Our Media Environment

This course examines advanced theories in mass communication and media literacy. Students will analyze social, political, and economic forces that shape media; influences of media on society; and approaches to media policy, media advocacy, and media reform. The focus of the course spans the full spectrum of media, from tradition to emerging forms.

Prerequisites

COMM 240 (Media Studies) or JOUR 190 (Intro to Mass Media) or permission of instructor;

COMM 398 (Research Methods) or permission of instructor.

Texts

Required: Robert McChesney (2013) *Digital Disconnect.* The New Press.

Required: Online readings in Canvas.

Evaluation Scheme

This course will be run as a seminar, with students actively contributing to their own learning process through readings, discussions, and presentations. Student evaluations will be based on the following four assignments:

30% – seminar participation
30% – writing assignment
10% – presentation assignment
30% – outreach project

Evaluation percentages translate into letter grades according to the following formula:

A	=	94-100		C	=	74-76
A -	=	90-93		C -	=	70-73
B +	=	87-89		D +	=	67-69
B	=	84-86		D	=	64-66
B -	=	80-83		D -	=	60-63
C +	=	77-79		F	=	less-than-60

Grade Appeals Policy

The burden of proof in any disagreement over evaluation of student performance rests with the student. If students desire re-evaluation of a grade for an assignment, they must submit a rationale in writing. This rationale should identify the specific change requested and provide a reasoned case, including reference to the original assignment criteria and evidence in support of the change requested. In addition, a copy of the original assignment must be submitted with the appeal.

Academic Honesty Policy

All university and departmental academic honesty policies will be enforced in this course.

Learning Objectives

Student who complete this course should become familiar with a body of theory and knowledge that enables them to critically analyze and evaluate media content and the systems that produce it. In addition, this course supports the following general department learning objectives:

Writing - Students are able to write proficiently at college level.
Concepts - Students are able to apply communication concepts.
Critical Thinking - Students are able to employ critical thinking skills.