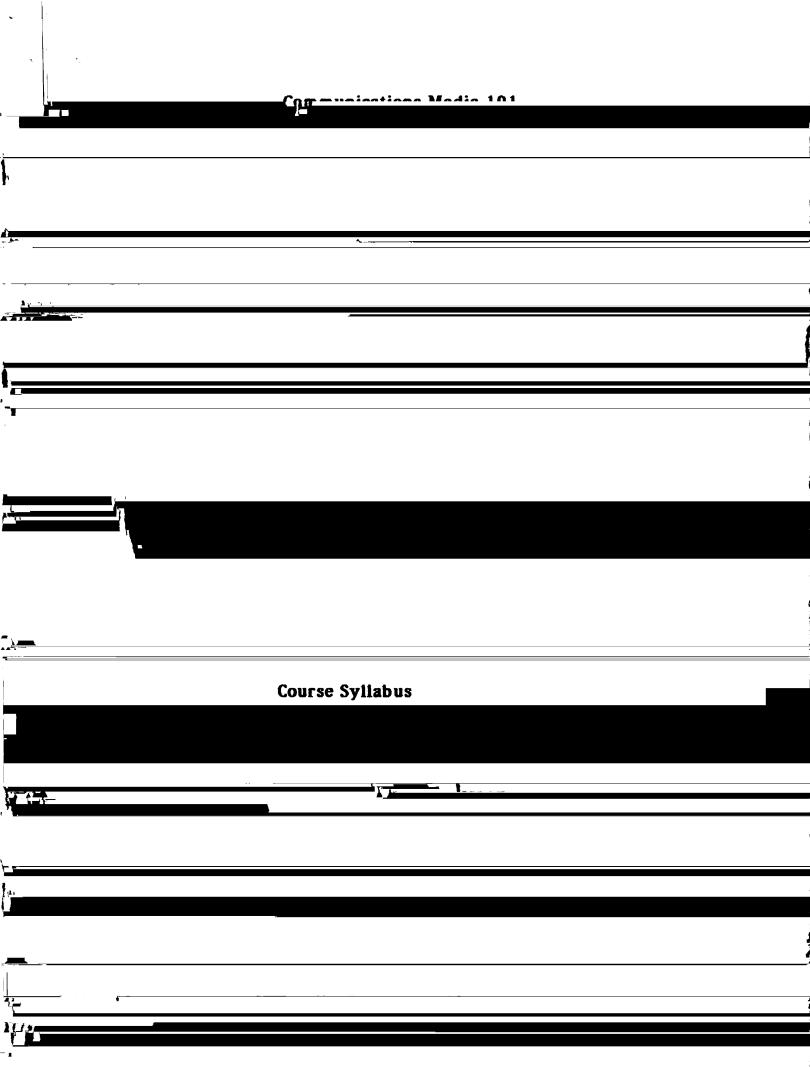
	LSC Use Only Number: Action: Date:  CURRICULUM P University-Wide Unde	UWUCC Use Only Number: 92-40 Action: App Date: 3/9/93 Swate App 4/6/93 ROPOSAL COVER SHEET rgraduate Curriculum Committee	
	I. Title/Author of Change	cations Media in American Society	
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## Request for Course Name Change

I Description of	of Curriculum	Change
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What impact does and can media communications have on our decisions and values? How does the television programs in remote India effect everyday life and values? In order for us to answer such questions and in turn be informed consumers, it is important that we have knowledge about the traditions, technology, economics and ethical issues of electronic media. Therefore the main purpose of this course is to help you understand and

**Readings** You are expected to read the text assignments **BEFORE** the class session so that you may contribute to discussions and ask questions. Classroom discussion quizzes, and test will cover this material and classroom presentations.

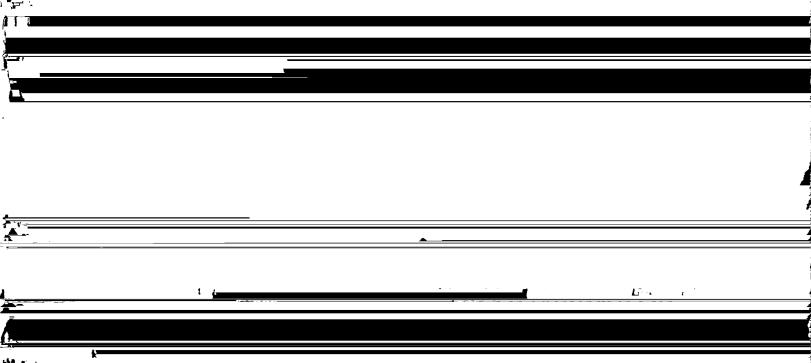
You will also be required to read the book **Three Blind Mice.** You will probably enjoy this selection. We will discuss this book in class and you will be asked to answer several essays on the book for one of the exams.

**Attendance** Class attendance will be to your benefit. During class time we will not only discuss the required readings but we will often cover addition material which may be included on a test.

**Tests and Exercises** There will be four tests which will consist of multiple choice questions and several essay questions. The questions on these test will be taken from the readings and classroom presentations. You will be made aware in advance what will be on each test.

Make-up test are given only under extreme circumstances. If sick, you must produce a doctors excuse. If other reason, you must talk to me at least 72 hours in advance of the test.

Final Exam Date. Final Exam Date will be given at the beginning of the



## Communications Media 101 Survey of Communications Media Dr. Dennis Ausel Fall 1992

## Schedule of Topics and Assignments

DATE		READING		ASSIGNMENTS	
Sept.	2	INTRODUCTION TO THE	COURSE		
	4	DEFINITION OF COMMU	JNICATIONS	Chapter 1	
	7	MODELS OF COMMUNI	CATIONS		
		PART ONE	The Print Media		
Sept.	9	NEWSPAPERS		Chapter 2	
	11	NEWSPAPERS			
	14	MAGAZINES		Chapter 3	
	16	MAGAZINES			
	18	BOOK PUBLISHING		Chapter 4	
	21	TEST Chapters 1 - 4			
		PART TWO The	Electronic Media		
Sent	23	RADIO		Chanter 5	

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## THANKSGIVING RECESS

Nov.	30	LEGAL ISSUES	Chapter 17
Dec.	2	AUDIENCE ANALYSIS	Chapter 18
	4	AUDIENCE ANALYSIS	
	7	MEDIA ETHICS AND SOCIAL ISSUES	Chapter 20
	9	MEDIA RESEARCH	
	11	TO BE ANNOUNCED	
	14	SUMMARY OF COURSE	