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# LIBERAL STUDIES

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Course Revision Proposal

COMM 480 – Seminar in Communications Media

We propose to change the prerequisite for this course to remove the requirement of COMM 302. The course description would also be revised to exclude the last sentence referring to a research paper.

- Justification for the revision

Since this course is a seminar course, offered by different faculty members, we

determined that it is more appropriate to allow faculty who are teaching the course to decide the prerequisites, given the focus of the seminar and the subject they are

**Revised Syllabus of Record**

**I. Catalog Description**

**COMM 480 Seminar in Communications Media**

3 credits

~~2 1/2 lecture hours~~

0 lab hours  
(3c-0l-3sh)

**Prerequisites:** Junior or Senior standing, other prerequisites as appropriate to course content.

~~A seminar in selected communications issues or problems. Includes the reading and~~

review of the current literature as appropriate to the major topic presented in the seminar.

**II. Course Objectives (general)**

1. Students will do in-depth study of an issue or problem pertinent to the communications industry.
2. ~~Students will read and discuss the relevant literature pertaining to the issues being~~

**Week #1 (3 class hours)**

Discussion of course requirements, assignment of discussion topics, distribution and  
~~discussion of medical~~

What is Ethics?

**Week #2 (3 class hours)**

**Week #11 (3 class hours)**

Morally Offensive Content, Freedom and Responsibility  
 The Media and Popular Culture: Aesthetic Tastes and Morality  
 In-Class discussion of selected Film

**Week #12 (3 class hours)**

Presentation of book reviews

**Week #13 (3 class hours)**

~~Presentation of book reviews~~

**Week #14 (3 class hours)**

Presentation of book reviews

Final Exam as scheduled

**IV. Evaluation Methods**

Students will demonstrate their understanding of the course objectives and discussion topics through the successful completion of the following course requirements:

~~Additional instructions will be distributed in class for each assignment~~

**Completion of assigned textbook readings**

Cases from the textbook will be assigned prior to class. Students are required to have read the cases and come to class prepared to discuss the ethical issues posed.

**Participation in class discussions and activities**

Class participation is required for the successful completion of the course. Students will be expected to stay current on the state of the communications industries and discuss current events in class as they relate to the seminar topic.

**Position Papers**

Students will write four essays that will take the form of position papers. These

**Assignments:**

Class participation (25 points)

Mid Term Exam (100 points)

Final Exam (100 points)

Four Position Papers (20 points each)

Book Review and Presentation (100 points)

Movie Review, Reaction Paper and Class Discussion (50 points each)

Total Points Possible =250

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and tests and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the scale below:

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D
- below 60% = F

**VI. Required Textbooks**

**Movie and Video List** (Movies will be shown in class and some will be available for

**out of class viewing. Some titles are available at the library. The class will choose**

Day, Nancy (1996) Sensational TV: Trash or Journalism. Enslow Publishers, Inc.

De Beauvoir, Simone (2000). The Ethics of Ambiguity, Citadel Press.

Fann, Joey and George Lindsey (2001) The Way Back to Mayberry: Lessons from Simpler Times. Broadman and Holman Publishers.

Goldberg, Bernard (2001) Rise: A CBS Insider Exposes How the Media Distort the

News. Regency Publishers

Goldstein, Tom (1985) The News at Any Cost: How Journalists Compromise Their

Gross, Larry (1991) Image Ethics: the Moral Rights of Subjects in Photography, Film, and Television. Oxford University Press.

Jaska, James and Michael Pritchard (1994) Communication Ethics: Methods of Analysis. Wadsworth, Inc. Belmont, CA.

Kearns, Burt (1999) Tabloid Baby. Celebrity Books.

Kebbel, Matthew R. (2000) If it Bleeds, It Leads: An Anatomy of Television News.



Redden, Richard (1995) Mind Control: The Power of the Media. New York: Basic Books.

Twentieth Century Fund.

Pritchard, David (2000) Holding the Media Accountable: Citizens, Ethics, and the Law. Indiana University Press.

Rowse, Arthur (2000) Drive-By Journalism: The Assault on Your Need to Know. Common Courage Press.

Slater, Robert and Jeffery A. Krames (2001) Get Better or Get Beaten. McGraw – Hill Professional Publishing.

Slater, Robert (1999) TV, the Media, and the Mind. New York: Basic Books.

**Current Syllabus of Record**

**I. Catalog Description**

**CM 480 Seminar in Communications Media**

3 credits  
3 lecture hours  
0 lab hours  
(3c-0l-3sh)

**Prerequisites:** CM 302, Junior or Senior standing, other prerequisites as appropriate to course content.

**A seminar in selected communications issues or problems. The course will include the**

**reading and review of the current literature as appropriate to the major topic presented in the seminar. Students will be involved in the research and oral defense of a major**

**II. Course Objectives**

1. Students will do in-depth study of an issue or problem pertinent to the communications industry.

- How will telephone companies and fiber optic networks change delivery systems for radio and television programming?

Week #4 (3 class hours)

- Where do cable and other current technologies fit in to the digital system?
- What is and has been the role of the federal government and the FCC?

Week #5 (3 class hours)

- Why have commercial outlets resisted advances in new technology?

#### IV. Evaluation Methods

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Biocca, F and M. Levy, Eds. (1995) Communication in the Age of Virtual Reality.

Eastham Associates, Ithaca, NY

Dizard, W. (1994) Old Media, New media. Longman, New York.

Gross, Lynne Schafar, (1993) The New Television Technologies. W.C. Brown Publishers

Mirabito, Michael (1994) The New Communications Technologies. Focal Press, Boston.

Straubhaar, Joseph and Robert LaRose (1996) Communications Media in the Information Society. Wadsworth, Inc., Belmont, CA.

Stevenson, Robert L. (1994) Global Communication in the Twenty-first Century. Longman, White Plains, NY.

Williams Frederick (1997). Technology and Communication Behavior. Wadsworth, Inc.

Williams, Frederick (1995). The New Communications. Wadsworth, Inc. Belmont, CA.

Wimmer, Roger and Joseph Dominick (1994) Mass Media Research. Wadsworth, Inc.