Objective
Who creates, owns, controls, regulates and distributes what we see, hear and read? This course is designed to give students a basic understanding of the social impact and economic and regulatory dynamics of the broadcast, cable, print, and Internet markets. We will study media conglomerates’ organization structures; strategies, conduct and impact on individuals as citizens and consumers, with particular emphasis on current controversies stemming from private ownership of mass media technologies and the public and corporate use of those media. We will also study mass media's impact on domestic and foreign culture.

Grading
I assign number grades based on mostly objective criteria. I then translate the final number grade average into a letter grade: A 100-95, A- 94-90, B+ 89-85, B 84-81, B-80-77, C+ 76-73, C 72-69, C- 68-65, D 64-60, F 59-0. Therefore, a student may fail an exam with a 59% or, for instance, a 25%. However, the student with the 59 F should be better off because, for example, 40% of 59 points is better that 40% of 25 points toward the final grade.

Exams
Four exams/essays: One at the end of each week.

Required Reading

*Media Today: An Introduction to Mass Communication* by Joseph Turow. ISBN. 9780415536431 (4th or 5th edition.)

COURSE SCHEDULE

- SESSION 1 Understanding Mass Media: The Importance of Media Literacy
- SESSION 2 Making Sense of the Media Business
• SESSIONS 3 & 4. Formal and Informal Controls on Media Content: Government Regulation, Self Regulation and Ethics

• SESSIONS 5 & 6. Conglomerates & Cross-Media Activities

• SESSION 7 & 8. THE PRINT MEDIA: PAST & PRESENT.

• SESSIONS 9 & 10. THE BROADCAST INDUSTRY: PAST & PRESENT.

• SESSION 11. THE MOTION PICTURE INDUSTRY: PAST & PRESENT.

• SESSION 12. THE RECORDING INDUSTRY: PAST & PRESENT.

• SESSION 13. ADVERTISING INDUSTRY

• SESSIONS 14, 15 & 16. THE INTERNET, VIDEOGAME & SOCIAL MEDIA INDUSTRIES.