

MASS COMMUNICATIONS
Mass Media and Society Spring 2012

Instructor: Dr. Peter Przytula
Office hours: to be announced in class

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No emails please between Friday noon and following Monday morning.

Students are expected to be familiar with all 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 in the United States from social, cultural, political and economic perspectives. The study for the term involves examining the media as social institutions; new media technological developments; content and interpretation of mass media messages (including above all representation of minorities); media criticism; media effects.

Goals/Outcomes

Ability to describe economic structure and political economy of mass media in a consumer society and analyze the roles of media professionals in shaping public culture and democracy

Ability to reflect upon diversity in relation to communication, culture, and democracy in American society and mass media

Ability to define and synthesize key concepts and theories in mass communication and think about them critically

Ability to deliver a concise, coherent, and interesting oral presentation and communicate information effectively

Grading System (tests, quizzes, written and oral assignments)

Indicator	Unacceptable F (2 points)	Poor D (4 points)	Average C (6 points)	Good B (8 points)	Excellent A (10 points)

<p><i>Ability to describe economic structure and political economy of mass media in a consumer society and analyze the roles of media professionals in shaping public culture and democracy</i></p>	<p>Student is largely ignorant of specific issues related to the economy of mass media and the role they play in the democratic process.</p>	<p>Student is aware of some issues related to the economy of mass media and the role they play in the democratic process; however, understanding of specific issues is largely superficial and incomplete.</p>	<p>Student possesses some knowledge of specific issues related to the economy of mass media and the role they play in the democratic process.</p>	<p>Student is highly knowledgeable about specific issues related to the economy of mass media and the role they play in the democratic process</p>	<p>Student makes extra effort to understand specific issues related to the economy of mass media and the role they play in the democratic process and is very knowledgeable about all the implications of the above issues.</p>
<p><i>Ability to reflect upon diversity in relation to communication, culture, and democracy in American society and mass media</i></p>	<p>Student does not understand that stereotyping and other biases may be present in today's mass media and may affect American society and the entire mass media industry. Student internalizes implicit, biased media messages about other cultural groups.</p>	<p>At a general level, student somewhat understands that stereotyping and other biases may be present in today's mass media and may affect American society and the entire mass media industry; however, he/she is not sensitive to the impact of prejudice or to biased media messages about other cultural groups.</p>	<p>Student somewhat understands the effects and dangers of stereotyping and other biases in mass media; he/she is aware of and sensitive to issues of racism and prejudice, and sometimes recognizes biased media messages about other cultural groups.</p>	<p>Student mostly understands the effects and dangers of stereotyping and other biases, is sensitive to issues of racism, sexism, ageism, discrimination, and prejudice and is fairly cognizant of biased media messages about other cultural groups.</p>	<p>Student fully understands the effects and dangers of stereotyping and other biases, is very sensitive to issues of racism, sexism, ageism, discrimination, and prejudice and is highly cognizant of biased media messages about other cultural groups and how that affects our democratic process.</p>
<p><i>Ability to define and synthesize key concepts and theories in mass communication and think about them critically</i></p>	<p>Student fails to define key theories and concepts in mass communications and is unable to provide any critical assessment of them</p>	<p>With a few exceptions, student fails to define key theories and concepts in mass communications and is unable to provide any critical assessment of them; student only occasionally offers fragmented knowledge of these concepts.</p>	<p>With guidance, student is cognizant of some key theories and concepts in mass communications but is unable to provide any critical assessment of them</p>	<p>Student has a basic appreciation of and is able to define key theories and concepts in mass communications and provide some critical assessment of them</p>	<p>Student has a deep knowledge and appreciation of key theories and concepts in mass communications and is fully able to provide critical assessment of them drawing from other classes as well.</p>

<i>Ability to deliver A concise, coherent, and interesting oral presentation and communicate information effectively</i>	Student does not exhibit any ability to present material, does not show familiarity with the assigned material.	Student presents the material but is unable to develop a critique of its content.	Student presents the material and offers a critical assessment of its content but is unable to develop and argument reflecting his/her own position	Student presents the material, offers an in-depth critique of its content, develops good questions generated by the material	Student presents the material, offers solid critique of the content, builds his/her own arguments, asks good questions and draws from some additional information from other sources.
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Texts:

Readings on eReserve plus possibly additional articles distributed in class.

Course Requirements:

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 given during each class period. Your participation in discussions is not only encouraged but graded.

2. Students: Students will write a paper.

3. Oral presentations of assigned articles. These presentations deal with current issues in the media and focus on such topics as latest developments in the newspaper industry, coverage of minorities and their presence in the media, public radio/TV versus AM talk radio, media coverage of specific political or social events/issues, sports journalism, new technologies and media’s service to the society, media coverage of the poor, book publishing, recording industry etc. .

Remember that a presentation is not a public reading. Also, be sure to prepare good and provocative questions for your discussion portion.

If by any chance you prepare wrong articles (not the ones assigned to you) you will not get another chance to a presentation and will forfeit all the points.

READING GUIDE

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

Weeks 1-4

American media yesterday and today

84 Decline: US Media, Moral Authority, "Sole Superpower", pp.96-122; American Media Decline to Continue?, pp. 449-455, in The Media Were America, Jeremy Tunstall, Oxford University Press, New York, 2008

87 Fenton, Tom, The News Gap, in Bad News, Regan Books, New York, 2005

91 Smolkin, Rachel, "Cities Without Newspapers", American Journalism Review, June/July 2009, pp.16-25 and pp. 44-45 ("Stop the Presses")

92 Stepp, Sessions Carl, "The Quality Control Quandary", American Journalism Review, June/July 2009, pp.42-47

10 Gitlin, Todd, Inside Prime Time, New York: Pantheon Books, 1985, Epilogue, pp. 325-336.

Related readings/classics

9 Lee, A. Martin and Norman Solomon, Unreliable Sources, Carol Publishing Group, New York, 1990, pp. 59-101.

Media monopolization

3 Bagdikian, Ben, Preface to the 6th edition, 8-43 and "The Endless Chain," pp. 3-27, The Media Monopoly, Beacon Press, 2000.

12 Ellis, Tucker, "Media Ownership: 2020 hindsight", CJR, July/August, 2002

100 Smith, Laura, "Consolidation and News Content", Journalism Communication Monographs, winter 2009, pp. 388-404 and 428-431

81 Schudson, Michael, "Owning Up", CJR, January/February 2007, pp.56-58.

83 Morton, John, "Money Talks" and Rem Rieder, "The Conventional Wisdom", AJR, February/March 2007

85 Baker, C. Edwin, No Toasters: The special Nature of Media Products, pp. 7-14, Public Goods and Monopolistic Competition, pp. 20-40, in Media, Markets, and Democracy, Cambridge University Press, New York, 2002

86 Baker, C.Edwin, The FCC Diversity Index and Three Main Reasons for Opposing Ownership Concentration, pp.6-37, 76-87, in Media Concentration and Democracy, Cambridge University Press, New York, 2007

1 Entman, Robert, "Newspaper Competitions and Free Press Ideals: Does Monopoly Matter," 1989, pp.91-101.

6 "Not So Fast," Todd Gitlin, Media Studies Journal, Summer 1996, pp. 1-7

7 "A Golden Age of Competition," Steven Rattner, *Media Studies Journal*, Summer 1996, pp. 7-15

8 "What Does It All Mean," Leo Bogart, *Media Studies Journal*, Summer 1996, pp. 15-28

Related readings/classics

11 "The Real Dangers of Conglomerate Control", *CJR*, 1997, pp.47-51

4 "The Economics of the Media Industry" in *Media/Society Industries, Images, and Audiences*, Croteau, David and William Hoynes, Pine Forge Press, Thousand Oaks, 1997. pp. 33-95.

2 Ray, w. Garrett, "Concentration of Mass Media Ownership" in *Contemporary Media Issues*, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 189-203.

5 Risser, James, "Endangered Species", *American Journalism Review*, June 1998, pp.19-35

Media theories

88 Hachten, William, *Changing Ideologies*, in *The World News Prism*, 7th edition, Iowa State University, 2007, pp. 13-33

13 Real, Michael, "Media Theory: Contributions to an Understanding of American Mass Communications," *American Quarterly*, vol. 32-2, 1980.

14 Knowledge-Gap Hypothesis, in *Communication Theories. Origins, Methods, and Uses in the Mass Media*, by Werner Severin and James Tankard ,5th edition, Longman, New York, 2005, pp.245-259.

Profitability and role of advertising in the media industry

90 Pompilio, Natalie, "A Porous Wall", *American Journalism Review*, June/July 2009, pp.32-37

82 Shaw, Donna, "A Fading Taboo", *American Journalism Review*, June/July, 2007

15 Baker, Edwin, *Advertising and Democratic Press*, Princeton University Press, New Jersey, 1994, pp. (7) 14-71.

16 Baker, Edwin, *The Squeeze*, *Columbia Journalism Review*, Sept/Oct 1997.

17 Croteau, David and William Hoynes, Profits and the Public Interest: Theoretical and Historical Context, The Rise and (Deregulation of the Media Industry, in The Business of Media, Pine Forge press, Thousand Oaks, CA, 2001, pp.13-70.

Related readings/classics

18 McManus, John, The Rise of the Market Driven Journalism, The Nature of News Reconsidered, So What? Market Journalism's Effect on Society, in Market -Driven Journalism, Thousand Oaks, Sage, 1994.

Weeks 5-7

Media effects

19 Dennis, Everette, "Paradigms Lost and Found," Knoxville: University of Tennessee, 1981.

20 Copeland, David, "Media Effects: Powerful or Minimal?", in Contemporary Media Issues, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 3-20.

21 Schiller, Herbert, Culture Inc., Oxford University Press, New York, 1989, pp. 135-156

22 Gitlin, Todd, "Media Sociology: The Dominant Paradigm," in Mass Communication Review Yearbook, vol. 2, 1981.

Women and minorities in the media today and yesterday

30 Selection of readings on minority presence in the media taken from FAIR reports/publications: Ina Howard, "Power sources", May/June 2002, Extra!; "What's on the news?", June 2002; Rendall, Steve and Will Creeley, "White Noise", September/October, 2002.

31 Callahan, Christopher, "Lagging Behind", AJR, August/September, 2004, pp.29-37.

101 Means Coleman, Robin, "Black Sitcom Portrayals", in Dines, Gail and Jean H. Humez, eds, Gender, Race, and Class in Media, second edition, Sage Publishing, 2003, pp. 79-88

103 Regan Shade, Leslie, "Bending Gender Into the Net, in Philip N. Howard and Steve Jones eds, Society Online: the internet in context, Sage, Thousand Oaks, 2004, pp. 57-70

104 Friedman, Barbara, "Unlikely Warriors: How Four US News Sources Explained Female Suicide Bombers", Journalism and Mass Communication Quarterly, Winter 2008, pp. 841-853.

102 Karan, Lindsay, "In Their Prime: women in Nighttime" in Dines, Gail and Jean H. Humez, eds, Gender, Race, and Class in Media, second edition, Sage Publishing, 2003, pp. 625-632

32 Robertson, Lori, "What Works?", American Journalism Review, August/September, 2004, pp.38-43

23 Tuchman, Gaye, "Introduction: The Symbolic Annihilation of Women by Mass Media," pp. 3-38, in Gaye Tuchman, Arlene Kaplan Daniels and James Benet, eds., Hearth and Home, Images of Women in the Mass Media. New York Oxford University Press, 1985, pp.3-38.

24 Miller, Susan, "Opportunity Squandered--Newspapers and Women's News," Media Studies, 1993, pp.167-182.

25 Meyrowitz, Joshua, "When House is Not Home," "Sexist Content," pp. 222-225 and 212-217, No Sense of Place, Oxford University Press, 1985.

26 Schmidt, Karen and Colleen Collins, "Showdown at Gender Gap," American Journalism Review, July 1993, pp.39-42.

27 Shipler, David, "Blacks in the Newsroom. Progress? Yes, but...", Columbia Journalism Review, May/June 1998, pp.25-35.

28 "Social Inequality and Media Representation" in Media/Society Industries, Images, and Audiences. Croteau, David and William Hoynes, Pine Forge Press, Thousand Oaks, 1997. pp. 133-161.

29 Pieracci, Tina , Women and the Media, in Wells, Alan and E.A. Hakanen, Mass Media and Society, London: Ablex, 1997, pp.541- 555.

Weeks 8-10

Pop culture and the media

33 Dodson, Don, "Differentiating Popular Culture and Mass Culture," pp. 51-60, in Dennis A. Ismach, D. Gilmore, eds., Enduring Issues in Mass Communication, St. Paul, West Publishing, 1988.

Media and politics

- 89 Perazzo, John, "In the Tank: A Statistical Analysis of Media Bias", FronPageMagazine.com, October, 2008. (media coverage of the 2009 election.)
- 75 Nader, Ralph, "The Media: an ongoing non-debate", Crashing the Party, St Martin's Press, New York, 2002, pp.155-185.
- 34 Fant, Charles, "Televising Presidential Conventions 1952-1980," Journal of Communications, Fall 1980, pp. 130-139.
- 35 Arwood, John, "Televised Political Conventions as Pseudo-Events: Proposals for More Substantive Campaign Coverage 1992," 1991, University of Missouri-Columbia.
- 36 "Political Commercials in American Presidential Elections" by L. Patrick Devlin in Political Advertising in Western Democracies, Lynda Lee Karid and Christina Holtz-Bacha, Sage, Thousand Oaks, 1995, pp.186-204.
37. Kathleen Hall Jamieson "Does Political Advertising Affect Turnout? Negative Ads." In Everything You Think You Know About Politics ... and Why You're Wrong, Basic Books, 2000, pp.93-123.

Objectivity and fairness in media

- 38 Tuchman, Gaye, "Professionalism as an Agent of Legitimation," Journal of Communications, Spring 1978, pp. 106-113.
- 39 Glasser, T. "Objectivity Precludes Responsibility," The Quill, Feb. 1984, pp.13-16.
- 40 Bayley, "When It Started" in Joe McCarthy and the Press, Pantheon Books, 1981, pp. 3-39, and 214-220.
- 101 Shogan, Robert, Unfinished Business, in No Sense of Decency, Chicago, 2009, Ivan R.Deer, pp. 263-283.
- 41 Evensen, Bruce, "The Debate Over Objectivity" in Contemporary Media Issues, WM. David Sloan and Emily Erikson eds., Vision Press, Northport, 1998, pp. 416 (starting with "the Failures of Objectivity")- pp.416-426.

42 Alterman, Eric, "What Liberal Media?", *The Nation*, February 2003, pp. 11-20

44 Lee Hamilton, "What Makes a Journalist Fair?", *Media Studies Journal*, Spring/Summer, 1998, pp. 86-89.

45 Daniel Hallin, "A Fall From Grace?", *Media Studies Journal*, Spring/Summer, 1998, pp. 42-47.

46 Michael Schudson, "In All Fairness", *Media Studies Journal*, Spring/Summer, 1998, pp. 34-41.

47 Glasser, Theodore I. Glasser, *The Idea of Public Journalism*, Guilford, New York, 1999, pp. 3-16 and 21-45.

48 Cunningham, Brent, "Re-thinking Objectivity", *Columbia Journalism Review*, July/August 2003, pp.24-32.

49 Tumoe, Tatafway, "What is Public Journalism?", *Africa News Service*, 2002, (online)

50 Lichtenberg, Judith, "Beyond Public Journalism Controversy", in *Civil Societies, Democracy, and Civic Renewal*, ed. Robert Fullinwider, Lanham, Md: Rowman & Littlefield, 1999.

51 Dziur, Albert, "Public Journalism and Deliberative Democracy", *Polity*, spring 2002, vol 34, 2002.

52 Meyer, Philip, "Public Journalism and the Problem of Objectivity", 1999, (online reprint)

Related readings/classics

43 Parenti, *Inventing Reality: the Politics of Mass Media*, St. Martin's Press, New York, 1986, chapters 2 and 3, *Freedom of the Press Belongs to the Man Who Owes One*, *Who Controls the News: the myths of independence and objectivity*, pp. 27-62.

Media's coverage of military conflicts

53 Katz, "The End of Journalism," *Journal of Communication*, Spring 1982.

54 Clark, "The Role of the American Media in the Gulf Crisis," *The Fire This Time*, Thunder Mouth's Press, New York, 1992, pp. 126-149.

55 Olson, Jeanine, "The Seven Propaganda Devices," Propaganda Review #10, 1993, pp. 18-21 and 57-59.

56 Hammond, Philip and Edward s. Herman eds., The Media and the Kosovo Crisis, Pluto Press, London, 2000, pp. Pp.97-121.

57 Paterno, Susan, "Ignoring the Warning", AJR, November 2001. pp.25-29.

58 Evans, Harold, "Warning Given", CJR, November/December, 2001, pp.12-14.

59 Schechter, Danny, Prologue to a post log (pp.9-26) and After the War (pp.243-250) and The War Against Iraq on German TV (pp.267-277), in Embedded: Weapons of Mass Deception, Prometheus Books, Amherst, 2003.

60 Massing, Michael, "Now They Tell Us", New York review of Books, February 26, 2004.

61 Burns, John, "Moral Compass in Iraq", in Embedded. The Media at War in Iraq, an oral history, Katovsky, Bill and Timothy Carlson eds, The Lyons Press, Connecticut, 2003, pp. 155-163.

76 Layton, Charles, "Miller Bruhaha", AJR, August/September 2003; "The Times and Iraq", May 26, 2004; Orkent, Daniel, "Weapons of Mass Destruction? Or Mass Distraction?", NYT, May 30, 2004; Mooney, Chris, "The Editorial Pages and the Case for War", CJR, March/April, 2004.

79 Schulman, "Mind Games", CJR, May-June 2006

80 Hickey, Neil, "Big Brother News?", CJR, March/April 2004

Weeks 11-15

Media and business

93 Starkman, Dean, "Boiler Room: the business press is missing the crooked heart of the credit crisis", Columbia Journalism Review, September/October 2008, pp.49-53

94 Starkman, Dean, "Power Problem", Columbia Journalism Review, May/June 2009, pp.24-30

62 H. Simons and J. Califano, The Media and Business, New York Vintage Books 1989, Introduction: the businessman and the journalist, pp. 1-11, the seminar, pp. 202-227.

Selected problems in new media performance

89 Sparks, Glenn, *The Impact of New Media Technologies*, in *Mass Media Effects Research*, Thomson/Wardsworth, 2006, pp.211-224.

95 Cooper, Ann, "The Bigger Tent", *Columbia Journalism Review*, September/October 2008, pp. 45-47

96 Nordenston, Bruce, "Overload"; Meyer, Michael, "Surface Routines"; Subramanian, Sushima, "Picture This"; Brainard, Curtis, "Trimming the Edges", *Columbia Journalism Review*, November/December 2008, pp. 30-42

97 Tremayne, Mark, Amy Schmitz Weiss and Rosenthal Calman Alves, "From Product to Service: the diffusion of dynamic content in online newspapers", *Journalism Quarterly*, winter 2009, vol. 84-4, pp. 825-839

98 Quinn, Stephen, Stephen Lamb, *Online Newsgathering*, Focal Press, New York, 2008, "Citizen Journalism and Audience-generated Content", pp.43-57

99 Palfrey, John and Urs Gasser, *Born Digital: Understanding the first generation of digital natives*, Basic Books, New York, 2008, "Quality", pp. 155-183

Media Practices and biases

69 L. Soley, Marc Cooper, "All the Right Sources," *Mother Jones*, Feb/March 1990, pp.21-47.

77 Mark Francis Cohen, "The Quote Machines", *American Journalism Review*, April-May, 2005, pp.54-59.

78 Elizabeth Jensen, "Sinclair's Shadow", *Columbia Journalism Review*, May-June, 2005, pp.49-50

63 M. Massing, "The Rise and Decline of Accuracy in Media," *The Nation*, Vol. 243, Sept. 13, 1986, pp. 200-215.

64 M. Ledeen, *Brave New World*, New York, Oxford University Press, 1985, chapter 4, Barristers, Judges, Broadcasters and Journalists, pp. 103-149.

70 O'Reilly, Jane, "The Pale Males of Pundicity," *Media Studies*, 1993, pp. 124-133.

Related readings/classics

65 Rowe, Chip "Talking to Ourselves," *AJR* March 1994.
Alfred Balk, "Living with Public Watchdogs," Gannett and Sihla Center for Media Studies, Conference on Media Freedom and Accountability, April 4, 1996.

66 Andie Tucher "The Hutchins Commission, Half a Century On Part I", *Media Studies Journal*, Spring/Summer 1998. pp. 48-55.

67 Mark Trahnat, "The Hutchins Commission, Half a Century On. Part II", Media Studies Journal, Spring/Summer 1998. pp. 56-61.

68 Lee Bollinger, "The Hutchins Commission, Half a Century On. Part III", Media Studies Journal, Spring/Summer 1998. pp. 62-65.

Guidelines for a Critique

The article for the critique will be distributed in class about 10 days prior to the deadline for the critique

1. DON'TS

- a. don't summarize the article
- b. don't quote too much
(all quotations taken together should not exceed 8 lines)
- c. don't try to address all the ideas in the article, rather choose 3 or 4
- d. don't write less than what is required of you
- e. don't repeat the ideas expressed in the article in a very lengthy manner

2. DO'S

- a. pick out 3-4 ideas from the article, present them in detail and elaborate on them
- b. use at least 5 DIFFERENT sources from the readings for the course plus any additional ones
- c. include references); your name and the title of your critique are on page 0.
- d. express your own opinion on the ideas in the article and its general angle/bias
- e. examine the article through the prism of the content of this course
- f. make frequent references to the article you are to critique
- g. justify the text by selecting justification icon
- h. staple the critique, lack of stapling will result in 0 points
- i. write down the number of lines for each page plus the total number of lines of the entire critique at the bottom of the last page
- j. keep in mind that if you choose to put your name at the top of the page, you end up using a line that does not count as a line of the actual text
- k. use the "dog trick" that will be explained in class

Attention:

- **Late critiques will not be accepted.**
- **Submission of a poorly written critique or shorter than the minimum is automatically going to result in 0 points.**

The explanation of the term "poorly written":

Keep in mind the following sentence to understand the proper use of the word "**media**":

"American media **are** entertaining but critics look at **them** and say that most of the time **they** lack serious content. However, the media **are** not too critical of **themselves** as ratings (rather than seriousness of content) are **their** main concern."

Please remember the difference between **its** and **it's** and avoid **split infinitives**.

*The plural form “mediums” can only be used to describe people who supposedly communicate with spirits. Also, Domino Pizza can offer you 2 mediums for \$20 during one of their ad campaigns. Other use of the word mediums is fundamentally wrong.