

Syllabus for
MMC 104—Foundations In Mass Media Communication
3 Credit Hours
Fall 1999

I. COURSE DESCRIPTION

- A. Foundations of Mass Media Communication is a survey of the mass media and an introduction to the Mass Media Studies Program. The class includes an introduction to form, content, and consequence of mass communication through historical perspective and current impact relating to modern culture.
- B. The course also synthesizes the founding purpose of the University in its commitment to historic faith, and the student relationship to God, man, and the universe. The class also compares and contrasts the secular modes of media and the Christian posture as it relates to mass media communication. In addition, the professor's role is to provide an environment conducive to maximized learning; therefore, the course includes discipleship and the calling of our Lord as He so leads throughout the semester.

II. COURSE GOALS

- A. The purpose of the course is to survey the impact, growth, and elements of mass communication. The goal is to give both the would-be professional and the general-interest or consumer student a realistic and comprehensive overview of the media, their problems, and their performance.
- B. The course also serves to familiarize students with ORU's Communication Arts Department, especially the telecommunications emphasis in print, radio, television, journalism, public relations, and advertising.

III. COURSE OBJECTIVES

- A. Terminal Objectives
As a result of successfully completing this course, the student will be able to do the following:
 - 1. discuss the history and contemporary status of the mass media—books, newspapers, magazines, film, popular music (recording), radio, television, and new communication technologies.
 - 2. discuss the structure of media operations and of media-related industries, including advertising and public relations.
 - 3. discuss the various contemporary and enduring issues that evolve out of the interactions of individuals and the mass media; to discuss ethics in mass communication, mass communication research, international mass communication, and the contours of popular culture.
 - 4. use the resources and methods needed to guide students toward understanding the tremendous and largely unrecognized role that mediated communication plays in structuring the social reality of American life.
 - 5. discuss the sense of responsibility as a citizen of our mass mediated culture—"Mediamerica"—and to move beyond consideration of current media systems by exploring possible mass communication alternatives and futures.

B. Unit Objectives

As a result of successfully completing these units, the student will be able to do the following:

Unit One—Summarize the role of the following:

1. the Gutenberg Gallery.
2. the birth of mass communication.
3. books, the permanent press.
4. newspapers, the evolution of American journalism, soft news, and contemporary American journalism.
5. magazines, a mass menagerie.

Unit Two—Describe the role of the following:

1. radio, the magic medium.
2. the sound of music.
3. television, structures and strategies.
4. television, patterns and programs.
5. film as popular art.

Unit Three—Discuss the role of the following:

1. beyond the media the phenomena of mass communication.
2. advertising and public relations.
3. popular culture and international mass communication.
4. mass communication research, a beginner's guide.
5. new technologies and the future of mass communication.

Unit Four

1. briefly describe the contribution of Benjamin Day, James Bennett, Joseph Pulitzer, and W. R. Hearst.
2. describe the organizational structure of newspapers as they are generally divided into three parts: editorial, business, and production.
3. describe the technological advances of the newspaper, specifically the five advances mentioned on page 263 of the text.
4. briefly describe the contributions of Henry Luce in the magazine industry.
5. describe the phenomena of specialized magazines and state examples.
6. state the impact of television on magazine circulation in the 1950s and 1960s.
7. briefly describe the scope and structure of magazines.
8. identify the two types of magazines and give examples of each.
9. identify and describe the five classes of comics which serve mass functions.
10. identify contributions of Pulitzer and Hearst to the comic strip and how the term "Yellow Journalism" came into existence.
11. identify the five major discoveries that made it possible for motion pictures to exist.
12. describe the effects Zukor had on the film industry, which later contributed to the emergence of Hollywood.
13. describe the emergence of sound with film and the effects it had upon the motion picture industry.
14. describe four events that forced major changes in the traditional Hollywood structure in the post-World War II era.
15. describe the trends of the film revolution of the 1960s.
16. briefly describe the historical development of radio and television.
17. list the four (4) factors networks were dependent on for their birth and survival.
18. describe the trends in sales in the sound recording industry in the past five (5) years.

IV. TEXTBOOKS

- A. Whetmore, Edward J. (1991). Mediamerica, mediaworld: Form, content, and consequence of mass communication. Belmont: International Thompson Publishing.
- B. Olasky, Marvin (1996). Telling the truth. Wheaton: Crossing Books

V. COURSE PROCEDURES

- A. Course Prerequisites—None. However, this course must be taken during the student's first year (first or second semesters) on campus.
- B. Evaluation Procedures
 - 1. Final letter grades will be assigned according to the number of points you accumulate:

100 - 98 = A+	97 - 93 = A	92 - 90 = A-
89 - 88 = B+	87 - 83 = B	82 - 80 = B-
79 - 78 = C+	77 - 73 = C	72 - 70 = C-
69 - 68 = D+	67 - 63 = D	62 - 60 = D-
below 59 = F		
 - 2. Grades are based upon understanding of course content, measured by results of examinations (60%), question summaries (20%), and research paper (20%).
- C. University Policies
 - 1. "Consistent with Section 504 of The Rehabilitation Act of 1973, and the Americans with Disabilities Act, ORU ensures that no 'qualified individual' will be denied reasonable accommodation in the form of modification of policies, practices and/or procedures." Students with disabilities who wish to access services should contact their professor(s) and the Office of Disability Services at Ext. 7355 to initiate the process.
 - 2. Students and faculty at Oral Roberts University adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software.
 - 3. Students taking a late exam because of an unauthorized absence will be charged a late exam fee.
- D. Other Information
 - 1. The activities of this course are designed to assist us in meeting curricular goals listed, to improve the quality of classroom discourse, and to further inspire your curiosity about mass communication.
 - 2. All assignments are due on time.
 - 3. The weekly test consists of 10 multiple choice questions over the text and class notes. Examinations cover textbook material, lectures, audio video presentations, and class discussions.
 - 4. The question summaries allow students to explore the form, content, and consequence of various mass media on an individual level. The question summaries consist of a minimum of two pages, and a maximum of three pages in length, and will be typed double-spaced and margined following the MLA manuscript style. The student should take a position and support that position as it pertains to the question summary.
 - 5. The research paper follows the MLA manuscript style manual. The student should choose a topic/subject from suggested areas, identify the key issue within, explain it,

and the position taken therein. A minimum of seven pages is required with no fewer than five reference sources.

6. The various media probe opportunities offer students the chance to integrate course concepts with their own interests and experiences in regard to mass communication.
7. Further details regarding each of these activities will be provided in class.
8. Final grades will be mailed to you by the registrar.

VI. ATTENDANCE POLICY

- A. Attendance at each class or laboratory is mandatory at Oral Roberts University.
- B. Double cuts will be assessed for absences immediately preceding or following holidays or breaks.
- C. Excessive absences can reduce a student's grade or deny credit for the course.
- D. All examinations must be taken on the day scheduled, except for students with administrative excuses and students who are sick and have a physician's excuse.
- E. Late exams must be taken on the following day.
- F. Under the Communication Arts Department guidelines, students are allocated two (2) days per semester unexcused absences for this class.

VII. COURSE CALENDAR

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| Week 1 | Lecture Topic--Welcome to Mediamerica!
Introduction and course overview; theoretical approaches to mass communication
Reading--Course syllabus |
| Week 2 | Lecture Topic--The Print Media/Books as Mass Communication
Reading--Whetmore, Chapters 1 and 2
Activity--Take Examination No. 1 |
| Week 3 | Lecture Topic--Journalism/Newspapers
Reading--Whetmore, Chapters 3 and 4 and Chapters 1 and 2 in Olasky
Activity--Take Examination No. 2 and hand in Question Summary No. 1. |
| Week 4 | Lecture Topic--Journalism/Magazines
Reading--Whetmore, Chapter 5 and Chapter 3 in Olasky
Activity--Take Examination No. 3 |
| Week 5 | Lecture Topic--Radio
Reading--Whetmore, Chapter 6 and Chapter 4 in Olasky
Activity--Audiovisual Presentations: History of Radio Part I and II; take Examination No. 4 and hand in Question Summary No. 2. |
| Week 6 | Lecture Topic--Popular Music
Reading--Whetmore, Chapter 7 and Chapter 5 in Olasky
Activity--Take Examination No. 5 |

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Dr. Johnny MacAllen
Name of Instructor

MMC-104
Course No.

Foundations of Mass Media
Title of Course

Communication Arts
Name of Department

MISSION

The lifestyle at ORU is rooted in the word "Wholeness." ORU seeks to educate the whole person, with balanced emphasis placed on the development of mind, spirit, and body.

GENERAL OUTCOMES

1. Spiritual Development
2. Physical Development
3. Communication
4. Analysis
5. Problem Solving
6. Valuing in Decision-making
7. Social Interaction
8. Global Perspectives
9. Effective Citizenship
10. Aesthetic Responsiveness

MAJOR OUTCOMES

To acquaint students with the various contemporary issues of the mass media and its ethical use.

To demonstrate the ability to research and write in logical form the contemporary issues of each medium.

To increase the student's responsibility in form and content through problem solving.

To provide an environment whereby concepts and principles can be demonstrated through personal analysis.

To increase the student's awareness of comparing and contrasting secular and Christian media.

COURSE GOALS

To give both the would-be professional and the general-interest consumer student a realistic and comprehensive version of the media, their problems, and their performance.

To increase each student's writing skills through papers and presentations.

To help the student decide on which area of study to pursue in the Communication Arts Department.

To increase social interaction between students through discussion of media topics.

ASSESSMENT OF COURSE GOALS

STIMULI:

Examinations
Research papers.
In-class presentations.
Opinion papers.
Problem solving.
Group interaction.
Individual projects.

CRITERIA:

Stated in the course syllabus.