

Tentative day-by-day syllabus

Class Date	In-class Topic	Reading Due	Test or work Due?
Tues., Jan. 13	Introduction to class	Discussion/analysis of newspaper & advertising clips	
Thurs., Jan. 15	What is mass communication - What is culture?	Baran, Chap. 1, pp. 1-16 (2nd <u>and</u> 3rd editions); Van Loon (handout), pp. 1-11	
Tues., Jan. 20	Mass comm. and culture/Nature of mass media	Baran, Chap. 1, pp. 16-35 (2nd <u>and</u> 3rd editions); Short Discussion/Analysis of Reality TV Clip(s) (video)	
Thurs., Jan. 22	Cultural history of mass communication & technologies; high/low culture debate & activity	Baran, Chap. 2, pp. 37-49 (2nd <u>and</u> 3rd editions)	<i>Assign homework #1</i>
Tues., Jan. 27	Defining and applying media literacy -- Critiquing TV talk shows (Jerry Springer); Introduction to debates about class	Baran, Chap. 2, pp. 49-63 (2nd <u>and</u> 3rd editions); Ellen Willis, "Bring in the Noise" (handout); Jerry Springer episode (video)	<i>Collect homework #1</i>
Thurs., Jan. 29	Media, social class, culture, identity and meaning	Ehrenreich: "Fear of Falling" (handout); pp. 101-107, 114-121. People Like Us: Social Class in America Documentary (video)	<i>Assign writing assignment #1 <u>AND</u> Assign homework #2</i>
Tues., Feb. 3	Media, social class, culture, identity and meaning	Butsch: "Why TV Keeps Recreating the White Male Working Class Buffon" (handout); People Like Us: Social Class in America Documentary (video)	
Thurs., Feb. 5	Guest Lecture: Diane Alters "Mass" culture and the Simpsons	Alters: "Class and Taste in the Simpsons" (handout) pp. 165-167	<i>Collect homework #2</i>
Tues., Feb. 10	<u>Theories of Mass Comm. Theory:</u> Introduction	Baran, Chap. 12, pp. 373-399 (2nd <i>edition</i>); Baran, Chap. 13, 415-439 (3rd <i>edition</i>); Van Loon (handout), pp. 21-38	
Thurs., Feb. 12	Recognizing/applying theories of mass.comm.	Baran, Chap. 12, pp. 401-406; 414-429 (2nd <i>edition</i>); Baran, Chap. 13, pp. 439-457 (3rd <i>edition</i>)	

Tues., Feb. 17	<u>Mass Comm Research and Effects</u> : The effects debate	Gerbner: Cultivation Analysis (video)	Writing Assignment #1 due <i>Assign homework #3</i>
Thurs., Feb. 19	Wrap-up of mass comm theories/media effects and review session for midterm	Van Loon (handout), pp. 60-75 (note change)	<i>Collect homework #3</i>
Tues., Feb. 24	MIDTERM	MIDTERM	MIDTERM
Thurs., Feb. 26	<u>Newspapers/Magazines</u> : Political, economic & historical overview	Baran, Chap. 5, pp. 141-171 (2nd edition); Baran, Chap. 4, pp. 101-131 (3rd edition)	
Tues., Mar. 2	<u>Newspapers/Magazines</u> : Editorial content and advertising	Baran, Chap. 6, pp. 172-197 (2nd edition); Baran, Chap. 5, pp. 133-157 (3rd edition) Fear and favor in the newsroom (video)	
Thurs., Mar. 4	<u>Film</u> : History, political-economic dimensions	Baran, Chap. 7, pp. 199-215 (2nd edition); Baran, Chap. 6, pp. 159-175 (3rd edition); Van Loon (handout) pp. 126-153; Film clip (video)	
Tues., Mar. 9	Guest lecturer, Shoba Rajgopal, Asian film makers (?)	Baran, Chap. 7, pp. 215-231 (2nd edition); Baran, Chap. 6, pp. 175-193 (3rd edition)	
Thurs., Mar. 11	<u>Radio & Sound Recording</u> : Lynn Clark (political economy of music industry) (?)	Baran, Chap. 8, pp. 233-267 (2nd edition); Baran, Chap. 7, pp. 195-231 (3rd edition); Van Loon (handout), pp. 105-107	
Tues., Mar. 16	<u>Television</u> : Guest Lecturer, Scott Webber (?)	Baran, Chap. 9, pp. 269-288 (2nd edition); Baran, Chap. 8, pp. 233-250 (3rd edition); Van Loon (handout), pp. 112-126	
Thurs., Mar. 18	Class cancelled. <u>But you're still responsible for the reading!!</u>	Baran, Chap. 9, pp. 288-301 (2nd edition); Baran, Chap. 8, pp. 250-267 (3rd edition); The Media and the Gulf War (video)	<i>Assign homework #4</i>
March 20-28 -- Spring Break - No Class :-)			
Tues., Mar. 30	<u>The Internet and WWW</u> : Introduction/history <u>OR</u> Richard Kleif, guest lecture (?)	Baran, Chap. 3, pp. 65-82 (2nd edition); Baran, Chap. 10, pp. 297-312 (3rd edition)	
Thurs., April 1	Privacy, surveillance, & freedom of speech online	Baran, Chap. 3, 82-106 (2nd edition); Baran, Chap. 10, 312-342 (3rd edition); Van Loon (handout), pp. 154-158	<i>Collect homework #4</i>
Tues., April 6	<u>Public Relations/Advertising</u> : History, media audiences, & "Greenwashing" -- Union Carbide case study	Baran, Chap. 10, pp. 305-318 & 327-335 (2nd edition); Baran, Chap. 11 pp. 345-358 & 366-375 (3rd edition)	<i>Assign writing assignment #2</i>

Thurs., April 8	DVRs, Tivo, RePlay TV, "zipping" and the commercial model of broadcasting	Baran, Chap. 11, pp. 337-354 (<i>2nd edition</i>); Baran, Chap. 12, pp. 377-395 (<i>3rd edition</i>); Van Loon (handout), pp. 107-111	
Tues., April 13	Advertising, Marketing and the Commodification of Cool	Baran, Chap. 11, pp. 354-370; (<i>2nd edition</i>); Baran, Chap. 12, pp. 395-412 (<i>3rd edition</i>); Merchants of Cool (video)	
Thurs. April 15	No Class ;-) -- Work on Paper #2		
Tues., April 20	<u>Media & Freedom of Expression</u> : Guest Lecturer, Yuri Obata (?)	Baran, Chap. 14, pp. 431-448 (<i>2nd edition</i>); Baran, Chap. 14, pp. 459-476 (<i>3rd edition</i>);	Writing Assignment #2 Due
Thurs., April 22	Global Media: Overview, Cultural Imperialism Debate	Baran, Chap. 15, pp. 467-486 (<i>2nd edition</i>); Baran, Chap. 15, pp. 499-518 (<i>3rd edition</i>); Gods Must Be Crazy Clip (?)	<i>Assign homework #5</i>
Tues., April 27	Globalization, Culture and Language: The case of the hegemony of English	Baran, Chap. 15, pp. 486-496 Baran, Chap. 15, pp. 519-529	<i>Collect homework #5</i>
Thurs., April 29	Review Session for Final		
Thurs., May 6	FINAL EXAM - 10:30 a.m. to 1 p.m.	FINAL	FINAL