Instructor: Dr. Christopher White  
Phone: 294-1343 or cwhite@shsu.edu  
Classroom: DRCB 125 M Days 9:00-9:50  
Office Hours: # 102 M/W 10-11 and 3-5 and T Days 10-11 and 3-5  


Course Description: This course will survey the history and theory of mass media in American society with an emphasis on issues in broadcast television, broadcast radio and print journalism. Topics addressed include: the impact of the printing press, the evolution of print media, the telegraph, the film camera and wireless technologies; the structure of contemporary media industries; the influence of advertisers, regulatory agencies and ratings services; the production, distribution and syndication systems; the social influence and use of mass media content; and the relationship of media content to the development of personal and collective values. 

Students will be introduced to essential concepts in communication theory, to significant events in media history, to emerging developments in the print and electronic media industries. MCM 130 will prepare students for effectively assessing a socio-political environment that is increasingly mediated by mass communication messages. Fundamental skills essential to the development of Media Literacy will be emphasized with regular in-class critiques of print and television content. MCM 130 will familiarize students with the essential terms and analytical skills central to media studies and is designed to prepare first-year students and transfer students for more advanced studies in upper-division professional, production and theoretical courses. 

Course Objectives: Ask yourself a question: What do you think about mass media in America? I hope that after you leave this class you will have a different -- more complex and critical -- appreciation of our media environment. That is, I hope you will never watch TV, listen to the radio or read a newspaper the same way again. 

On completion of this course, students will be able to:  
- understand essential terms and nomenclature employed in media studies  
- assess the emergence & development of print & electronic mass media in American history  
- apply theoretical concepts related to mass media studies  
- describe how mass media in American interacts with politics, business and personal values  
- critique the economic structure of the American mass media industries  
- develop media literacy skills to become more self-empowered & socially engaged  

The class will consist of lectures, screenings and discussion. Take notes. Every day. Date your notes. That helps. Honest. You might be tested on *anything* that is said or screened in-class. Hand-outs, too. View screenings critically and note the video that is screened, note why it was shown and remember any comments made regarding the screening. Lecture notes are not posted on Blackboard.

Grades: Four (4) tests  
Tests composed of multiple-choice questions and short answer/essays.  
There will be two written assignments that will require you to (1) analyze a TV advertisement in detail and (2) keep a personal, analytical diary of media use. Up to 10 points MAY be added to your final total if these assignments are completed to my satisfaction (5 pts apiece).

Grade Scale:  
A - 270-300  B - 240-269  C - 210-239  D - 180-209  F - 0-179

Make-up Exams available only in extreme cases. They are likely to be essay. Ouch!

Attendance: after five (5) absences, subtract 10 points from your final grade total for each additional absence (For whatever reason -- no excuses accepted. Don’t waste absences!  

Being late for class is considered being absent. I take roll regularly, please be seated and ready to go to work by the time I finish the roll. Exceptions made for weather conditions. After an absence you are responsible for all work assigned for the next class. Do not ask me “What happened last class?” Find out from a classmate.
Additional Policies
No beepers, cell phones, palm-pilots, MP-3 players, satellite dishes or anything that otherwise beeps, vibrates or
whistles allowed in class. No eating, sleeping or doing work unrelated to the class. Live with it. Do not do work
from other classes in my class. Use laptops ONLY for doing work for this class. In fact, during my classes, DO
NOT do work for any other class or for any other purpose. Generally students will refrain from behavior that
intentionally or unintentionally disrupts the learning process. And please maintain complete honesty and integrity in
your academic experience both in and out of this classroom (this from Faculty Handbook).

Note: No calling the Instructor at home. Never, ever, never – that’s why God created Office hours & Email. Extra
Credit: Except for the aforementioned 10 points -- None. But I do notice intelligent, active in-class participation.

Readings & Course Outline
The schedule for readings and/or lectures is likely to change — depending on current events related to the mass
media. You will always be informed at least a week ahead of time when a chapter or part of a chapter is due. Some
chapters will be read in their entirety (like Chapter 1); some chapters will read in their entirety but split-up (like
Chapter 6); and some chapters will be read only in part (like Chapter 13). Exact page numbers for reading
assignments will be announced in class. Some additional chapters or sections of chapters may be assigned during
the semester & some materials may be put on reserve at the library.

1st Week Introduction
2nd Week Ch 1 Mass Communication, Culture & Literacy
3rd Week Beginning of Ch. 3 Books, Ch 4 Newspapers, Ch 5 Magazines
First Test during Week Four (exact date TBA)
4th Week Ch 6 Film
5 & 6th Week Ch 7 Radio & Sound Recording (beginning)
Second Test About Week Seven (TBA)
7th & 8th Week Ch 8 Television
9th Week Ch 7 Radio & Sound Recording (end)
10th Week Ch 5 Magazines (end) & Ch 3 Newspapers (end)
11th Week Ch 14 Regulations & Ch 2 The Evolving Communication Process
Third Test about Week Eleven (TBA)
12th Week Ch 11 Public Relations & Ch 12 Advertising
13th Week Ch 13 Theories & Effects
14th Week Ch 15 Global Media
15th Week Ch. 10 The Internet and the WWW
Fourth Test scheduled by SHSU during Finals Week

Americans with Disabilities Act
Students with disabilities covered by the Americans with disability Act should go to the Counseling Center
and Service for Students with Disabilities (SSD) in a timely manner to obtain the documentation required.
Students are responsible for initiating the process of documenting the need for an accommodation under the
ADA act.

Religious Observance
University policy allows for students to observe religious holy days without penalty. If you intend to miss
class as a result of the observance of a religious holy days or as a result of the necessary traveling time
required for religious observance, such an absence will not be penalized so long as you have notified the
instructor in writing of the dates and times of class sessions that are missed. The deadline for notification is
the 12 class day. Students Absent from class as a result of religious observance are required to submit any
due assignments immediately on their return to the classroom. Makeup tests and quizzes will also be
provided on return to the class. 1.01 Section 51.925 of the Texas Education Code requires that an
institute of higher education shall allow a student who is absent from class for the observance of a
religious holy day to take an examination or complete an assignment scheduled for that day within a
reasonable time after the absence. The student, not later than the 15th calendar day after the first day of the
semester, or the 7th calendar day after the first day of a summer session, must notify the instructor of each
scheduled class that he/she would be absent for a religious holy day.