

Fall 1980
COMMUNICATIONS 130: MASS MEDIA AND SOCIETY

GERBNER

The purpose of the course is to develop a framework for the analysis of mass media policies, content, and effects. The work of the course consists of reading and exercises, class discussions and demonstrations, and an optional special project.

The course consists of five parts: I general communication analysis; II institutional process and analysis; III message system analysis; IV cultivation analysis, and V special topics, reports, and critiques (see course outline).

Regular attendance and satisfactory completion of exercises on time (we cannot attend to late work) are required for receiving credit in the course. The completeness and quality of the work determine the grade up to B. The grade of A is reserved for those who complete all regular work of good quality on time and also complete a special project of original inquiry into a problem within the scope of the course and of their own interest.

Only those who qualify for a grade of B are eligible to propose a special project. Under no circumstances can a special project improve the grade of a student who is deficient in attendance or regular weekly work. Those eligible to receive a B by midterm may propose a special project. After discussing the proposed problem with the instructor or an assistant, a written proposal, following a form specified in class, should be submitted and approved before the deadline (see course outline).

Assigned readings will come from two sources. First, a set of readings (publications by the instructor) will be given out in class. Second, a book appropriate for this election season will be used. It is Mass Media and American Politics by Doris Graber (Washington D.C.: Congressional Quarterly Press, 1980). available for purchase at the Bookstore. Supplementary readings can include books listed below and additional publications by the instructor. They are available (on reserve) in The Annenberg School Library.

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- 2 cop 1. Mass Media Policies in Changing Cultures. (Edited by George Gerbner) New York: Wiley Interscience, 1977.
- 1 cop 2. Communications Technology and Social Policy. New York: John Wiley & Sons, 1973, (edited by George Gerbner, Larry Gross and William H. Melody.)
- 2 cop 3. Theories of Mass Communication (Third Edition) by Melvin L. De Fleur and Sandra Ball-Rokeach. New York: David McKay, 1975.
- 4 cop 4. Mass Communication; A Sociological Perspective (Second Edition) by Charles R. Wright. New York: Random House, 1975.
- 3 cop 5. The Mind Managers by Herbert I. Schiller. Boston: Beacon Press, 1973.
- 1 cop 6. Mass Media and Society (Third Edition) edlan Wells. Palo Alto, CA: Mayfield Publishing Co., 1979. HM/259/w
- 8 cop 7. Sociology of Mass Communications by Denis McQuail, 1972.
- 1 cop 8. Mass Culture Revisited edited by Bernard Rosenberg and David Manning White. New York: Van Nostrand Reinhold, 1971. E/1642 RE
- 5 cop 9. People, Society, and Mass Communications edited by Lewis A. Dexter and David Manning White. New York: The Free Press, 1964.

- I. 1 Sept. 4 (Th) GG: "A Curious Journey" Clip full-page magazine ad. Write 1-page analysis in terms of four phases of the "journey." Staple.
- 2 9 (Tu) GG: "Communication and Social Environment." Define (1) communication; (2) message; (3) mass media; (4) mass publics; (5) publication; (6) institutional process analysis; (7) message system analysis; (8) cultivation analysis.
- 3 11 (Th) GG: "The Process of Communication." Clip full page magazine ad. Write 1-page analysis in terms of model. Staple ad to paper.
- 4 16 (Tu) GG: "A Theory of Communication, etc." Clip full page magazine ad. Write 1-page analysis in terms of assumptions, context, point of view. Staple ad to paper.
- 5 18 (Th) GG: "Cultural Indicators: The Third Voice." Write 1-page summary of 3 areas of analysis, including schemes. What is missing? (1 para.)
- II. 6 23 (Tu) DG: Chap. 1, "Media Power and Government Control." List factors that influence media policy.
- 7 25 (Th) DG: Chap. 2, "Ownership, Regulation, and Guidance of Media." Continue list.
- 8 30 (Tu) DG: Chap. 4, "Press Freedom and the Law." List 10 legal controls on media giving arguments pro and con.
- 9 Oct. 2 (Th) DG: Chap. 7, "Relations Between Media and Branches of Government." Trade paper study. Bring in tentative proposal for special project.
- 10 7 (Tu) GG: "The Structure and Process of Television Program Content Regulation in the United States." Trade paper study; critical incident. Start clipping front page election stories.
- III. 11 9 (Th) GG: "Sin, Suffer, Repent: the Social Role of the Confession Magazine." Magazine study (a) ads; (b) cover; (c) stories.
- 12 14 (Tu) GG: "Ideological Perspectives." Newspaper analysis. Last day to submit proposals for special project.
- 13 16 (Th) DG: Chap. 3, "Newsmaking and News Reporting." Factors affecting press attention. What is news?
- 14 21 (Tu) DG: Chap. 6, "Elections in the Television Age." Front page election story analysis. Nature and effects of "media politics."
- 15 23 (Th) DG: Chap. 5, "Media Impact on Individual Attitudes and Behavior." Theories of effects and methods of measurement.
- IV. 16 28 (Tu) GG: "The Violent Face of Television and Its Lessons." Effects analysis vs. cultivation analysis.
- 17 30 (Th) GG: "Television: The New State Religion?" The age of telecommunications. Cultivation survey.
- 18 Nov. 4 (Tu) DG: Chap. 10, "Trends in Media Policy." Options and alternatives. Cultivation survey continued.
- V. 19 6 (Th) Summary; special topics; start special reports, critiques, etc.
- 20 11 (Tu)
- 21 13 (Th)
- 22 18 (Tu)
- 23 20 (Th)
- 24 25 (Tu)
- 25 Dec. 2 (Tu)
- 26 4 (Th)

0 Gerbner, George. "Sin, Suffer, Repent: The Social Anatomy of the Romance-Confession Cover Girl". Journalism Quarterly 35, Summer, 1958, pp. 299-306.

2c Gerbner, George. "Teacher Image in Mass Culture". In Olson, David R., ed. Media and Symbols: The Forms of Expression Communication and Education. Chicago: University of Chicago Press, 1974.

0 Gerbner, George. "Television: The New State Religion?" et cetera, June, 1977, pp. 145-150.

9x Gerbner, George, and Gross, Larry. "Living with Television: The Violence Profile". Journal of Communication 26(2), Spring, 1976, pp. 172-199.

0 Gerbner, George, and Marvanyi, George. "The Many Worlds of the World's Press". Journal of Communication 27(1), Winter, 1977, pp. 52-66.

0 Gerbner, George, and Signorelli, Nancy. "Women and Minorities in Television Drama". Annenberg School of Communications, 1979.

5 Gerbner, George, et al. "Charting the Mainstream: Television's Contributions to Political Orientations". Journal of Communication 32(2), Spring, 1982, pp. 100-127.

4x Gerbner, George, et al. "Cultural Indicators: The Third Voice". In Gerbner, George, Melody, William, and Larry P. Gross, eds. Communication Technology and Social Policy. New York: John Wiley and Sons, 1973.

142 Gerbner, George, et al. "Religion and Television: A Research Report". Annenberg School of Communications, April, 1984.

0 Gerbner, George, et al. "What Television Teaches about Doctors and Health". Mobius, April, 1982.

0 Hartley, John. Understanding News. New York: Methuen, 1982.

0 Hulteng, John L. The News Media: What Makes Them Tick? NJ: Prentice-Hall, Inc., 1979.

3y Humphrey, Ronald, and Schuman, Howard. "Portrayal of blacks in magazine advertisements". Public Opinion Quarterly 48(3), Summer, 1984, pp. 551-563.

0 Joslyn, Richard. Mass Media and Elections. Reading, MA: Addison-Wesley, 1984.

0 Lazarsfeld, Paul. Radio and the Printed Page. NJ: Duell, Sloan and Pearce, Inc., 1940.

○ Marc, David. Demographic Vistas. Philadelphia: University of Pennsylvania Press, 1984.

will provide copy to copy
○ Marc, David. "MTM's Past and Future". Atlantic Monthly, November, 1984, pp. 113-120.

○ McQuail, Denis, and Windahl, Swen. Communication Models for the Study of Mass Communication. New York: Longman, 1981.

○ Pekurny, Robert. "The Production and Environment of NBC's 'Saturday Night Live'". Journal of Broadcasting 24(1), Winter, 1980, pp. 91-99.

○ Pion, Georgine M., and Lipsey, Mark W. "Public Attitudes Toward Science and Technology: What Have the Surveys Told Us?" Public Opinion Quarterly 45(3), Fall, 1981, pp. 303-315.

○ Rosse, James. "The Economic Setting". In Abel, Elie, ed. What's News. San Francisco: Institute for Contemporary Studies, 1981.

will provide copy to copy
○ Sandman, Peter M. "The Fight Over Television Violence". More April, 1978, pp. 35-40.

○ Shaw, David. Press Watch. New York: MacMillan Publishing Co., 1984.

○ Siepman, Charles A. Radio, Television and Society. New York: Oxford University Press, 1950.

○ Traub, James. "The World According to Nielsen". Channels, vol. 4 #5, Jan./Feb. 1985, pp. 26-32, 70-71.

1 C
3 vch, 5, 6
○ Tuchman, Gaye. Making News. New York: The Free Press, 1978.

○ Wright, John S., and Mertes, John E. Advertising's Role in Society. New York: West Publishing Co., 1974.

June 18

IPA of newspaper and magazines, auxilliary services

Reading: Gerbner: "Sin, Suffer, Repent"

"Cultural Indicators: The Third Voice"

Hulteng: What Makes them Tick, chapters 10, 11

June 19

Advertising, IPA

Reading: Hulteng: What Makes them Tick, chapters 1, 2

Wright: Advertising's Role in Society, chapters IX-2,
IX-3, X-1

June 20

Television, regulatory groups, IPA

Reading: Comstock: Television in America, chapter 1

Hulteng: What Makes them Tick, chapter 9

Materials from ACT, FCC, FTC

Optional draft of proposal due

June 24

Economics of the media, audience research, IPA

Reading: Hulteng: What Makes them Tick, chapter 3

Materials from Neilsen (glance through)

Traub: "The World According to Neilsen"

Rosse: "The Economic Setting"

Exercise #5 due

June 25

Effects of the media on culture and society

Reading: Comstock: "Social and Cultural Impact of Mass Media"

Gans: "The Politics of Culture in America: A Sociological
Analysis"

Gerbner: "Television: The New State Religion?"

June 26

Presentation of proposals

June 27

Presentation of proposals

Proposals due

Journals due

COM 130
SUMMER, 1985
BIBLIOGRAPHY

- Abelman, Robert. "10 Commandments of the Electronic Church". Channels, Vol. 4 #5, Jan./Feb., 1985, pp. 64-67.
- Berry, Gordon L. and Mitchell-Kernan, Claudia, eds. Television and the Socialization of the Minority Child. New York: Academic Press, 1982.
- Blanchard, Margaret A. The Hutchins Commission: The Press and the Responsibility Concept. Journalism Monographs #49, May, 1977.
- 3c 1971
2c 1957
Cantril, Hadley. "The Invasion from Mars". In Schramm, Wilbur and Roberts, Donald, eds. The Process and Effects of Mass Communications. Chicago: University of Illinois Press, 1974.
- Commission on Freedom of the Press. A Free and Responsible Press. Chicago: University of Chicago Press, 1947.
- Comstock, George. "Social and Cultural Impact of Mass Media". In Abel, Elie, ed. What's News. San Francisco: Institute for Contemporary Studies, 1981.
- Comstock, George. Television in America. Beverly Hills, CA: Sage Publications, 1980.
- 2v
Comstock, George and Cobbey, Robin E. "Television and the Children of Ethnic Minorities". Journal of Communication 29(1), Winter, 1979, pp. 104-115.
- C +
X 85-116
Comstock, George, et al. Television and Human Behavior. New York: Columbia University Press, 1978.
- Epstein, Edward Jay. News From Nowhere. New York: Vintage Books, 1973.
- Frazier, Gross and Clay. Radio in 1985. Washington, D.C., 1977.
- 1c
WCHY
SVCZ
Gans, Herbert. Deciding What's News. New York: Pantheon, 1979.
- 8c
Gans, Herbert. "The Politics of Culture in America: A Sociological Analysis". In McQuail, Denis, ed. The Sociology of Mass Communication. London: Penguin Books, 1972.
- 12x
Gerbner, George. "Communication and Social Environment". Scientific American, September, 1972, pp. 153-160.
- 6x
Gerbner, George. "Ideological Perspectives and Political Tendencies in News Reporting". Journalism Quarterly 41, Autumn, 1964, pp. 495-509.

Course schedule

May 21

Introduction to the course, models of communication

Reading: Gerbner: "Communication and Social Environment"

McQuail and Windahl: "Models of Communication" pp. 1-20,
31-32 (optional reading)

Marc: "MTM's Past and Future"

May 22

Terms of perception, newspapers

Reading: Gerbner: "Content Analysis and Critical Research"

Hartley: Understanding News, chapter 1

Shaw: Press Watch, introduction, chapter 1

May 23

Newspapers and the question of objectivity, message systems analysis

Reading: Gans: Deciding What's News, chapter 2

Hulteng: What Makes them Tick, chapter 8

Tuchman: Making News, chapter 1

May 28

Newspapers, MSA

Reading: Gerbner: "The Many Worlds of the World's Press"

"Press Perspectives in World Communication"

Hulteng: What Makes them Tick, chapters 4, 5, 6

Exercise #1 due

May 29

Advertising, MSA

Reading: Wright: Advertising's Role in Society, chapters I-2, II-1,
III-1, III-7, VI-6

Humphrey and Schuman: "Portrayal of blacks in magazine ads"

May 30

Television, MSA

Reading: Marc: Demographic Vistas, chapter 1 (skim through book)

Comstock: Television in America, chapter 4

Television and Human Behavior, pp. 19-45

June 3

Television news, MSA

Reading: Comstock: Television in America, chapter 3.

Epstein: News from Nowhere, chapter 5

Hartley: Understanding News, chapters 3, 4 (skim), 7

Exercise #2 due

June 4

Television: science and teacher images, cultivation analysis

Reading: Gerbner: "Teacher Image in Mass Culture"

"What Television Teaches about Physicians and Health"

Pion and Lipsey: "Public Attitudes Toward Science and

Technology: What Have the Surveys Told Us?"

June 5

The question of television violence, rock videos, CA

Reading: Gerbner and Gross: "Living with Television: The Violence Profile"

"The Violent Face of TV and its Lessons"

Comstock: Television and Human Behavior, pp. 64-83

Sandman: "The Fight over Television Violence Ratings"

June 6

The electronic church and the electronic hearth, CA

Reading: Abelman: "10 Commandments of the Electronic Church"

Cultural Indicators: "Religion and Television"

June 10

Television and minorities, the interface of MSA and CA

Reading: Berry and Mitchell-Kernan: Television and the Minority Child, introduction, chapter 11

Comstock and Cobbey: "Television and the Children of Ethnic Minorities"

Gerbner and Signorelli: "Women and Minorities in TV Drama"

Exercise #3 due

Journals due

June 11

Politics and the media, MSA and CA

Reading: Gerbner et al.: "Charting the Mainstream: Television's Contributions to Political Orientation"

Joslyn: Mass Media and Elections, chapters 4, 5

June 12

Radio, MSA and CA

Reading: Cantril: "Invasion from Mars"

Frazier, Gross and Clay: Radio in '85, pp. 10-17

Lazarsfeld: Radio and the Printed Page, pp. 214-225, 258-276

June 13

Radio, CA, IPA

Reading: Frazier, Gross and Clay: Radio in '85, pp. 5-9

Siepmann: Radio, Television and Society, chapters 3, 4

June 17

Responsibility of the media, censorship, institutional policy analysis

Reading: Blanchard: The Hutchins Commission (optional reading)

Hutchins Report (skim)

Pekurny: "The Production Process and Environment of NBC's 'Saturday Night Live'"

Siepmann: Radio, Television and Society, chapters 9, 10

Exercise #4 due