

New Course Request

Indiana University

Activation@

SOUTHEAST

Campus

Check Appropriate Boxes:

Undergraduate credit

Graduate credit

Professional credit

1. School/Division SOCIAL SCIENCES 2. Academic Subject Code SOC

3. Course Number S339 (must be cleared with University Enrollment Services) 4. Instructor VARIES

5. Course Title MEDIA AND SOCIETY The Sociology of Media

Recommended Abbreviation (Optional) MEDIA & SOCIETY

(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): SPRING 2010

7. Credit Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

8. Is this course to be graded S-F (only)? Yes \_\_\_\_\_ No X

9. Is variable title approval being requested? Yes \_\_\_\_\_ No X

10. Course description (not to exceed 50 words) for Bulletin publication: THE MASS MEDIA (PRINT, RADIO, TELEVISION AND THE INTERNET) HAVE COME TO PLAY AN INCREASINGLY IMPORTANT ROLE IN SOCIETY. THIS COURSE EXPLORES THE EFFECTS OF THE MASS MEDIA ON PUBLIC OPINION, CRIME AND VIOLENCE, SOCIAL INTEGRATION AND VALUES, MASS MEDIA MESSAGES AND AUDIENCES WILL ALSO BE CONSIDERED

11. Lecture Contact Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

12. Non-Lecture Contact Hours: Fixed at ? or Variable from \_\_\_\_\_ to \_\_\_\_\_

13. Estimated enrollment: 30 of which 0 percent are expected to be graduate students.

14. Frequency of scheduling: EVERY OTHER YEAR Will this course be required for majors? NO

15. Justification for new course: TO TEACH CRITICAL THINKING ABOUT THE MEDIA

16. Are the necessary reading materials currently available in the appropriate library? NO

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Cliff Stew

Date 10/2/08

Department Chairman/Division Director

Approved by:

Gilbert W. Anthony

Date 10/7/08

Dean

Date \_\_\_\_\_

Dean of Graduate School (when required)

Chancellor/Vice-President

Date \_\_\_\_\_

University Enrollment Services

Date \_\_\_\_\_

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

## S339 Media and Society Syllabus

This course takes a critical approach to the study of the production and consumption of mass media, focusing on both the media industry in the United States and emerging forms of global media. Drawing upon various media including television, radio, film, and the Internet; the course will examine the economic and social organization of mass media, the content of media messages, the relationship between media and the public, the growth of new media technologies, and current dilemmas facing media policy makers. The course assumes that mass media and the industries that produce media products play significant cultural and political roles in contemporary societies.

### Readings

Ewen, Stuart. *PR: A Social History of Spin* (Basic Books, 1996).

Fisherkeller, JoEllen. *Growing Up with Television* (Temple Univ. Press, 2002).

Gitlin, Todd. *Inside Prime Time* (U. California Press, 2000).

Hendy, David. *Radio in the Global Age* (Polity Press, 2000).

Lessig, Lawrence. *The Future of Ideas* (Vintage Books, 2002).

Ramirez-Berg, Charles. *Latino Images in Film* (U. Texas Press, 2002).

Radway, Janice. *Reading the Romance* (U. North Carolina Press, 1991).

Plus hand-outs posted on Oncourse

### Schedule of Readings

- Introduction** **A Sociology of Mass Media**  
Read: Croteau and Hoynes, "Media and the Social World" (handout)  
Kellner, "Cultural Studies, Multiculturalism, & Media Culture" (handout)
- Part I** **The Roots of Contemporary Media Culture: The History of PR**  
Read: Ewen, Parts 1,2,5, Coda
- Part II** **Commercial Logic and the Television Industry**  
Read: Gitlin, Introduction, Prologue, chapters 1-5, 7-8, Epilogue  
Banks, "MTV, Music Video, and Creative Expression"
- Part III** **Changing Media, Changing Stereotypes**  
Read: Ramirez-Berg, Introduction, Chapters 1-3, 6-7, Backstory, 8,9, Conclusion  
Gross, "Facing the Future" (handout)  
O'Barr, "Representations of Others" (handout)
- Part IV** **Media Audiences (1): Interpretation, and Resistance**

Read: Radway, Introduction, Chapters 1-3,6, Conclusion

**Part V**

**Media Audiences (2): Youth, Television, and Socialization**

Read: Fisherkeller, entire book

Buckingham, "Children's Media Rights" (handout)

**Part VI**

**Media and Globalization: The Case of Radio**

Read: Hendy, entire book

Ang, "Global Media/Local Meaning" (handout)

**Part VII**

**New Media: Creativity, Community, and the Internet**

Read: Lessig, entire book

Shapiro, "The Net That Binds" (handout)