

Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. Course prefix and number: CMN 5610
3. Short title: Media Criticism
4. Long title: Media Criticism
5. Hours per week: 3 Class 0 Lab 3 Credit
6. Terms: Fall ☐ Spring ☐ Summer ☒ On demand
7. Initial term: ☒ Fall ☐ Spring ☐ Summer Year: 2022
8. Catalog course description: This course focuses on media content, producers, and audiences. Students in this course examine the current state of mass communication and media studies research through both theoretical and applied pieces. Specifically, this course provides the foundations for understanding the methodology and theory behind producer studies, various theoretical approaches to textual analysis, and the approaches to audience and reception studies.
9. Course attributes: N/A

General education component: _____

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. Instructional delivery
Type of Course:

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research

☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☒ Face to Face ☒ Online ☐ Study Abroad

☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____
11. Course(s) to be deleted from the catalog once this course is approved: N/A
12. Equivalent course(s): None
 - a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☐ No
13. Prerequisite(s): None
 - a. Can prerequisite be taken concurrently? ☐ Yes ☐ No

b. Minimum grade required for the prerequisite course(s)? ____

c. Use Banner coding to enforce prerequisite course(s)? ____ Yes ____ No

d. Who may waive prerequisite(s)?

____ No one ____ Chair ____ Instructor ____ Advisor ____ Other (specify)

14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: Graduate Students

b. Degrees, colleges, majors, levels, classes which may not take the course: Undergraduates

16. Repeat status: ☒ May not be repeated ____ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: ☒ Standard ____ CR/NC ____ Audit ____ ABC/NC

19. Special grading provisions:

____ Grade for course will not count in a student's grade point average.

____ Grade for course will not count in hours toward graduation.

____ Grade for course will be removed from GPA if student already has credit for or is registered in:

____ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software _____

Course Fee ____ No ☒ Yes, Explain if yes _____

21. Community college transfer:

____ A community college course may be judged equivalent.

☒ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☐ Course is required for the major(s) of _____
☐ Course is required for the minor(s) of _____
☐ Course is required for the certificate program(s) of _____
☒ Course is used as an elective _____
2. **Rationale for proposal:** This course proposal has not been revised in well over a decade. This revision updates the proposal to bring it in line with how the course is currently being taught. The catalog description, learning goals, and course objectives have been updated.
3. **Justifications for (answer N/A if not applicable):** Edited for accuracy
Similarity to other courses: N/A
Prerequisites: N/A
Co-requisites: N/A
Enrollment restrictions: This course is designed to provide advanced in-depth examination of theories and concepts suitable for students who are engaging in research at the graduate level.
Writing active, intensive, centered: N/A
4. **General education assurances (answer N/A if not applicable)**
General education component: N/A
Curriculum: N/A
Instruction: N/A
Assessment: N/A
5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**
Online or hybrid delivery justification: Although the course will primarily be offered face-to-face, it may be offered online from time to time for the Communication and Leadership degree, and the Graduate Certificate in Communication Processes. These two areas are growing exponentially, and online options are needed for these students.

Instruction: All resources and activities will be available through the university learning management system. The system provides students with 24-hour online access to all course files, syllabus, PowerPoint files, media content, assignments, group activities, and discussion. Faculty assigned to teach the course will have completed OCDi training, or the equivalent.

Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be completed within a pre-determined time limit. Written assignments will be processed through anti-plagiarism software (such as Turnitin). Discussion boards will be monitored for accurate and original content.

Interaction: The learning management system will be the required means to facilitate interaction between students, and between students and instructor. Discussion boards will be

used extensively, as will video and/or audio PowerPoint presentations. Students will also facilitate using widely available interactive technology. While primarily asynchronous, faculty may choose to schedule synchronous meetings using the learning management system or equivalent.

Model Syllabus (Part II)

Please include the following information:

- 1. Course number and title:** CMN 5610: Media Criticism 3 credit hours.
- 2. Catalog description:** This course focuses on media content, producers, and audiences. Students in this course examine the current state of mass communication and media studies research through both theoretical and applied pieces. Specifically, this course provides the foundations for understanding the methodology and theory behind producer studies, various theoretical approaches to textual analysis, and the approaches to audience and reception studies.
- 3. Learning objectives:**
Students should be able to:
 1. Articulate how to study media meanings and influence (GLG 1-4)
 2. Deconstruct the pressures and limitation placed on media producers (GLG 1-5)
 3. Apply various media lenses to unpacking a media text or channel (GLG 2, 3, 4)
 4. Identify the role of audiences and the variances in decodings (GLG 1-5)
- 4. Course materials:** Weekly readings will be posted on the university's online learning management system.
- 5. Weekly outline of content:**

Week 1: What is media and why do we have to criticize it?

Week 2: Conceptualizing media and Media studies

- Berger "Media"
- Durham Peters "Mass Media Defined"

Week 3: Producer study: Pressures and limitations

Week 4: Effects, Texts, and Encoding

- Sparks "A brief history of media effects research"
- Kellner – "Media Culture"
- Hall – "Encoding/Decoding"

Week5: Media industry structures

- Frith "The Industrialization of Popular Music"
- Hall et al "The social production of news"
- Jaramillo "The family racket"

Week 6: Producer studies

- Levine "Toward a paradigm for media production research"
- Ross - "Were producers and audiences ever separate?"
- Caron "Translating Star Trek into a Francophone context"
- Barkin "The foreigning gaze"

Week 7: Channel and symbolism

- Meyrowitz- "Medium Theory"
- Crisell "Radio Signs"

- Fiske “The Codes of Television”
- Williams “Video game lightning rod”

Week 8: Transition to textual analysis

- Phillipov “In defense of textual analysis”
- Pinchevskit & Brand - “Holocaust perversions and pulp fiction”
- Walus & Wilcox “1000 Ways to Die”
- Meizel “American Idol and the American Dream”

Week 9: Textual analysis : Semiotics & myth

- Seierter “Semiotics and structuralism”
- Mika “Semiotics in commercials”
- Barthes “Mythologies”
- Barthes “Myth Today”

Week 10: Representation

- Gray - “The politics of representation”
- Phalen, Kim, & Osellame “Imagined presidencies: The representation of political power”
- Dixon & Azocar “Representing race on television news”
- Dyer “Stereotyping”

Week 11: Ideology

- Grossberg, Wartella, & Whitney “Ideology”
- Winslow “Extreme home make over and ideology”
- Kipnis “Male desire and female disgust: Reading Hustler”

Week 12: Audience-driven research

- Ruddock “Audience research and cultural studies”
- Ang “Dallas and the ideology of mass culture”
- Willis - “The Golden Age”

Week 13: Audience studies: Decodings not guaranteed

- Dixon “Schemas as average conceptions”
- Jhally & Lewis “Enlightened racism: The Cosby show, audiences, and the myth of the American dream”
- Radway “Reading the romance”
- Ang “Living Room Wars”

Week 14: New frontiers of gratifications

- Katz, Blumler & Gurevitch - “Uses and Gratifications”
- Barton - “Uses and gratifications of talent shows”
- Gudelunas - “Uses and gratifications of apps for gay men”
- Ehrenreich, Hess, & Jacobs “Beatlemania: Girls just want to have fun”

Week 15: Piloting the study, examining instruments and proposed samples

- Producer study
- Textual analysis
- Audience study / effects & outcomes

Week 16: Putting it all together

6. Assignments and evaluation, including weights for final course grade.

Response Papers: 50%

Discussion leader: 20%

Final Project: 30%

7. Grading scale.

Letter grades will be assigned based on the following scale:

A = 100 – 90%
 B = below 90 – 80%
 C = below 80 - 70%
 D = below 70 - 60%
 F = below 60%

8. Correlation of learning objectives to assignments and evaluation.

Course objectives	Response Papers 50%	Discussion Leader 20%	Final Project 30%
Articulate how to study media meanings and influence (GLG 1-4)	X		
Deconstruct the pressures and limitation placed on media producers (GLG 1-5)	X	X	X
Apply various media lenses to unpacking a media text or channel (GLG 2, 3, 4)	X	X	X
Identify the role of audiences and the variances in decodings (GLG 1-5)	X	X	X

Date approved by the department or school: February 9, 2022

Date approved by the college curriculum committee: March 2, 2022

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: CGS: