MMC 2000 Introduction To Mass Media
Syllabus
Spring 2008-1
Monday

Instructor: Mr. Billy M. Oliver, Assistant Professor
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Description
Development of a critical perception of the mass communication process and its results in both printed and electronic media. Applications of the ethics and codes of journalism to the changing roles and forms of journalistic media.

Required Text

Learning Outcomes and Specific Competencies
At the completion of the course, students will know the following:
1. The role ethics play in the mass media.
2. How books became the building blocks for the mass media.
3. The role of magazines in the mass media.
4. A brief history of newspapers and their role in mass media.
5. A basic understanding of information storage.
6. The impact of movies on mass media.
7. A brief history of radio.
8. How television evolved from radio and where it stands today.
10. The importance of the mass media to public relations.
11. Advertising's role in mass media.
12. The basics of media research.
13. Mass media's effects on society and the individual.
14. How mass media functions in a political environment.
15. A brief history and overview of media law.

Topics
1. The changing communications media environment.
2. Theories of communication media.
3. The Evolution of the information society.
4. Economic issues in communication media.
5. Communication media policy and ethics.
7. Print media.
8. Audio media.
10. Multichannel media.
11. The telephone industry.
12. The information services industry.
13. The computer industry.
14. Communication media in the work place.
15. The advertising industry.
16. The public relations industry.
17. Effects of mass media.
18. The social impacts of information technologies.

Learning Methods
Outcomes and competencies will be achieved through lectures, readings, and student papers and presentations.

Course Requirements
Group Projects
The class will be divided up into groups. Each group will give a twenty minute presentation and complete an error free typed paper (4-5 pages per group member) and references (a minimum of 5) on a topic (to be named later by the instructor) dealing with media in other countries. Must be written in APA format.

Individual Projects
Each student will give a five minute presentation and complete an error free typed paper (at least 5 pages) and references (a minimum of 3) on a topic (to be named later by the instructor) dealing with "Mass Media's Effects on Individuals and Society". Must be written in APA format.

Attendance
A total of 6 class hours of absence will result in an automatic F. Two tardies (any time after the roll is called) constitutes one absence. It is the student’s responsibility to withdraw from class.

Grading/Evaluation
Your final grade will consist of the following components:
10 Exams ......................... 500
Group Project ..................... 150
Individual Project ............... 150
Final Exam ......................... 200

1000-900  A
899-800  B
799-700  C
699-600  D
599-  0  F

Note: Late projects will be deducted 1 letter grade per day late, including weekends.
Readings, Assignments, Exams and Dates

Week 1: August 29
   Introduction
   Reading: Chapter 1
   The evolution of the information society.

Week 2: September 5
   Holiday

Week 3: September 12
   Print Media (Continued)
   Readings: Chapters 2,3,4
   Print Media.

Week 4: September 19
   Readings: Chapter 5
   Film
   Quiz

Week 5: September 26
   Readings: Chapter 6
   Aural Media
   Quiz

Week 6: October 3
   Readings: Chapter 7
   Television
   Quiz

Week 7: October 10
   Readings: Chapter 10
   Telephone and the Internet
   Quiz

Week 8: October 17
   Readings: Chapter 12
   Advertising.
   Quiz

Week 9: October 24
   Readings: Chapter 11
   Public Relations

Week 10: October 31
   Group Projects

Week 11: November 7
   Readings: Chapter 13
Mass Communication research and Effects.

Week 12: November 14
Readings: Chapter 14
Media Policy & Ethics.
Quiz

Week 13: November 21
Thanksgiving Holiday

Week 14: November 28
Media Policy & Ethics (Continued)

Week 15: December 5
Readings: Chapter 15, 11
Globalization of Communications Media.
Theories of Mass Communication
Quiz

Week 16: December 12
Individual Presentations

Important Dates
09/03 Last day to drop without penalty
11/04 Last day to drop with W.
12/15-12/19 Final Exam - 10:00-11:50

Disability Statement
Students with documented special learning needs may want to inform
the instructor so that accommodations may be made, or contact the
MDCC Office of Services for Students with Disabilities.

Ethics Policy
Academic dishonesty in any form will not be tolerated and violators
will be dealt with in accordance with policies stated in the Student
Handbook.