



KIIS Italy, Summer 2018

BCOM 201: Process & Effects of Mass Communication

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Syllabus subject to change

Course Description:

This course introduces fundamental communication contexts, theories and processes by examining mass media impact on social, political and economic sectors. It also considers communication issues and trends, including media literacy, ethics, legal controls, violence, censorship, the Internet, and social media. Emphasis is given to global and regional interests, with special attention to the Italian cultural context.

Text

Mass Communication: Living in a Media World 6th Ed. By Ralph E. Hanson
SAGE Publications, ISBN-13: 978-1506344461

Course Objectives

This is a course about the media. It is designed to provide the student with a look at the scope of the modern media of mass communications—particularly television, radio, newspapers, magazines, books, films, the Internet and recorded music. Special attention will be paid to the history, structure and functions of the mass media and the responsibilities of those who work in the various media industries.

This course will allow the student to gain a more complete understanding and appreciation of both communication and the media. A student should develop the skills to critically evaluate the content of the messages received through the media. The class is designed to show some insight into the impact mass media have on the social, political and economic aspects of society.

In general, the course is designed to accomplish two purposes:

1. Prepare you to become a more astute consumer of the media, and
2. Equip you for further study of mass communication.

General Education Goals

Students will be able to:

1. Use appropriate methods of critical thinking and quantitative reasoning to examine issues and to identify solutions. (GE Goal two)
2. Analyze the historical and social contexts of cultural, economic, political, religious, and scientific developments. (GE Goal three)

3. Distinguish the methods that underlie the search for knowledge in the arts, humanities, natural sciences, history, and social and behavioral sciences. (GE Goal seven)
4. Integrate knowledge that will deepen their understanding of, and will inform their own choices about, issues of personal and public importance. (GE Goal eight)

Course-Specific Student Learning Outcomes

Using the critical and creative thinking process students will be able to:

1. Identify and comprehend the basic terms and concepts relevant to mass communication and society (*comprehension*)
2. Identify and comprehend the social and cultural impact of various forms of mass media as well as key individuals and inventions in the mass media (*comprehension*)
3. Comprehend the methods used in mass media to gather and distribute information (*methods*)
4. Analyze the implications and consequences of the first amendment for mass media (*analysis*)
5. Integrate relevant information, appropriate perspectives and important principles in mass media (*integration*)

Evaluations

The unit tests and comprehensive final exam will cover required readings, lectures, and other materials covered in the course materials. Each test will include a multiple choice, true/false, and/or short essay questions.

Written Reflections

Students are expected to write at least two 250-word reflections per week. These reflections will require you to react to information in your text, the unit lectures, and your own experience with media. A goal of this class is to inform students about the media and encourage you to think critically and creatively about media issues and to communicate effectively what you've learned.

Quality and Accuracy

Errors in spelling, style and context will result in a lower grade, even if the error is clearly typographical, i.e., carelessness or the result of failing to edit. Proofing matters. The goal is professional quality.

Tentative Schedule

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| • Unit One: Democracy, Media Literacy and Effects | (Chapters 1 & 2) |
| • Unit Two: Media Business & News | (Chapters 3, 6 & 9) |
| • Unit Three: From Gutenberg to Convergence | (Chapters 4, 5 & 10) |
| • Unit Four: Music & Law | (Chapters 7 & 13) |
| • Unit Five: Public Relations, Advertising & Ethics | (Chapters 11, 12 & 14) |
| • Unit Six: Globalization, Movies & Entertainment | (Chapters 8 & 15) |

Modifications:

Students will be provided adequate notification of any substantial changes. Since all groups of individuals do not progress at the same rate, the instructor may modify requirements (or their timing) as circumstances dictate. For example, the instructor may wish to change the number and frequency of examinations, or the number and frequency of assignments. Besides, we'll have a lot of Italian culture to absorb, so let's go with the flow.

Attendance/Discussion/Participation.

There will be many, many things to discuss each day. You're required to participate in all class sessions, including scheduled KIS events/trips, and to take part in all discussions. If you miss a class session or KIS event without an excused absence (such as a verifiable illness), you will automatically lose one letter grade (10%) from your overall course grade by scoring a zero on class participation.