Sam Houston State University
Department of Mass Communication

**MCM 466: Changing Roles of Mass Media** (3 credits)
Fall Semester 2007

**Lecturer:** Dr. Marc Edge  
**Office:** 308B Rather  
**Office Hours:** MW 2-3 p.m. TTh 10-11 a.m. or by appointment

**Class Hours:** Mondays and Wednesdays, 3:00-4:20 p.m.  
**Location:** 319 Rather

**Prerequisite:** Junior standing

**Description:** A study of the trends, people, and economic, social, political and technological factors that produced the institutions and traditions of the American mass media. Emphasis is placed on the changing roles of media and the impact of new communications technologies in the 21st century.

**Objective:** To gain factual knowledge, learn fundamental principles, generalizations, and theories, gain a broader understanding and appreciation, and develop a clearer understanding of the changing roles of mass media.

**Method:** Instruction will include lectures, presentations, class discussion, screening and discussion of videos, and assigned readings.

**Assessment:** Exams and quizzes may include true/false and multiple choice questions. Exams may also include short answer and essay questions. A term paper written in scholarly style will research a subject of particular interest to the student.

**Grading:**  
- Attendance and Participation  10%
- Midterm Exam  20%
- Quizzes  20%
- Term paper  20%
- Final Exam  30%

**Texts:**  

**Readings:** Supplemental readings will be held on reserve at the Library or available online.

**Midterm:** The midterm exam will be held on Oct. 10.

**Final Exam:** The final exam will be held on Dec. 10.
**Attendance:** Attendance and participation are mandatory and will be used as the deciding factor in grading. Students who do not provide a valid reason in advance for any unavoidable absence will not be allowed to make up any quiz or exam missed. Students with more than three unexcused absences will have their final grade lowered by 10% for each additional absence.

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

**Note:** All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20….,” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe a religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: [http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf](http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf)

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see: [http://www.shsu.edu/~vaf_www/aps/811006.pdf](http://www.shsu.edu/~vaf_www/aps/811006.pdf)
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<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Class Topic</th>
<th>Readings</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 20</td>
<td>Introduction</td>
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<td>Aug. 22</td>
<td>Video: <em>Buying the War</em></td>
<td>Gore, Bamford</td>
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<td>2</td>
<td>Aug. 27</td>
<td>Newspapers and the Public Sphere</td>
<td>Postman, Ch. 1-2</td>
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<td>Aug. 29</td>
<td>The Press and Revolution</td>
<td>Streitmatter, Ch. 1-2</td>
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<td>3</td>
<td>Sept. 3</td>
<td>No class – Labor Day</td>
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<td>Sept. 5</td>
<td>Understanding Media</td>
<td>McLuhan</td>
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<td>4</td>
<td>Sept. 10</td>
<td>The Penny Press: Economics of News</td>
<td>Postman, Ch. 3-4</td>
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<td>Sept. 12</td>
<td>The Professionalization of Journalism</td>
<td>Schudson</td>
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<td>Sept. 17</td>
<td>The Telegraph: News at the Speed of Light</td>
<td>Postman, Ch. 5</td>
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<td>Sept. 19</td>
<td>Photojournalism: How the Other Half Lives</td>
<td>Streitmatter, Ch. 3-4</td>
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<td>Sept. 24</td>
<td>From Politics to Profit: Selling Ads</td>
<td>Baldasty</td>
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<td>Sept. 26</td>
<td>The Golden Age of Yellow Journalism</td>
<td>Streitmatter, Ch. 5</td>
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<td>7</td>
<td>Oct. 1</td>
<td>The Magazine Revolution</td>
<td>Streitmatter, Ch. 6-7</td>
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<td>Oct. 3</td>
<td>Propaganda: Selling the War (again)</td>
<td>Lippmann</td>
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<td>Oct. 8</td>
<td>The Rise of Public Relations</td>
<td>Ewen</td>
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<td>Oct. 10</td>
<td>Midterm exam</td>
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Week 9
Oct. 15  Film: The Power of Moving Images
Oct. 17  Video: Birth of a Nation

Week 10
Oct. 22  Radio: News As It Happens  Meyrowitz
Oct. 24  Video: The Night that Panicked America  Streitmatter, Ch. 8-9

Week 11
Oct. 29  Television: The Most Powerful Of All  Postman, Ch. 6-7
Oct. 31  Video: Good Night and Good Luck  Streitmatter, Ch. 10

Week 12
Nov. 5  TV News: From Social Change to Social Control  Postman, Ch. 8-9
Nov. 7  Video: JFK: Breaking the News  Streitmatter, Ch. 11-12

Week 13
Nov. 12  Investigative Reporting: Watergate  Streitmatter, Ch. 13
Nov. 14  Video: All The President’s Men  Stephens

Week 14
Nov. 19  Talk Radio: Galvanizing the Right  Streitmatter, Ch. 14
Nov. 21  No class – Thanksgiving

Week 15
Nov. 26  The Internet: To Infinity and Beyond  TBA
Nov. 28  The Rise of the Blogosphere

Week 16
Dec. 3  HDTV and Streaming Video  Stephens
Dec. 5  Review  Postman, Ch. 10-11  Streitmatter, Ch. 15
Supplemental readings

Aug. 22


Sept. 5


Sept. 12


Sept. 24


Oct. 3


Oct. 8


Oct. 22

Nov. 14


Dec. 3