

MCMA 360 – Media & the Information Society

Fall 2002

LAWSON 101

Mon. 4pm - 6pm ----Lecture All Sections
Wed. 4pm - 5pm --- Discussion Section 001
Wed. 5pm - 6pm --- Discussion Section 002

INSTRUCTOR

Roger Hart – Office: Lower Level Comm Bldg. Rm. 13D Tel 453 - 8988
E-mail: rhart@siu.edu Office Hours: Mon. 9am –11am & Tues. 9am – 11am

OBJECTIVES

The course objective will be to give you an overview of media and information technology in modern society. You will learn about media history, theory, business applications and production techniques. The class will prepare you for additional courses in digital audio, digital video, desktop publishing and multimedia applications.

Course material will be handled through class lectures, demonstrations, readings and handouts. Papers and projects will be assigned. There will be a Mid-Term Exam and Final Exam.

TEXT: (REQUIRED)

MEDIA NOW: COMMUNICATIONS MEDIA IN THE INFORMATION AGE, 3RD EDITION
By Joseph Straubhaar & Robert LaRose, Wadsworth, 2002

REQUIREMENTS:

Class Attendance
1000 Word Essay Paper, Mid-Term & Final Exam
In-Class Participation
Misc Assignments, Pop Quizzes
WEB CT discussion forums and Internet assignments

RESOURCES:

Access to word processor (work will NOT be hand written)
Access to daily newspapers, radio, TV, Cinema and the Internet + Web CT account

GRADING:

Participation	10%
Misc Assignments	10%
Mid-Term	25%
Essay	20%
Discussion Web CT	10%
Final Exam	25%

ATTENDANCE POLICY

**Attendance is mandatory and strictly recorded. Excused absences must be verified. Two unexcused absences will result in a drop of one course letter grade. Late excused work must be completed within 7 days after coming back to lecture/lab. Unexcused late work is accepted at the discretion of the instructor, resulting in the drop of one letter grade.

This course outline may be revised at the instructor's discretion based on student learning needs and unanticipated circumstances such as guest speakers, availability of resources, equipment problems, etc.

MCMA 360 Course Calendar

Weeks 1-2 MEDIA AND THE INFORMATION SOCIETY

Introduction
Convergence
New Technologies
Digital Revolution
Media Theories
Diffusion of Media & Information Technologies

Weeks 3-11 THE MEDIA

Print Media
Radio & Recorded Music
Film and Video
Television and Cable
Computer Media and the Internet
Communications Infrastructure
Public Relations
Advertising

Weeks 12-15 MEDIA ISSUES

Media and the Individual
Media and Society
Media Policy, Law and Ethics
Globalization of Communications Media

LEARNING OUTCOMES

An understanding of contemporary communication patterns and the basic trends in technology that are driving the shift toward an information society

A basic understanding of new media technologies and their workings

A critical awareness of the ways in which electronic media will affect your employment, career and the workplace

An understanding of the evolution of media and technology and how historical trends affect today's electronic media industries

A critical awareness of the social and political issues facing the information society

An understanding of the political, regulatory and legal environment and the impact of technology policy on individuals and society

A basic understanding of the economic structures, trends and issues in the information society

A critical awareness of the ethical issues and standards in the information society
A critical awareness of the global and international implications of the expansion of information technology

CLASS WORK

ESSAY 1000-word essay on pro or con side of communications issue (due Week 9) 20%
APA STYLE, WITH REFERENCES PAGE - MINIMUM 10 REFERENCES, DOUBLE SPACED, 12
POINT TIMES NEW ROMAN FONT, NO MORE THAN 1 INCH BORDERS ALL SIDES.

WEB CT DISCUSSION, *Weekly entries, duration of the course* 10%
MINIMUM ENTRY EACH WEEK IS 2 PARAGRAPHS ON TOPIC OF THE WEEK.

MID-TERM *Week 7* 25%
1ST HALF OF COURSE MATERIAL COVERED

THANKSGIVING BREAK NOV. 23 – DEC. 1

FINALS *Week* 25%
FINAL EXAM – WED. DEC. 11 12:50pm – 2:50pm
2ND HALF OF COURSE MATERIAL COVERED PLUS SOME REVIEW OF 1ST HALF

MISC 10%
IN-CLASS ASSIGNMENTS AND/OR QUIZZES

PARTICIPATION IN CLASSs, *Comments, Questions, Preparation, Debate, Weekly - duration of the course* 10%

PARTICIPATION IS REQUIRED AND CAN MAKE THE DIFFERENCE OF 1 LETTER GRADE!