Students in this course will analyze their personal media habits while also examining media's influence on culture and society. This course invites students to think about ways in which they receive and perceive news and entertainment. The course examines the history of mass communications, its functions, economics, content and evolution of radio, television, film, recording industry, the Internet and new media. Social, political, regulatory, ethical and occupational impact of electronic media are also studied.

JUSTIFICATION FOR COURSE:
This course provides student with foundational skills which are used throughout Digital Media courses. The course is a requirement for Film, television and Electronic Media transfer Degree

PREREQUISITES: 
COREQUISITES:
ADVISORIES:
ASSIGNED DISCIPLINES:
Mass communication
Multimedia

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00
CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]
GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]
OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]
TRANSFER STATUS: CSU Transferable[ ] UC/CSU Transferable[X] Not Transferable[ ]
BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable
CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable
NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: E

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:
REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
Transfer Major - Film, Television and Electronic Media
Digital Media(Associate in Arts)
Digital Media(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
IGETC Area 4: Social and Behavioral Sciences
4G: Interdisciplinary, Social & Behavioral Sciences
CSU GE Area D: Social, Political, and Economic Institutions  
D7 - Interdisciplinary Social and Behavioral Science  
GWC AA - Area D Social, Political, and Economic Institutions  
Area D Social, Political, and Economic Institutions

PROGRAM LEVEL LEARNING OUTCOME(S) Supported by this course:

Produce professional digital video recordings.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Track, measure, and analyze their own personal media use and identify received gratifications.
2. Outline the history, development, and technological revolutions in mass communication.
3. Evaluate criticism and controversy surrounding media.
4. Analyze the economics of electronic media.
5. Examine media content in light of electronic media's influence on society.
6. Provide examples of influential relationships among media, government, and business.
7. Identify basic media theories and their application to contemporary media use and behavior.
8. Analyze, interpret, and exercise critical judgment in the evaluation of media productions.
9. Explain and analyze the legal and ethical rights, regulations and responsibilities of the media in America.

COURSE OBJECTIVES:
1. Track, measure, and analyze their own personal media use and identify received gratifications.
2. Outline the history, development, and technological revolutions in mass communication.
3. Evaluate criticism and controversy surrounding media.
4. Examine media content in light of media's influence on society.
5. Provide examples of influential relationships between media, government, and business.
6. Describe the technical evolution of audio and video electronic media.
7. Identify the principle means of economic support and the audiences for different electronic media.
8. Define commonly-used electronic communication technology.
9. Identify the business structure and revenue streams for each medium.
10. Describe a basic communication model.

COURSE CONTENT:

LECTURE CONTENT:

A. History of print media forms: newspapers, magazines, books  
   1. From cave drawings to reading, writing, block printing, and the printing press  
   2. Legal, business, and social imperatives  
   3. Trends and projections  
B. Development of electronic media forms: radio, television, Internet  
   1. Cinema's effect on audiences  
   2. Development of Radio  
   3. Television, satellite, direct to home  
   4. Global contributions to development of radio and television
5. Satellites and path to the internet
6. Electronic media's influence on society

C. Theoretical approaches to understanding media
   1. Effects, theories and research
   2. Uses and gratifications
   3. Diversity, representation, and the audience
   4. Media convergence

D. Financing media
   1. Non-commercial media
   2. Global approaches to funding media
   3. Advertising
   4. Effect of money on content

E. History and contemporary performance and concerns of journalism, entertainment, advertising and public relations
   1. Legal and ethical concerns in modern media
   2. The differences between journalism, entertainment, advertising and PR
   3. Trends and projections

F. Media manipulation
   1. History of propaganda, "spin" and distraction.
   2. Techniques and appeals: pathos, ethos, logos, bandwagon, simple solution, snob appeal

G. Media ownership
   1. History of deregulation and cross ownership
   2. Impact on media (news, music, radio, employment)
   3. Free press concerns

H. Foundations of a free press in a democratic society
   1. The first amendment

I. Alternative and new media
   1. Ethnic media
   2. Independent media
   3. Non-commercial media
   4. Participatory media and the Internet

J. Global media issues
   1. Government oversight of media, an international perspective
   2. Electronic colonialism theory and world systems
   3. Cultural effects and cultural production
   4. Analysis of non-western media

K. The film industry
   1. Film production
   2. Genres
   3. Economics

L. Critical analysis: film trends and issues:
   1. War
   2. Violence
   3. Obscenity

M. Careers in electronic media
   1. Jobs in media industry
   2. The future

METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
INSTRUCTIONAL TECHNIQUES:

Instructor will use guided instruction.
Instructor will use lecture supplemented with multimedia PowerPoint presentations, in class viewing DVD's and audio recordings.

COURSE ASSIGNMENTS:

Reading Assignments
A. Los Angeles Times Calendar and Business section  
B. FCC website for new Reports and Orders, Requests for Comment, Pending Rules changes  
C. National Association of Broadcasters News Brief for current trends, and communication related media developments  
D. Textbook

Out-of-class Assignments
Fieldtrips to television tapings and Museum of Radio and Television

Writing Assignments
Students will write three papers, including conducting original research, analyzing data, and writing a paper on their findings.

METHODS OF STUDENT EVALUATION:
Midterm Exam  
Final Exam  
Short Quizzes  
Written Assignments  
Essay Examinations  
Objective Examinations  
Report

Demonstration of Critical Thinking:
Class presentation that discusses ethnical and legal issues surrounding targeted news programming (i.e. Fox News, MSNBC, CNN)  
Write a reaction paper that compares and contrasts the electronic media as a business and as art. Panel discussion that examines contrasting viewpoints regarding regulation and control of the electronic media at state and federal levels.

Required Writing, Problem Solving, Skills Demonstration:
Students will research and write a seven page paper that examines the evolution of a television program format (western, late night, sit-com, variety program) and discuss how evolving formats were affected by changes in demographic groups and society in general.
Research paper that examines the impact of television violence on various groups (children, minorities, women).

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:
Adequate library resources include: Print Materials  
Non-Print Materials  
Online Materials  
Services