

MJS-2050: MASS MEDIA AND SOCIETY

Cuyahoga Community College

Viewing: MJS-2050 : Mass Media and Society

Board of Trustees:

March 2018

Academic Term:

Fall 2019

Subject Code

MJS - Media and Journalism Studies

Course Number:

2050

Title:

Mass Media and Society

Catalog Description:

Designed to increase your understanding of research and theory of the impact of media on individuals and society to help you become a more aware and critical consumer of media. Includes an overview of the scientific approach to the study of media. Theory and research on media effects within a variety of areas, including media violence, sexual media content, frightening images, news, political media content, media stereotypes, and new media technologies.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

ENG-1010 College Composition I, or ENG-101H Honors College Composition I; and MJS-1010 Principles of Media Communication.

Outcomes

Course Outcome(s):

Conduct content analysis of various forms of media (i.e. newspaper, television, radio, internet, video games) to determine impact of various types of content, including violence, sexual content, frightening images, news, political content, stereotypes, and new mediatechnologies.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Conduct a content analysis for two hours in a specific medium (i.e. television program, radio broadcast, video game, etc.).
2. Research scholarly articles related to the content analysis and complete an annotated bibliography including a minimum of two scholarly published articles.
3. Identify media techniques which would support or not support theories such as agenda setting, framing theory, and other theories.
4. Explain how to read/interpret research articles which discuss content analysis. (add based on your e-mail).
5. Analyze in writing the results and implications of the content analysis.
6. Describe content analysis techniques.

Course Outcome(s):

Research, analyze, and discuss the impact of various forms of media on individuals and society.

Essential Learning Outcome Mapping:

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Analyze and discuss the effects of media violence, using specific examples, referencing research, and providing new perspectives.
 2. Discuss and debate effects of sexual content in the media, using specific examples, referencing research, and providing new perspectives.
 3. Analyze the impact of disturbing or frightening media content, using specific examples, referencing research, and providing new perspectives.
 4. Discuss the impact of stereotyping in the media, using specific examples, referencing research, and providing new perspectives.
 5. Analyze and debate the effects of children's educational television, using specific examples, referencing research, and providing new perspectives.
 6. Discuss the effects of computer and video games, using specific examples, referencing research, and providing new perspectives.
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Methods of Evaluation:

1. Class discussions
2. Quizzes
3. Written essays on media theories
4. Content Analysis Assignments

Course Content Outline:

1. Introduction and Understanding of Media Effects
 - a. Processes of communication
 - b. Communication models
 - c. Measuring media effects
 - d. Other research methodologies of media effects
 - e. Importance of studying media effects
2. Media Effects: Historical Overview
 - a. Historical concern for media effects
 - b. Historical evidence for changes in behavior and opinion due to mass media
3. History of the Scientific Study of Media Effects
 - a. Nineteenth Century Beginnings
 - b. The notion of powerful effects
 - c. The notion of limited media effects
 - d. Effects of varying levels
 - e. Pioneers in media effects research
 - f. Future of effects research
4. Priming
 - a. Activation of priming
 - b. Conceptual roots
 - c. Variables that enhance priming effects
 - d. Research
5. Agenda Setting
 - a. Conceptual Roots
 - b. Research
6. Cultivation
 - a. The Cultural indicators project
 - b. Concepts and criticisms
 - c. Theoretical bases for cultivation
7. Uses and Gratifications
 - a. Societal-level functions of the mass media
 - b. Models to explain uses and effects
 - c. Assumptions of uses and gratifications
 - d. Uses and Gratification research: a brief history
 - e. Criticisms
8. Effects of media violence

- a. History
 - b. Research and public policy
 - c. Future
 - d. Media violence research methods
 - e. Measuring violent content
 - f. Psychological impact
 - g. New directions for media violence researchers
9. Media effects from sexual content
 - a. Nature of sexual content
 - b. Extent of sexual content in the media
 - c. Effects of exposure to highly explicit sexual content
 - d. Importance of the prevailing tone
 - e. Impact of exposure to sexually violent material
 - f. Behavioral effects of pornography
 10. Disturbing or frightening media content
 - a. Study of fright
 - b. Appeal of fright
 - c. Measuring fright
 - d. Reasons for fear reactions to media content
 - e. Age and gender differences
 - f. Strategies for coping with fear
 11. Effects of stereotyping
 - a. Minority portrayals in entertainment
 - b. Media as conveyers of social information
 - c. Characteristics of audiences
 - d. Gender stereotyping
 - e. Media effects of racial, ethnic, and gender stereotyping
 12. Effects of children's educational television
 - a. Educational television
 - b. Infant and toddler edutainment
 13. Effects of computer and video games
 - a. Negative effects of violent video games
 - b. Video game addiction
 - c. Positive effects of video games
 - d. Uses and gratifications of video games
 14. Effects of the Internet
 - a. Evolution of the Internet and beginning of the World Wide Web
 - b. What do we do when we log on? Effects of Internet use
 15. Effects of mobile communication
 - a. The birth of the "click"
 - b. Effects on social coordination
 - c. Effects on recreational communication and youth culture
 - d. Effects of texting
 - e. Private use in public space

Resources

Bryant, J. Thopson, S. and Finlea, B.W. . *Fundamentals of Media Effects*. 2nd ed. Lake Grove, IL: Waveland Press, 2013.

Lipuschulz, Jeremy. *Social Media Communication: Concepts, Practices, Data, Law and Ethics*. 2nd ed. Routledge Press, 2017.

Shurgin O'Keeffe, Gwenn and Kathleen Clarke-Pearson. "The Impact of Social Media on Children, Adolescents, and Families" 127. 2011-03-31.

Resources Other

1. <https://www.knightfoundation.org/>
2. <https://www.poynter.org/>

3. <https://www.americanpressinstitute.org/>

4. <https://www.spj.org/>

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