

Vesalius College
Course description

Course title: Introduction to Mass Media

Course code: CMM 102E

Teacher responsible: Dr. Kate Connelly

Course description:

The course starts with an overview of the uses and functions of mass communication and the history and rise of mass media in modern society. Students study the content and strategy of different types of mass media such as the printed press, radio, television, and Internet, but also the advertising, music and film industries.

Course objectives:

Students in CMM 102E will learn how to be critical consumers of media by gaining an understanding of the history and development of mass media, the theories of mass media and audience that have gained credence, the analysis of media content and the exploration of corporate motives and limitations.

In addition, the Communications Curriculum Committee has created a list of specific skills for Communication majors that must be developed in 100-level, required courses. These skills, listed below, will be addressed in CMM 102E:

- writing skills - structure, content, PLUS proper English language skills and professionalism
- critical thinking
- meeting deadlines/ time management
- gaining familiarity with CMM literature/authors/works

Grade weighting scheme:

Position papers (3 at 20%* each):	60%
Midterm:	15%
Final:	15%
Participation:	10%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Required

- Anderson, Robin and Lance Strate (eds.) *Critical Studies in Media Commercialism*. Oxford University Press.
- O'Shaughnessy, Michael and Jane Stadler. *Mass Media and Society: an Introduction*. Oxford University Press. (2nd edition, 2002)
- Any additional photocopies in the form of a Course Reader

Recommended

- Students following a course on the Mass Media should read newspapers and magazines, listen to the radio, and watch television often – but with a critical and analytical eye, giving the media product your full attention. There is a newsstand at the corner of General Jacques and the Waverseesteenweg that sells periodical and publications in English. In addition, you might want to tune in to the BBC World Service (648 MW) or listen online (bbc.co.uk); or to WBUR (the NPR broadcaster in Boston). You should listen in English and that for two reasons: First, I will be listening in English, so any discussion of current events in our class will come from either the BBC or WBUR; second, if you are not a native speaker, listening to the radio in English is an excellent way to improve your speaking and comprehension skills. If you are fluent in more than one language, by all means listen to coverage in all your languages, from diverse regions of the globe.
- *Research Guide for Communications* (available on *PointCarré*)
- *Guidelines for Research Papers in Communications* (available on *PointCarré*)