

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**COURSE NUMBER – COURSE NAME  
GMMD 101 – Intro to Media Studies**

**Created by: Christopher S. Sweeney**

**Updated by: Christopher S. Sweeney**

**Canino School of Engineering Technology**

**Department: Decision and Graphic Media Systems**

**Semester/Year: Fall 2018**

- A. **TITLE:** Intro to Media Studies
- B. **COURSE NUMBER:** GMMD 101
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

# Credit Hours: 3  
# Lecture Hours: 3 per week  
# Lab Hours:        per week  
  Other:            per week

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes  No

- E. **GER CATEGORY:** None:  Yes: GER  
*If course satisfies more than one:* GER 7 Humanities

- F. **SEMESTER(S) OFFERED:** Fall  Spring  Fall & Spring

- G. **COURSE DESCRIPTION:**

This course will introduce students to the process of media analysis. Emphasis will be placed on key terms for adopting a critical eye towards mass media and the development of media literacy in both traditional (print, radio, film, television) and emerging (digital and web-based) forms.

- H. **PRE-REQUISITES:** None  Yes  If yes, list below:

**CO-REQUISITES:** None  Yes  If yes, list below:

**I. STUDENT LEARNING OUTCOMES: (see key below)**

By the end of this course, the student will be able to:

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>Program Student Learning Outcome</u></b> <b><u>[PSLO]</u></b>	<b><u>GER</u></b> <i>[If Applicable]</i>	<b><u>ISLO &amp; SUBSETS</u></b>	
Understand the effects of media on American society	Content Knowledge	7	2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
Describe the role played by advertising and public relations in supporting mass media	Content Knowledge	7	4-Soc Respons ISLO ISLO	ER Subsets Subsets Subsets
Identify problems with current media ownership and dissemination	Content Knowledge	7	4-Soc Respons ISLO ISLO	ER Subsets Subsets Subsets
Identify ways in which emerging media technologies exert pressure on traditional systems.	Content Knowledge	7	5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Engage critically with mass media products	Content Knowledge	7	2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
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<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

\*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes  No

If YES, select one or more of the following categories:

- |   |  |
|---|--|
| <input type="checkbox"/> Classroom/Lab      | <input type="checkbox"/> Civic Engagement              |
| <input type="checkbox"/> Internship         | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research                      |
| <input type="checkbox"/> Practicum          | <input type="checkbox"/> Entrepreneurship              |
| <input type="checkbox"/> Service Learning   | (program, class, project)                              |
| <input type="checkbox"/> Community Service  |  |

K. **TEXTS:**

Understanding Media and Culture: An Introduction to Mass Communication

L. **REFERENCES:**

None

M. **EQUIPMENT:** None  Needed: Computer Lab

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

Class Participation  
Team Presentations  
Exams  
Journals/Blog

P. **DETAILED COURSE OUTLINE:**

I. Understanding Mass Media Today

- a. agenda-setting
- b. conglomerate ownership
- c. message pluralism
- d. concentration of ownership
- e. chains
- f. convergence
- g. 3 Information Communications Revolutions

II. Books

- a. ownership and literacy
- b. the free library system
- c. specialization in publishing
- d. high low and middlebrow
- e. the electronic book

III. Newspapers

- a. dissident press

- b. sensationalism
- c. yellow journalism
- d. penny paper
- e. national newspapers

#### **IV. Magazines**

- a. specialized magazines
- b. muckrakers
- c. freelancers
- d. specialized magazines
- e. pass-along readership

#### **V. Recordings**

- a. preservation
- b. format obsolescence

#### **VI. Radio**

- a. ratings share
- b. average quarter hour
- c. formats
- d. Telecommunications Act of 1996
- e. Narrowcasting
- f. payola

#### **VII. Movies**

#### **VIII. Television**

- a. rating
- b. networks
- c. demographics
- d. share
- e. Sweeps
- f. Telepresence

#### **IX. Digital Communications and the Web**

- a. interpersonal communication
- b. mass communication
- c. sender
- d. channel
- e. medium
- f. feedback
- g. noise
- h. digital highway
- i. intellectual property rights

#### **X. Advertising**

- a. repetition
- b. style
- c. ubiquity
- d. click-through rated
- e. CPM (cost per thousand)

#### **XI. Public Relations**

- a. Crisis PR
- b. Financial PR
- c. Product PR

#### **XII. News and Information**

- a. Ethnocentrism
- b. Altruistic Democracy
- c. Responsible Capitalism

- d. Small-town Pastoralism
- e. Individualism
- f. Moderatism
- g. Order
- h. Leadership
- i. Agenda-Setting

**XIII. Social and Political Issues**

- a. 3 major findings regarding TV violence in 2,500 studies
- b. magic bullet theory
- c. Laaswell Model
- d. two-step flow
- e. Media Effects Research
- f. Media Content Analysis
- g. spiral of silence
- h. no sense of place
- i. stereotyping

**XIV. Law and Regulation**

- a. libel
- b. privacy
- c. prior restraint
- d. LAPs Test

**XV. Ethical Practices and Policies**

- a. History and Definitions
- b. Philosophical Principles
- c. Media Definitions and Codes
- d. Response to Criticism
- e. Importance of Professional Ethics

**XVI. International Media**

- a. Soviet Theory
- b. Authoritarian Theory
- c. Libertarian Theory
- d. Social Responsibility Theory
- e. Developmental Theory
- f. News flow

**Q. LABORATORY OUTLINE: None  Yes**