

# Introduction to Mass Communication (Hybrid) (매스커뮤니케이션개론) Syllabus - Spring 2021

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## **Curriculum Delivery Method:**

**Course Text:** Mass Communication and Media Studies: an introduction, by Peyton Paxson (PDF of the book provided in Week 1)

**Course Description:** This course will cover the history, development, and impact of the mass media, including print, photography, film, radio, television and digital media. The course focuses on communication theories and research, media systems, structure and ethics, the relationship between the media and society, and future directions in media communications. This course will give students an overview of the history, development and influence of media and communications in our lives.

**Course Objectives:** Students will be introduced to the various methods of mass communication and media present in our modern society. The course will cover the history and development of mass communication from the invention of print to the present. The course will also provide an overview of advertising and marketing techniques such as the use of suggestive language, coercive graphics, symbology and techniques of information arrangement. There will be emphasis toward the end of the course on the ever-evolving electronic communication world where advertising is

becoming personalized based on user habits, web searches and social media usage.

- Students will have a firm understanding of the evolution of mass communication
- Students will be able to recognize various methods used in persuasive advertising
- Students will be able to discuss Mass Communication as it relates to their lives
- Students will be able to recognize the effects of Mass Communication in modern society
- Students will be able to discuss and identify the various technologies used in Mass Communication

**Competencies:**

Communicative / Personality / Self-directed learning / Professional / Global / Creative

**Course language:** This course is taught completely in English. Students will need to have a good level of English to read and understand the contents and to complete the assignments. All lectures, lessons, instructions, homework, and exams are in English only.

**Course website:** <https://canvas.suwon.ac.kr/learningx/main>

**Attendance:**

- Students must access the course materials online and participate in the mandatory discussion forum and complete all other activities each week, in order to be deemed 'present' - The mandatory discussion forum/activity will be outlined at the beginning of each week

**Lateness:**

- Late submission of weekly assignments/quizzes or late participation will not be accepted. The score for that week's assignment and participation will be marked as 0.

### **Mid-term and Final:**

- Mid-term and Final assessments will be online exams and will take place during the assigned timetable slot in Midterms and Finals weeks.

### **Participation:**

- To gain participation points, students must complete all of the following:
  - During weeks with discussions, students must; give a well-detailed response to the questions asked, including opinions and information/ideas to back it up.
  - Respond to at least two other students' posts.

### **Grades:**

Mid Term 15% - Weeks 1-7

Final Exam 15% - Weeks 9-14

Prezi 15%- How do I Consume Media!

Paper 10%- How has Mass Communication shaped my country? 1 page double spaced

Discussions 10%- 6 Discussions

Quizzes 10%- 5 Quizzes

Attendance 25%

This course requires students to have a smartphone with a functioning camera and microphone as well as access to a desktop computer to use for Canvas and some projects.

### **Course Schedule:**

**Week 1:** Introduction and Overview of Mass Communication- Syllabus, Grading, Course Schedule, Expectations, etc. What is Mass Communication overview. Reading: Chapter 1, Discussion: 1

**Week 2:** Mass Communication in our culture- How does the media affect our culture while we also affect the media? What causes these effects? Reading: Chapter 2, Quiz 1

**Week 3:** Media Studies and literacy- Theories of media effect and human reaction Reading: Chapter 3, Discussion 2

**Week 4:** Advertising and PR. Reading: Chapter 4, Quiz 2

**Week 5:** Television. Reading Chapter 5, Discussion 3

**Week 6:** Radio and Music. Reading Chapter 6, Quiz 3

**Week 7:** Printed media, Prezi Due

**Week 8:** Mid Term Reading: Chapter 7

**Week 9:** Movies and video, Reading: Chapter 8, Quiz 4

**Week 10:** The internet, Reading: Chapter 9, Discussion 4

**Week 11:** New media, Reading: Chapter 10, Quiz 5

**Week 12:** Disaggregation and Convergence, Reading: Chapter 11, Discussion 5

**Week 13:** Mass Communication Law, Reading: Chapter 12

**Week 14:** Globalization, Discussion 6

**Week 15:** Final Exam, Paper Due