

**Course Title: CMF 122 Introduction to Media Studies**

**Term: Fall 2022**

**Instructor: TBA**

**Course Credit: 3**

**Mode of Instruction: Online**

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**Course Description:**

This course is an introduction to the foundational theories in media studies and methods of conducting media studies. The purpose of the course is twofold. First, it introduces students to the field of media studies (key authors, debates, concepts), with a special focus on the relationship between media, culture, and power; second, it helps students situate the theories and concepts in relation to their lives as informed citizens and working professionals in a mediated global society, and learn to conduct critical research into and think critically about established categories and hierarchies of power and the role of media in reinforcing/challenging them.

**Course Prerequisites:**

None

**Learning Outcomes:**

By the end of the course, the student should be able to:

- A. Describe the role played by advertising and public relations in supporting mass media.
- B. Identify problems with current media ownership and dissemination.
- C. Identify ways in which emerging media technologies exert pressure on traditional systems.
- D. Engage critically with mass media products.

**Course Material:**

*Media, Culture and Society: An Introduction* (2nd Edition) by Paul Hodkinson

**Evaluation:**

- 4 Assignments [40%]
- Mid-term Exam [25%]
- Final Exam [35%]

**Description of the Evaluation tasks:**

Assignments: During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams: There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

**Grading Policy:**

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62

D+ 57-59	D 53-56	D- 50-52
F < 50		

### **Academic Integrity:**

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

### **Withdrawal from the Course(s):**

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

### **Tentative Schedule:**

<b>Week 1</b>	
1	Understanding Mass Media Today
2	Books: Ownership and Literacy
3	Books: High Low and Middlebrow
4	Newspapers: Dissident Press, Sensationalism
5	Newspapers: Penny Paper <b>Assignment 1</b>
<b>Week 2</b>	
6	Specialized Magazines
7	Recordings: Preservation and Format Obsolescence
8	Radio: Ratings Share and Payola
9	Movies and Television
10	Digital Communications and the Web <b>Assignment 2</b>

**Week 3**

11	Advertising: Repetition, Style and Ubiquity
12	Public Relations: Crisis PR, Financial PR and Product PR
13	<b><i>Mid-term Exam</i></b>
14	News and Information: Ethnocentrism and Altruistic Democracy
15	News and Information: Responsible Capitalism and Small-town Pastoralism

**Week 4**

16	Social and Political Issues
17	Media Effects Research Media Content Analysis <b>Assignment 3</b>
18	Law and Regulation
19	Ethical Practices and Policies
20	Response to Criticism

**Week 5**

21	International Media: Soviet Theory and Authoritarian Theory <b>Assignment 4</b>
22	International Media: Libertarian Theory Social and Responsibility Theory
23	International Media: Libertarian Theory Social and Responsibility Theory (Cont.)
24	Final Exam Reviews
25	<b><i>Final Exam</i></b>