Communication 2361– Intro to the Mass Media
Fall 2016

INSTRUCTOR: JOHN BUTLER
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COURSE OBJECTIVES
This class is a survey course that will provide you with an introduction to the history and theoretical framework of current and future mass media system. Lectures and assigned readings are the staples of this course.

ATTENDANCE
You are expected to be in class and on time every week.

TEXTBOOK:
Media & Culture 2016 Update
Mass Communication in a Digital Age
Richard Campbell (Miami University of Ohio), Christopher R. Martin (University of Northern Iowa), Bettina Fabos (University of Northern Iowa)

GRADING CRITERIA:
Grades will be computed as follows:
1. Three exams (85%)
2. One small-group presentation (10%)
3. Class Participation (5%)

A brief description of each assignment is included below. In-depth descriptions of the assignment requirements will be given later in the semester.

• Exams. Three exams combining short definition/identification and short essays will be given on dates indicated in the class schedule. They are not cumulative. Material will be drawn from both readings and lectures. Exams 1 and 2 are worth 20 percent each of the final grade; the final exam is worth 30 percent of the final grade.
• Small-group presentation/paper. Students will be assigned to small groups near the end of the semester. Each group will prepare an oral presentation of a topic that I will assign.

DISABILITY SERVICES FOR STUDENTS
Students requiring special accommodations must follow the university procedures as outlined in the UST catalog excerpted below:
If a student has a documented disability, reasonable and appropriate academic accommodations for students who qualify under Section 504 of the Rehabilitation Act of 1973 are available to ensure equal access to programs and opportunities at the University. Disabilities may be defined by the following:
• Learning disabilities
• Health impairments
• Physical limitations
• Psychiatric disabilities
Students should set an appointment with professional staff at C&DS to review the nature and history of the
disability as well as present concerns related to the learning environment. The procedure for Disability Services is as follows:
1. If a student believes he/she may qualify for reasonable accommodations due to an impairment that creates a disability, the student will be asked to supply current diagnostic documentation of the disability and the students needs. Appropriate documentation identifies the disability and indicates how it substantially impairs current major life activities (e.g., learning, working, walking, seeing, hearing, etc.) as related to the academic environment. For students who have not had a previous professional evaluation or documentation, referrals may be provided.
2. To receive accommodations, the Committee for Academic Accommodation reviews the student’s request. The Committee will review the documentation and make recommendations appropriate to the students needs within the learning environment.
3. When the student authorizes release of information regarding the disability, the Committees recommendations will be made available for students to distribute to their instructors and academic advisor. If testing accommodations are granted, C&DS will notify the office of Career Services and Testing. The student must renew this authorization through C&DS early each semester to ensure continuation of academic accommodations.

The University abides by Section 504 of the Rehabilitation Act of 1973 and other federal mandates that stipulate qualified students with disabilities receive appropriate accommodations in order to obtain equal access to programs and opportunities at the University.

APPROXIMATE SCHEDULE:

WEEK 1: WHAT IS MASS COMMUNICATION?
   Chapter 1: Mass Communication: A Critical Approach

WEEKS 2-4: PRINT MEDIA
   Chapter 10: Books and the Power of Print
   Chapter 9: Magazines in the Age of Specialization
   Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

EXAM 1

WEEK 5: SOUND AND MUSIC
   Chapter 4: Sound Recording and Popular Music

WEEKS 6-7 The Evolution of Movies
   Chapter 7: Movies and the Impact of Images

EXAM 2

WEEK 8-9: RADIO
   Chapter 5: Popular Radio and the Origins of Broadcasting

WEEKS 10-12 The Origins and Development of Television
Chapter 6: Television & Cable: The Power of Visual Culture

WEEK 13: THE BUSINESS OF MASS MEDIA
Chapter 11: Advertising and Commercial

WEEK 14: The Practice of Public Relations
Chapter 12: Public Relations and Framing Message

FINAL EXAM- DEC. 14 @11am