

COURSE SCHEDULE

THE MEDIA: Images and Messages
PSYC 2000 & ANSO 2000 (SUMMER 2007)
TWR 9:00 a.m. – 12:50 p.m.
TRACEY MCCARTHY, PSY.D., J.D. - INSTRUCTOR
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Webster Hall Room # 306

COURSE DESCRIPTION

Many times in conversation you hear the term MEDIA and many times THE MEDIA. In fact, we have become so accustomed to the terms that we do not question how they are being used and the meaning or impact they have on others and us. How do the images and messages of THE MEDIA influence us as individuals, members of groups, and how we view others and ourselves? Are they political? Are they psychological? Are they socio-cultural? Is THE MEDIA influential in how we have constructed our identities and realities?

This course will be an exploration into these and other questions/issues. We will use a variety of materials (film, art, television, music, magazines, etc.) to examine and clarify how THE MEDIA provides us with the "images" and "messages." We will employ a critical framework asking why, how, who, and what.

NOTE: This section is offered in an intensive format and demands intensive coursework. Class attendance and class participation are required and will be considered in evaluation of the course and the number of credit hours earned.

Participants must attend 32 hours in order to receive credit.

COURSE LEARNING OBJECTIVES

Participants will define key terms, concepts, and theories related to images and messages in media.

Participants will identify messages and images in media.

Participants will identify both overt and covert media messages and images.

Participants will articulate the psychosocial, political, and economic underpinnings of media.

Participants will identify the extent to which the media informs individual and collective identity.

Participants will identify the extent to which the media creates reality and vice versa.

Participants will demonstrate an understanding of the relationship between personal media consumption and personal identity development.

Both class participation and regular attendance are required. Absences in excess of 4 clock hours will result in the receipt of a failing grade. Any cancelled class will be made up. All readings and assignments must be completed prior to the scheduled class meeting.

COURSE SCHEDULE

(Text: Media Making: Mass Media in a Popular Culture 2nd Ed. by: Lawrence Grossberg, Ellen Wartell, & D. Charles Whitney)

Week #1 Chapter 1 (Media in Context)
Chapter 3 (Media People and Organizations)
Chapter 5 (Meaning)
Test # 1 – 5/17/2007

(Supplemental Chapters (Chapter 2 – Narratives of Media History & Chapter 4 - Media and Money)

Week #2 Chapter 6 (The Interpretation of Meaning)
Chapter 7 (Ideology)
Chapter 8 (Producing Identities)
Chapter 9 (Consuming the Media)

Project #1 Due – 5/22/2007
Test # 2 – 5/24/2007
Take Home Exam Distributed - 5/24/2007

Week #3 Chapter 10 (Media and Behavior)
Chapter 11 (Media and Politics)
Chapter 13 (Media Globalization)

Field Trip Project 5/30/2007
Project # 2 Due – 5/29/2007
Test # 3 – 5/31/2007
Take-Home Final Essay Exam Due – 5/31/2007

METHOD OF ASSESSMENT

You **final** course credit will be determined by:

- 1) 3- Tests (In Class) = 50 credits (each)
- 2) 1-Final Essay Exam (Take Home) = 100 credits
- 3) 2-Projects = 50 credits (each)
- 4) Class Participation =90 credits (5 credits for attendance each day/5 credits for **very active** participation each day)
- 5) Media Journals = 10 points (1 daily record per week)

419-450 = A
405-418 =A-
391-404 =B+
378-390 = B
360-377 =B-
346-359 = C+
333-345 = C
315-332 = C-
301-314 = D+
288-313 = D
270-287 = D-
0-269 = F

Course Tests:

Four tests shall be completed during our term. The format of the assessments may be written with items comprised of multiple choice, fill-in-the-blank, true/false, or short answer essay questions. The purpose of the periodic tests is to give you the opportunity to demonstrate (and reflect upon) your acquisition of basic terminology, basic theories, basic skills, and basic concepts related to the overall content and process.

Tests will focus on both reading and listening comprehension.

Projects:

You shall complete two course projects. One project will focus on love and one shall focus on aggression. Each project shall be 2-4 full pages in length. 12 point font with normal margins shall be used. For each, you shall select a piece or form of media that you perceive as depicting love or aggression. You shall provide a copy of the media. You shall explain in writing why you chose this media and exactly how it is an image/message of love or aggression. The purpose of this activity is to foster your ability to analyze the construction, purpose, and impact of media and to further understand the myriad interpretations attributable to media.

Journals:

You will select one day each week to document all media you encounter. The purpose of the Journal Activity is to foster your ability to examine the extent to which media is a pervasive force and the extent to which you are exposed to such. This activity further hones your insight regarding the impact of media in your life and vice versa.

Make up Assessments and Assignments

Makeup Assessments will **only** be available in the event of serious illness or a funeral (personal significant person). *You must provide acceptable documentation (proof) of the medical illness or the funeral prior to taking the make-up quiz.* There will be **no exceptions**. A makeup assessment may vary from the original assessment given. You must call to schedule the makeup assessment with the Testing Center. You must obtain *prior* approval from the instructor to miss an assessment. Failure to obtain approval prior to the class meeting will result in your *inability* to take a makeup assessment. In other words, you must actually receive approval from me. Leaving a message on the voice mail does not constitute receiving prior approval. There will be **no exceptions**.

Late assessments and projects will receive a reduction in points equal to one point per hour after the end of the class on the day which the assessment or project is due. The clock will tick until the assessment or project is in my hand. In my stead, Debi Aholt may accept your work. Caveat --- I will only accept a late assessment or project with my prior approval (see above paragraph). There will be no exceptions.

Carpe Diem!!!