All students are expected to be familiar with the course requirements outlined in this syllabus.

Economic, political and social determinants of the character and content of mass communication in America. The impact, structure and functioning of mass media as social institutions. Professional freedom and responsibility. Criticism and reform of the media. Current problems and prospects for the future.

This course explores mass media from social, cultural, political and economic perspectives. The study for the term involves the media as social institutions; technological developments; content and interpretation of mass media messages; media criticism; media effects.

Academic Aims:
1. To learn the many roles mass media play in politics, economy, and general life of all societies.
2. to develop critical thinking skills as they relate to media analysis.

Objectives/Learning Outcomes:
1. To acquire in-depth understanding of media routines, priorities, procedures, and operations.
2. To gain formal knowledge of key media theories and their relevance to mass communication practice.
3. To learn basic approaches/methods of media content analysis.

Texts:
Selected Readings

Course Requirements and evaluation:
1. Class members should prepare assigned readings to be discussed that day. Reading assignments generally will follow the outline below but specific daily assignments for readings will be made during each class period. Your participation is graded.

2. Students will write a paper.

3. Class attendance is crucial and class participation is essential for successful learning.

4. Each student will prepare a 20 minute long presentation based on additional readings provided to each student by the instructor. Presentations will be followed by a class discussion led by the presenter and spun from the content of the presentation.
Remember you must meet all the requirements of the course, thus you should not "skip" the presentation, or the paper, or any other assignment for that matter.

About the instructor:

Peter Przytula has studied in England, Sweden, United States, Israel, and Poland. He holds two Master's degrees, one from Lodz University and another one from the University of Minnesota where he also earned his Ph.D. Peter Przytula works as a Full Professor of mass communication at St. Cloud State University (Minnesota). He has lectured all over Central Europe (conducting well over forty workshops and seminars in mass communication) and is the author of "Introduction to Public Relations". Professor Przytula has worked with Polish branches of American public relations agencies both as an educator and a consultant. He has also worked with The Warsaw School of Economics, Szkoła Bankowości, Telewizja Lodzka, Orkla Media Polska, Grey Warszawa, Burson-Marsteller.

Professor Przytula is a co-author of a three hour documentary "Without Pity Or Mercy", and a Fulbright scholar, as well as United States Information Agency researcher.

Texts:
Readings are available in the CSS library

Course Requirements:

Please consult the MA course handbook 2003-4 for details of standard course requirements.

READING GUIDE

ONLY A SELECTION OF THE READINGS LISTED BELOW WILL BE ASSIGNED FOR THIS CLASS

Weeks 1-4

Media monopolization

107 "What Does It All Mean," Leo Bogart, Media Studies Journal, Summer 1996, pp. 15-28
1 Michaels, James, "One Size Fits None," National Review, June 1993.
501 Selected articles from FAIR, North Carolina Independent Media Center, and The Nader Page, all spring/summer 2003

Media theories


Profitability and role of advertising in the media industry


Weeks 5-7

Media effects

38 Schiller, Herbert, Culture Inc., Oxford University Press, New York, 1989, pp. 135-156
502 DeFleur, and Sandra Ball-Rokeach, Theories of Mass Communication, 5th edition, Longman, chapters 6 and 7
Women and minorities in the media


Weeks 8-10

Pop culture and the media


Media and politics


Objectivity and fairness in media
505 Alterman, Eric, “What Liberal Media?”, The Nation, February 2003, pp. 11-20
Bennett, John,

Media's coverage of military conflicts

7 Media coverage of the Iraq War , an international perspective (How media in six countries covered the Iraq war)

Weeks 11-15

Media and business

504 DeFleur and Sandra Ball-Rokeatch, Theories of Mass Communication, Longman, chapters 8 and 9.

Selected problems in media performance

33 L. Soley, Marc Cooper, "All the Right Sources," Mother Jones, Feb/March 1990.

Optional Readings