

- 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 (Th)
- 26 4 (Th)

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/55/wy
  - 8 cop 7. Sociology of Mass Communications by Denis McQuail, 1972.
  - 2 cop 8. Mass Culture Revisited edited by Bernard Rosenberg and David Manning White. New York: Van Nostrand Reinhold, 1971. E/1682
  - 5 cop 9. People, Society, and Mass Communications edited by Lewis A. Dexter and David Manning White. New York: The Free Press, 1964.