

0501C102

Introduction to Mass Media

Instructor: TBA

Time: December 16, 2024 - January 17, 2025

Office Hours: 2 hours (according to the teaching schedule)

Contact Hours: 60 (50 minutes each)

Credits: 4

Email: TBA

Course Description

This is an introductory course dealing with the history and role in society of the mass media. Emphasis is on press, magazines, television and radio and on the functions of advertising and public relations.

Required Textbook(s)

Reading Materials will be provided by the instructor.

Course Goals

At the end of the course, students will be able to:

1. Express competent knowledge concerning traditional and emerging mass media
2. Actively participate in addressing problems facing media today
3. Evaluate the contributions of mass media and emerging media to a global/modern society and popular culture

4. Critically analyze the negative outcomes and responses to media stimuli
5. Describe how popular culture is shaped, challenged, and directed by mass media and emerging media
6. Delineate the importance of media as a global social institution
7. Explain importance of mass media and emerging media within various aspects of life
8. Identify connections between major fields of study and the study of media content, ownership, economics and social power
9. Demonstrate media literacy and its importance in a contemporary world
10. Identify the creativity and sophistication present in contemporary mass media products

Course Schedule

Please note that the schedule is meant to give an overview of the major concepts in this course. Changes may occur in this calendar as needed to aid in the student's development.

Week 1

- Mass media and the cultural landscape
- Media history cycles
- History of film
- History of radio
- History of television

Week 2

- History of internet
- Internet + Media convergence
- Culture of Journalism: Values, ethics

Week 3

- **FIRST EXAM WEDNESDAY**
- Media theories—how the media effect us

Week 4

- What the media try to do to us and what we can do with the media — media literacy
- Video and media: the power of visual culture
- Advertising and commercial culture

Week 5

- Media effects and cultural approaches to research
- Making money with the media: Sales, marketing and new media
- Public relations and framing the message
- **EXAM FRIDAY**

Grading Policy

Your grade will be based on projects, participation, and exams.

First Exam	35%
Second Exam	35%
Participation	10%
Project	20%

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100

Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty, includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E.