



## COURSE SYLLABUS

**Media in Society** (3) *Three lecture hours per week.* Introduction to radio, television and cable TV. Includes a survey of the emerging technologies such as the Internet, the web, direct satellite broadcast, interactive TV, digital radio and TV, Video On-Demand and podcasting. Other topics include: electronic media organizations, history, programming, media ethics, government regulations and state laws, news-making and advertising. This course is designed for Broadcasting majors and non-majors. (CSU, transfers to SFSU as equivalent to BECA 200)

### Instructor: Michelle Brown

Associate Professor, Broadcast & Electronic Media  
Technology Division, College of San Mateo

Office Hours: Tuesdays 11am-12:30pm & Thursdays 1pm-3pm.

Location: KCSM, Bldg. 09, Room 135 (library basement).

Office Phone: (650) 524-6934

E-Mail: [brownm@smccd.edu](mailto:brownm@smccd.edu) Include **“Media” in Subject Line** of class-related email!!!



### Class Schedule

Class meets Mon, Wed, & Fri 12:10pm-1pm in B19-0103.

### Required Texts

*Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern Electronic Media.* Dominick, Messere, Sherman, McGraw-Hill, 2004. ISBN 0-07-249383-6.

The “What the Fork?” Learning Community Reader Fall 2007 at the CSM Bookstore.



### Student Learning Outcomes & Course Goals

The media have such a pervasive presence in our society that we do not take enough time to think about the ways in which we receive and perceive news and entertainment. This class is one stop on your journey to becoming media literate. We begin with the history and development of electronic media, then we will look at the broadcast industry today, how it is regulated, international broadcast systems, the influence of the Internet, media research, theories, and how media effect society.

This semester, as part of the “What the Fork?” Learning Community, we will also consider the ways in which media influence our food choices and affect our health. What do media teach us about food, eating, exercise, and nutrition? Do commercials help you make good food choices?

### Students will...

- Trace the history of electronic media’s development, including radio, television, cable, satellite, and the Internet.
- Examine government regulation and corporate influences over media and discuss ownership issues.
- Identify important people and entities in media history and the media industry today.
- Distinguish between profit-driven commercial media and non-commercial media.
- Track, measure, and reflect on their own personal media use - and identify received gratifications.
- Develop and express personal views regarding government regulation of broadcast and cable.
- Conduct basic original research by tracking specific types of TV content using a quantitative analysis, then express personal views related to their data.
- Discuss media ethics and what it means to adopt a professional code of ethics.
- Evaluate criticism and controversy surrounding electronic media.
- Identify career opportunities in the media industry and the pathways leading to success.



### Methods

The primary instructional method for this course is lecture, so be prepared to TAKE GOOD NOTES during each lecture. Some lectures cover topics that are NOT in the textbook, so good lecture notes are important. Secondary methods are assigned readings, in-class discussions, in-class writing assignments (POV papers), video and audio samples of TV and radio programs and personalities.

### Assignments & Points

Media Diary & Paper	100
4 POVs/papers 25 pts ea.	100
1 Radio Format Clock	50
TV Content Analysis	200
4 Exams 100 pts ea.	400
Food "Fork" Project	50
Attendance, Participation	100

*Total Possible Points 1000*

### Grading Scale

A= 900-1000
B= 800-899
C= 700-799
D= 600-699
F= 599 and below



### \*\*\*\*\*COURSE SCHEDULE\*\*\*\*\*

**NOTE: Assigned readings should be completed before class.**

#### AUGUST

Week 1	W/22	Course Overview & Syllabus Review. Electronic media defined. Why study media? What you will learn this semester. Media Uses & Gratifications - how do we use media?
	F/24	Mass Communication. <b>POV Paper 1:</b> Personal media memory. <b>NOTE: BUY THE TEXTBOOK &amp; READER.</b>
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Week 2	M/27	Development of Radio - Inventions & Inventors. <b>ASSIGNMENT:</b> See attached "Media Diary Assignment." <b>READ:</b> Textbook pp. 4-21.
	W/29	History of Radio. <i>Empire of the Air.</i>
	F/31	From radio to television. Early television.

#### SEPTEMBER

Week 3	M/03	NO CLASS Labor Day Holiday
	W/05	<b>READ:</b> Textbook pp. 21-27, "Aversion to Food," Fork Reader pp. 145-147. "Disgust," Fork Reader pp. 534-535. TV's growth & change. Prep for Friday Food Forum.
	F/07	FRIDAY FOOD FORUM #1: Food Taboos!
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Week 4	M/10	Review Food Forum. <b>POV Paper #2:</b> Reflect on Food Taboos. TV history continued. The dawn of cable & satellite.

	W/12	<b>READ:</b> Text Chapter 2. History of Cable, Satellite & Home Video.
	F/14	The path to the Internet Speeding towards convergence
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Week 5	M/17	<b>DUE:</b> Media Diary & Paper. Review for Exam 1 on Wed.
	W/19	<b>EXAM 1</b>
	F/21	<b>READ:</b> Text Ch. 4 The state of radio today. Ownership. Why formats flip.
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Week 6		<b>READ:</b> Text Ch. 5
	M/24	Broadcast and Cable/Satellite TV Today.
	W/26	Serving the public through broadcasting - the PBS model.
	F/28	Careers in Broadcasting & New Media. Tour Broadcast & Electronic Media studio/control room.
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<b>OCTOBER</b>		
Week 7		<b>READ:</b> Text Ch. 6.
	M/01	Today's Internet. What's so New about New Media?
	W/03	The Public Sphere: a place where anyone can say anything. So, where is it? Habermas' Theory of public sphere <b>POV Paper 3:</b> Is the Internet a public sphere? Prep for Friday Food Forum.
	F/05	FRIDAY FOOD FORUM #2.
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