**Syllabus**

**[Course Number and Title]**

**[Semester]**

**[Professor Name]**

**[Class Meeting Times]**

**Course Description**

Welcome! This class is an introduction to mass communication— mass media— perhaps one of the most important topics in our times. People use media constantly and yet many people do not think deeply about the influence of those media on their lives, the history of those media, how the individual media are similar and connected and how they are different, and the role those media have played throughout human existence. This class will provide a broad yet in-depth survey of mass media and their relationship to culture and society.

**Course Purpose**

The purpose of the course is to introduce students to the influence and power of mass communication media on society, culture, and their own lives. The course will introduce students to the history of each medium but also reflect on and anticipate the future of the medium.

**Learning Outcomes**

Upon completion of the course, students will be able to:

* Apply critical thinking skills to the understanding of mass media.
* Display an understanding of the historical, ethical, and current cultural frameworks in which mass communication has evolved.
* Demonstrate knowledge of the ways in which mass media have influenced people, society, and culture.
* Analyze the possible futures of the different mass media in the decades ahead.

**Course Organization**

[Note to Instructor: There are many ways to organize a course on how media have evolved over the centuries and become huge cultural influences in the 2020s. The text is designed so that instructors can organize and emphasize topics that they believe to be most essential for their students. For example, some instructors might find the chapters on social media, advertising, law and ethics, and media economics the most relevant to students. Other instructors may want to concentrate on how books, newspapers, magazines, music, radio, movies, television, and electronic games first came into being and evolved throughout history.

The book also allows for different semester timeframes The following are three suggested ways to organize the textbook content for a 15-week semester, a 10-week quarter, and an 8-week quarter.]

**15 Weeks of Instruction**

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| **Week** | **Book Chapter** | **Topics Covered** | **Notes** |
| 1 | Chapter 1: Understanding Media and Culture in the 2020s | • American Media and Culture—Shaping Each Other  • The Evolution of Media  • The Evolution of Culture  • Media and Culture Converge—“Is Google Making Us Stupid?”  • Popular Culture—Tastemakers, Influencers, and Gatekeepers  • Media Literacy for an Age of Disinformation | Week 1 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 2 | Chapter 2: Media Effects in the 2020s: “The Dark Side of TikTok”? | • Mass Media and Their Many Messages  • Media Effects Theories  • Methods of Studying Media | Week 2 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 3 | Chapter 3: Books in the 2020s | • A History of Books  • The Role of Books in American Culture  • The Formats of Books  • Trends in Book Publishing  • The Future of the Book—and the Library—in the 2020s | Week 3 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 3 Quiz: Choose questions from the Test Item Files for Chapters 1–3 |
| 4 | Chapter 4: Newspapers in the 2020s | • A History of Newspapers  • Objectivity and Other Models of Journalism  • The Role of Newspapers in American Culture  • Trends in Newspaper Publishing: News Deserts  • The Future of Newspapers in the 2020s | Week 4 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 5 | Chapter 5: Magazines in the 2020s | • A History of Magazines  • The Role of Magazines in American Culture  • The Specialization of Magazines  • Trends in Magazine Publishing  • The Future of Magazines in the 2020s | Week 5 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 6 | Chapter 6: Music in the 2020s | • A History of American Music  • The Role of Music in American Culture  • Trends in Music  • The Future of Music in the 2020s | Week 6 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 6 Quiz: Choose questions from the Test Item Files for Chapters 4–6 |
| 7 | Chapter 7: Radio in the 2020s | • A History of Radio  • The Role of Radio in American Culture  • Trends in Radio  • The Future of Radio in the 2020s | Week 7 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 8 | Chapter 8: Movies in the 2020s | • A History of Movies  • The Role of Movies in American Culture  • Trends in Movies  • The Future of Movies in the 2020s | Week 8 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 9 | Chapter 9: Television in the 2020s | • A History of the Television  • The Role of Television in American Culture  • Trends in Television  • The Future of Television in the 2020s | Week 9 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 9 Quiz: Choose questions from the Test Item Files for Chapters 7–9 |
| 10 | Chapter 10: Electronic Games in the 2020s | • A History of Electronic Games  • The Role of Electronic Games in American Culture  • Trends in Electronic Games  • The Future of Electronic Games in the 2020s | Week 10 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 11 | Chapter 11: Social Media in the 2020s | • A History of Social Media  • The Role of Social Media in American Culture  • Trends in Social Media  • The Future of Social Media in the 2020s | Week 11 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 12 | Chapter 12: Advertising and Public Relations in the 2020s | • A History of Advertising and Public Relations  • The Role of Advertising and Public Relations in American Culture  • Trends in Advertising and Public Relations  • The Future of Advertising and Public Relations in the 2020s | Week 12 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 12 Quiz: Choose questions from the Test Item Files for Chapters 10–12 |
| 13 | Chapter 13: Media Law and Ethics in the 2020s | • A History of Media Law and Ethics  • The Role of Media Law and Ethics in American Culture  • Trends in Media Law and Ethics  • The Future of Media Law and Ethics in the 2020s | Week 13 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 14 | Chapter 14: The Future: Media Economics in the 2020s | • A History of Media Economics  • The Role of Media Economics in American Culture  • Trends in Media Economics  • The Future of Media Economics in the 2020s | Week 14 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 15 | Review and Final Exam for Chapters 1–14 |  | Final Exam: Choose questions from the Test Item Files for Chapters 1–14 |

**10 Weeks of Instruction**

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| **Week** | **Book Chapter** | **Topics Covered** | **Notes** |
| 1 | Chapter 1: Understanding Media and Culture in the 2020s | • American Media and Culture—Shaping Each Other  • The Evolution of Media  • The Evolution of Culture  • Media and Culture Converge—“Is Google Making Us Stupid?”  • Popular Culture—Tastemakers, Influencers, and Gatekeepers  • Media Literacy for an Age of Disinformation | Week 1 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 2 | Chapter 2: Media Effects in the 2020s: “The Dark Side of TikTok”? | • Mass Media and Their Many Messages  • Media Effects Theories  • Methods of Studying Media | Week 2 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 2 Quiz: Choose questions from the Test Item Files for Chapters 1–2 |
| 3 | • Chapter 3: Books in the 2020s  • Chapter 4: Newspapers in the 2020s | • A History of Books  • The Role of Books in American Culture  • The Formats of Books  • Trends in Book Publishing  • The Future of the Book—and the Library—in the 2020s  • A History of Newspapers  • Objectivity and Other Models of Journalism  • The Role of Newspapers in American Culture  • Trends in Newspaper Publishing: News Deserts  • The Future of Newspapers in the 2020s | Week 3 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 4 | • Chapter 5: Magazines in the 2020s  • Chapter 6: Music in the 2020s | • A History of Magazines  • The Role of Magazines in American Culture  • The Specialization of Magazines  • Trends in Magazine Publishing  • The Future of Magazines in the 2020s  • A History of American Music  • The Role of Music in American Culture  • Trends in Music  • The Future of Music in the 2020s | Week 4 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 4 Quiz: Choose questions from the Test Item Files for Chapters 3–6 |
| 5 | • Chapter 7: Radio in the 2020s  • Chapter 8: Movies in the 2020s | • A History of Radio  • The Role of Radio in American Culture  • Trends in Radio  • The Future of Radio in the 2020s  • A History of Movies  • The Role of Movies in American Culture  • Trends in Movies  • The Future of Movies in the 2020s | Week 5 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 6 | • Chapter 9: Television in the 2020s  • Chapter 10: Electronic Games in the 2020s | • A History of the Television  • The Role of Television in American Culture  • Trends in Television  • The Future of Television in the 2020s  • A History of Electronic Games  • The Role of Electronic Games in American Culture  • Trends in Electronic Games  • The Future of Electronic Games in the 2020s | Week 6 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 6 Quiz: Choose questions from the Test Item Files for Chapters 7–10 |
| 7 | Chapter 11: Social Media in the 2020s | • A History of Social Media  • The Role of Social Media in American Culture  • Trends in Social Media  • The Future of Social Media in the 2020s | Week 7 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 8 | • Chapter 12: Advertising and Public Relations in the 2020s  • Chapter 13: Media Law and Ethics in the 2020s | • A History of Advertising and Public Relations  • The Role of Advertising and Public Relations in American Culture  • Trends in Advertising and Public Relations  • The Future of Advertising and Public Relations in the 2020s  • A History of Media Law and Ethics  • The Role of Media Law and Ethics in American Culture  • Trends in Media Law and Ethics  • The Future of Media Law and Ethics in the 2020s | Week 8 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Week 8 Quiz: Choose questions from the Test Item Files for Chapters 11–13 |
| 9 | Chapter 14: The Future: Media Economics in the 2020s | • A History of Media Economics  • The Role of Media Economics in American Culture  • Trends in Media Economics  • The Future of Media Economics in the 2020s | Week 9 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 10 | Review and Final Exam for Chapters 1–14 |  | Final Exam: Choose questions from the Test Item Files for Chapters 1–14 |

**8 Weeks of Instruction**

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| **Week** | **Book Chapter** | **Topics Covered** | **Notes** |
| 1 | • Chapter 1: Understanding Media and Culture in the 2020s  • Chapter 2: Media Effects in the 2020s: “The Dark Side of TikTok”? | • American Media and Culture—Shaping Each Other  • The Evolution of Media  • The Evolution of Culture  • Media and Culture Converge—“Is Google Making Us Stupid?”  • Popular Culture—Tastemakers, Influencers, and Gatekeepers  • Media Literacy for an Age of Disinformation  • Mass Media and Their Many Messages  • Media Effects Theories  • Methods of Studying Media | Week 1 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 2 | • Chapter 3: Books in the 2020s  • Chapter 4: Newspapers in the 2020s | • A History of Books  • The Role of Books in American Culture  • The Formats of Books  • Trends in Book Publishing  • The Future of the Book—and the Library—in the 2020s  • A History of Newspapers  • Objectivity and Other Models of Journalism  • The Role of Newspapers in American Culture  • Trends in Newspaper Publishing: News Deserts  • The Future of Newspapers in the 2020s | Week 2 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 3 | • Chapter 5: Magazines in the 2020s  • Chapter 6: Music in the 2020s | • A History of Magazines  • The Role of Magazines in American Culture  • The Specialization of Magazines  • Trends in Magazine Publishing  • The Future of Magazines in the 2020s  • A History of American Music  • The Role of Music in American Culture  • Trends in Music  • The Future of Music in the 2020s | Week 3 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 4 | • Chapter 7: Radio in the 2020s  • Chapter 8: Movies in the 2020s | • A History of Radio  • The Role of Radio in American Culture  • Trends in Radio  • The Future of Radio in the 2020s  • A History of Movies  • The Role of Movies in American Culture  • Trends in Movies  • The Future of Movies in the 2020s | Week 4 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions  Mid-term Exam: Choose questions from the Test Item Files for Chapters 1–8 |
| 5 | • Chapter 9: Television in the 2020s  • Chapter 10: Electronic Games in the 2020s | • A History of the Television  • The Role of Television in American Culture  • Trends in Television  • The Future of Television in the 2020s  • A History of Electronic Games  • The Role of Electronic Games in American Culture  • Trends in Electronic Games  • The Future of Electronic Games in the 2020s | Week 5 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 6 | • Chapter 11: Social Media in the 2020s  • Chapter 12: Advertising and Public Relations in the 2020s | • A History of Social Media  • The Role of Social Media in American Culture  • Trends in Social Media  • The Future of Social Media in the 2020s  • A History of Advertising and Public Relations  • The Role of Advertising and Public Relations in American Culture  • Trends in Advertising and Public Relations  • The Future of Advertising and Public Relations in the 2020s | Week 6 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 7 | • Chapter 13: Media Law and Ethics in the 2020s  • Chapter 14: The Future: Media Economics in the 2020s | • A History of Media Law and Ethics  • The Role of Media Law and Ethics in American Culture  • Trends in Media Law and Ethics  • The Future of Media Law and Ethics in the 2020s  • A History of Media Economics  • The Role of Media Economics in American Culture  • Trends in Media Economics  • The Future of Media Economics in the 2020s | Week 7 Assignment: Use Section Exercises, End-of-Chapter Review Questions and/or Critical Thinking Questions |
| 8 | Review and Final Exam for Chapters 9–14 |  | Final Exam: Choose questions from the Test Item Files for Chapters 9–14 |