



Introduction to Mass Communication

(Pablo Sherman)

pablolunasherman@gmail.com

Curriculum Delivery Method: Online

Course Text: Mass Communication and Media Studies: an introduction, by Peyton Paxson (PDF at bottom of 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 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.

- Explore the history of Mass Communication
- Explore the history of advertising and marketing strategies
- Explore the theories behind electronic advertising
- Explore the role of electronic communication in modern society
- Explore the evolving nature of personalized content
- Discover the basic methods involved in the production of various types of media
- Find solutions to global issues through electronic communication

| Grades |
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| 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%- 6 Quizzes |
| Attendance 25% (don't ask me why) |

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 Blackboard and some projects.

Course Schedule

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| 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 effect 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, Paper Due, Discussion 6 |
| Week 15 | Final Exam |