media through the ages, so you get a strong sense of what media is today and how it came about. I also look forward to learning from each of you because a society is not made up of one viewpoint. It is made up of many people experiencing the same thing but having different outcomes.

#### Required Textbooks

1. Communication in History: Stone Age Symbols to Social Media (7th edition) ISBN: 9781138729483
2. Revolutions in Communication: Media History from Gutenberg to the Digital Age ISBN: 9781628924787

#### Student Learning Objectives

1. Students will be able to define, explain, and demonstrate how media and society work interchangeably;
2. Students will be able to analyze and discuss media’s effects on society and society’s effects on media through viewing others' assignments in order to develop analytical skills and critical thinking;
3. Students will develop analytical skills and critical thinking skills through the viewing, analysis, and participation in class assignments;
4. Students will become aware of the fundamental principles of media theory and apply them in various in-class and written assignments;
5. Students will receive reinforcement for effective written and spoken communication;
6. Students will learn about and will apply ethical principles regarding media and society;
7. Students will learn to effectively analyze a variety of media using available research and theory;

#### Graded Items

Exam One	100
Exam Two	100
Exam Three	100
Final Exam (cumulative)	200
Presentation (see Blackboard)	100
Presentation Responses (see Blackboard)	<u>200</u>
Total for semester	800