

**Course Outline for JAMS 2**

**INTRODUCTION TO MEDIA**

**Effective: Fall 2021**

**I. CATALOG DESCRIPTION:**

JAMS 2 — INTRODUCTION TO MEDIA — 3.00 units

A survey of radio, television, film, and multimedia and their impact on culture and society; includes economics, technological development, programming, ratings, legal aspects, and social control of broadcasting in America, and cross-cultural, international comparisons.

3.00 Units Lecture

**Strongly Recommended**

- Eligibility for ENG 1A/1AEX -

**Grading Methods:**

Letter or P/NP

**Discipline:**

- Journalism

	<b>MIN</b>
<b>Lecture Hours:</b>	54.00
<b>Expected Outside of Class Hours:</b>	108.00
<b>Total Hours:</b>	162.00

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1**

**III. PREREQUISITE AND/OR ADVISORY SKILLS:**

**Before entering this course, it is strongly recommended that the student should be able to:**

- A. -Eligibility for ENG 1A/1AEX
1. Use concepts of paragraph and essay structure and development to analyze his/her own and others' essays
  2. Write effective summaries of texts that avoid wording and sentence structure of the original
  3. Organize coherent essays around a central idea or a position
  4. Apply structural elements in writing that are appropriate to the audience and purpose
  5. Provide appropriate and accurate evidence to support positions and conclusions
  6. Produce written work that reflects academic integrity and responsibility, particularly when integrating the exact language and ideas of an outside text into one's own writing
  7. Utilize effective grammar recall to check sentences for correct grammar and mechanics
  8. Proofread his/her own and others' prose

**IV. MEASURABLE OBJECTIVES:**

**Upon completion of this course, the student should be able to:**

- A. Explain and analyze radio as a means of mass communications through the study of radio history, current programming practices, regulation, and radio station management;
- B. Explain and analyze television as a means of mass communications through the study of television history, current programming practices, regulation, and television station management;
- C. Explain and analyze film as a means of mass communications through the study of film history and current practices of the film industry;
- D. Explain and analyze multimedia as a means of mass communications through the study of the history and current practices of multimedia industries;
- E. Explain and analyze the historical and current impact of the media on our society from the standpoint of business, education, and politics.

**V. CONTENT:**

- A. Radio
1. Growth of radio
    - a. Origin of networks
    - b. Early programming

- c. Regulating principles
  - 2. Radio programming today
    - a. Economics of music industry
    - b. Online programming
    - c. Culture
  - 3. Radio station operation
- B. Television
  - 1. Growth of television
    - a. Origins
    - b. Early programming
    - c. Regulating principles
  - 2. Television programming today
    - a. Advertising
    - b. Online programming
  - 3. Television station operation
  - 4. Educational television
  - 5. Networks today
  - 6. Cable broadcasting
  - 7. Subscription broadcasting
  - 8. Careers in broadcasting
  - 9. Social aspects of broadcasting
    - a. Economics
    - b. Culture
    - c. Ethics
    - d. Entertainment
- C. Film
  - 1. Growth of film
    - a. Origin of film
    - b. Early film
    - c. Regulating principles: ratings
  - 2. Film today
  - 3. Film production and industry
    - a. Multimedia
- D. Growth of multimedia
  - 1. Origin of multimedia
  - 2. Early multimedia
  - 3. Regulating principles
  - 4. Multimedia programming today
    - a. User-generated content
    - b. Social networking
    - c. Collaborative filtering
    - d. Cloud computing
  - 5. Multimedia industry and converging media
    - a. Online content
    - b. Mobile devices
    - c. Video game platforms
- E. Media and society
  - 1. The Federal Communications Commission
    - a. History and functions
    - b. Composition
  - 2. The public interest
    - a. The basic theory of broadcasting
    - b. Radio, television, film, and multimedia as media of free speech
    - c. FCC statements of policy
  - 3. Social inequality and media representation
    - a. Race
    - b. Gender
    - c. Class
  - 4. Politics and broadcasting
  - 5. The law and political broadcasting
  - 6. Coverage of political events
  - 7. The economics of broadcasting
  - 8. Advertising and agencies
  - 9. Problems posed by advertising
  - 10. The audience
    - a. Research and surveys
    - b. Ratings--how they are attained and what they mean
  - 11. Comparative broadcast systems
    - a. Types of systems
    - b. Radio, television, film, and multimedia in other countries
  - 12. Growth of international broadcasting

## VI. METHODS OF INSTRUCTION:

- A. **Audio-visual Activity** -
- B. **Critique** -
- C. **Discussion** -
- D. **Projects** -
- E. **Research** - project
- F. **Lecture** -
- G. **Discussion** -
- H. **Student Presentations** -
- I. **Written Exercises** -

## VII. TYPICAL ASSIGNMENTS:

- A. Oral presentations of group research and discussion:
  - 1. Compare television in the United States with television in Mexico (or another country) using comparative techniques discussed in class.
  - 2. Define and explain the ethical issues involved in broadcasting campaign ads on television.
- B. Written analysis of ethical issues presented in a video:

1. View "Broadcast News" and describe the ethical issues confronted by one of the three major characters.
- C. Primary and secondary research term paper:
  1. Provide an oral report on the role that the ratings system has played in the development of American cinema.
- D. Essay examinations:
  1. Typical questions:
    - a. Compare and contrast radio in Canada with radio in the United States.
    - b. How have new media impacted how Americans get the news?
    - c. Describe how the rating system is used in film.

#### VIII. EVALUATION:

##### **Methods/Frequency**

- A. Quizzes  
Weekly
- B. Research Projects  
At least one per semester
- C. Papers  
At least one per semester
- D. Group Projects  
At least one per semester
- E. Class Participation  
Weekly
- F. Class Work  
Weekly

#### IX. TYPICAL TEXTS:

1. Campbell, Richard. *Media & Culture: Mass Communications in a Digital Age*. 10th ed., Bedford/St. Martin's, 2015.
2. Croteau, David, and William Hoynes. *Media Society: Industries, Images, and Audiences*. 5th ed., Pine Forge Press, 2013.
3. , CQ Researcher. *Issues in Media: Selections from CQ Researcher*. 3rd ed., CQ Press, 2016.

#### X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Access to radio, television, film, and the Internet