

**SOCS 1210: Dad-by-day outline (ME)**  
*(Last updated 5/16/07)*

<b>Class Day #</b>		<b>In-class Topic</b>	<b>Reading &amp; Homework Due</b>	<b>Major Assign. Due?</b>
Day 1	Tues., March 27	Introduction to class: Power, meaning & (mass) communication	- American media coverage of the Arab world: A <u>brief</u> case study	
Day 2	Thurs., March 29	- What is (mass) communication - Overview of (mass) media – and key media studies debates - YouTube as a case study	- Baran, Chap. 1	<i>Assign homework # 1</i>
Day 3	Tues., April 3	- Culture, media & cultural and media literacy - Initial application of media literacy	- Keith Bradsher, "Talk-Show Guest Guilty of Murder" ( <u>Blackboard Readings</u> ); - Ellen Willis, "Bring in the Noise" ( <u>Blackboard Readings</u> );	
Day 4	Thurs., April 5	Applying media & cultural literacy: A case study in the analysis of class - People Like Us: Social Class in America Documentary (video) - Start	- People Like Us: Social Class in America Documentary (in-class video)	<i>Homework #1: Multiple points of Access</i>
Day 5	Tues., April 10	- People Like Us: Social Class in America Documentary (video) - Finish	- People Like Us: Social Class in America Documentary (in-class video)	
Day 6	Thurs., April 12	Analysis of Class on Television	- Butsch: "Why TV Keeps Recreating the White Male Working Class Buffon" ( <u>Blackboard Readings</u> ); - Alters: "Class and Taste in the Simpsons" ( <u>Blackboard Readings</u> )	<i>Homework #2: Analysis of People Like Us</i>
Day 7	Tues., April 17	<u>Theories of Mass Communication:</u> Introduction - Recognizing/applying theories of mass.comm. - Gerbner: The Electronic Storyteller (video)	- Baran, Chap. 13: pp. 411-437  - Williamson, L.J. "Protective parents not preparing kids" ( <u>Blackboard Readings</u> )	
Day 8	Thurs., April 19	<u>Mass Comm Research and Effects: The effects debate</u> - Wrap-up of mass comm theories/media effects <b>and</b> review session for midterm - Chomsky - Manufacturing Consent (video)	- Baran, Chap. 13: pp. 437-453	
Day 9	Tues., April 24	<b>MIDTERM</b>	<b>MIDTERM</b>	<b>MIDTERM</b>
Day 10	Thurs.,			

	April 26	<u>Newspapers/Magazines</u> : Political, economic & historical overview - Editorial content and advertising - Clip from "The Corporation"	- Baran, Chap. 3 - Newspapers - Baran, Chap. 4 - Magazines: pp. 124-137 only	
Day 11	Tues., May 1	<u>Film</u> : Guest Lecturer Jeremy Dehn	- Baran, Chap. 5	<b>Writing Assignment #1 due</b>
Day 12	Thurs., May 3	<u>Film</u> : History, political-economic dimensions & Analysis of Female Action & Adventure Leads - Film Clips	- Neale, S. "Action-Adventure as Hollywood genre." - O'Day, M. "Beauty in motion: Gender, spectacle and action babe cinema" (Photocopies – in-class handouts)	
Day 13	Tues., May 8	<u>Film</u> : Analysis of Female Action & Adventure Leads - Film Clips		<i>Homework # 3: Product Placement</i>
Day 14	Thurs., May 10	Writing & research day - No class	Writing & research day - No Class	
Day 15	Tues., May 15	<u>Television</u> : Overview of TV & the Advertising supported model of TV: The Replay TV debate	- Baran, Chap. 7	<b>Writing Assign. #2 Due</b>
Day 16	Thurs., May 17	<u>Television</u> : Critical analysis of TV news (in class video clip(s) )		
Day 17	Tues., May 22	<u>Public Relations</u> : "Guest" lecturer, Mariana Vazquez	- Baran, Chap. 11	<i>Homework #4: Commercial skipping</i>
Day 18	Thurs., May 24	<u>Advertising</u> : Marketing and the Commodification of Cool  Merchants of Cool (in-class video)	- Baran, Chap. 12	
Day 19	Tues., May 29	<u>The Internet</u> : Overview of Internet & analysis of intrusive advertising	- Baran, Chap. 10 - Elgin, B. " <a href="#">The plot to hijack your computer</a> " ( <a href="#">BusinessWeek</a> ) (July, 2006) - Enoch, J. " <a href="#">Congress may outlaw spyware</a> " ( <a href="#">consumeraffairs.com</a> ) (April 2007)	
Day 20	Thurs., May 31	<u>Global Media</u> : The Cultural Imperialism Debate <b>and</b> review session for final  (in-class video clip from The First Universal Nation)	- Baran, Chap. 15	<i>Homework #5: Global cultural flow</i>
Day 21	Tues.,	<b>FINAL EXAM - 1 p.m. start</b>	<b>FINAL - 1 p.m. start</b>	<b>FINAL</b>

	June 5 <b><u>1 p.m.!</u></b>			
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