

1904	E6T3	open	KY150	T 6:30pm- 9:20 pm	Lenert
------	------	------	-------	-------------------	--------

Media Studies 101 Contemporary Media 3 Cr, 3 Hrs

Spring Semester 2003 | Department of Media Studies | Queens College, CUNY
RA 208, Tuesday 6:30pm- 9:20 pm

Prof. Edward Lenert, JD, PhD

Building G, Room 208A

Office hours: Tuesday 5:50 - 6:15 PM and Thursday, 3:00 - 4:00 PM, and by appointment.

Tel (718) 997-2966 (But please send an e-mail rather than leaving a telephone message).

E-mail: ProfessorLenert@aol.com

Course summary and objectives:

This course provides an introduction to the study of mass media, focusing on media industries and their economic and social roles. Through readings, lectures, and written assignments, we will address the spectrum of contemporary media forms, their industrial structures, and their modes of address. Coverage will include the study of newspapers, radio, television, cinema, and the emerging technologies of the Internet and the World Wide Web.

Required Readings

*Joseph R. Dominick, *Dynamics of Mass Communication: Media in the Digital Age*, 7th ed. (2002).

*Assigned Reading on the Internet. Link from course Homepage:
<http://forbin.qc.edu/mediastudies/mediasite/facultypages.html>

Grading

Three short analytical papers:	45%
<i>(2-3 pages plus any supporting information).</i>	
Midterm	25% (Tuesday, 4/8/03 at 6:30 PM)
Final	25% (Tuesday, 5/20/03 at 6:15 PM)
Class participation	<u>05%</u>
	100%

Course Schedule

1/28 INTRODUCTION AND OVERVIEW (1)

*Dominick, Chapter 1: Communication: Mass and Other Forms

*Dominick, Chapter 2: Perspectives on Mass Communication

2/4 THE IMPORTANCE OF MASS MEDIA (2)

*Dominick, Chapters 1 and 2 continued.

GLOBALIZATION

*Dominick, Chapter 17: The Global Village

*Assigned Readings on the Internet

Written Assignment #1: Gatekeeping & Agenda Setting (Due 2/25)

2/11 MAKING THE NEWS: TELEVISION NEWS (3)

MAKING THE NEWS: TELEVISION NEWS

*Dominick, Chapter 12: News Gathering and Reporting

*Assigned Readings on the Internet

2/18 MAKING THE NEWS: NEWSPAPERS (4)

*Dominick, Chapter 4: Newspapers.

*Assigned Readings on the Internet

2/25 HISTORICAL CONTEXT (5)

- *Dominick, Chapter 3: Historical and Cultural Context
- *Assigned Readings on the Internet

THE RELATIONSHIP BETWEEN SPONSORS AND EDITORS

- *Dominick, Chapter 5: Magazines
- *Dominick, Chapter 6: Book Publishing
- *Assigned Readings on the Internet
- Written Assignment #2 Magazine Content Analysis Assignment (Due 4/1)*
- ✓ Gatekeeping & Agenda Setting Assignment Due

3/4 ADVERTISING (6)

- *Dominick, Chapter 14: Advertising
- *Assigned Readings on the Internet

3/11 MEDIA, POLITICS, AND INFLUENCE (7)

- *Dominick, Chapter 13: Public Relations
- *Assigned Readings on the Internet

3/18 THE LEGAL FRAMEWORK OF MASS COMMUNICATIONS (8)

- *Dominick, Chapter 15: Formal Controls: Laws, Rules, Regulations
- *Dominick, Chapter 16: Ethics and Other Informal Controls
- *Assigned Readings on the Internet

3/25 AUDIENCES AND IDENTITIES: RADIO AND MUSIC (9)

- *Dominick, Chapter 7: Radio
- *Dominick, Chapter 8: Sound Recording
- *Assigned Readings on the Internet

4/1 AUDIENCES, TASTES, AND RATINGS: TELEVISION (10)

- *Dominick, Chapter 10: Television
- *Assigned Readings on the Internet
- ✓ Magazine Content Analysis Assignment Due
- Written Assignment #3: Uses and Gratifications Assignment (Due 5/13)*

Review For Midterm Exam

4/8 MIDTERM EXAM (11)

- ✓ Bring a pencil.

--- spring break, Friday, April 11 - Monday, April 28 ---

4/29 MEASUREMENT OF MEDIA EFFECTS (12)

- *Dominick, Chapter 18: Social Effects of Mass Communication
- *Assigned Readings on the Internet

5/6 ART AND COMMERCE: MOTION PICTURES (13)

- *Dominick, Chapter 9: Motion Pictures
- *Assigned Readings on the Internet

5/13 THE INTERNET AND INTERACTIVE MEDIA (14)

- *Dominick, Chapter 11: The Internet and the World Wide Web
- *Assigned Readings on the Internet
- ✓ Uses and Gratifications Assignment Due

Review for Final Exam

FINAL EXAM: Tuesday, 5/20/03 at 6:15 PM

- ✓ Bring a pencil.