

Revised General Education Course Proposal

1. Catalog description in the style of the University Catalog showing:

- a. EIU 4142G
- b. Telecommunication Issues in the Third Millennium
- c. 3-0-3
- d. On demand
- e. Telecom Issues
- f. A panoramic view of media in the 21st century and its effects on hi-tech society. The effects of media on politics, advertising, violence, sports and national security will be discussed and debated. Discussion will also center on the possible effects of media on the new "information society." Majors in Speech Communication are excluded.
- g. Prerequisite: Completion of at least 75 hours.
- h. Course is writing intensive.

2. Student Learning Objectives

After taking this course, the student should be better able to do the following:

- a. Identify the impact of media on her/his life. (Critical Thinking)
- b. Critically examine the various theories of media effects. (Critical Thinking)
- c. Critically examine the various contents of mass media. (Critical Thinking)
- d. Identify the effects of media in the following areas. (Critical Thinking and Global Citizenship)
 - (1) Politics
 - (2) Advertising
 - (3) Violence
 - (4) Sports
 - (5) National Security
- e. Write a research paper on some aspect of media impact. (Written and Oral Literacy)
- f. Present oral reports on media usage and media analysis. (Written and Oral Literacy)
- g. Deconstruct a political commercial. (Critical Thinking)

3. Course Outline - This syllabus is based on one 150 minute class meeting per week.

Week One

The nature of media effects.
Negative effects of media
Positive effects of media
Theories of mass media

Week Two

TV and Politics
Types of candidates
Political Commercials
Video: Life, Liberty and the Pursuit of Sleaze: Media and Politics - National Desk

Week Three

Politics and Advertising

Video: The :30 Second Candidate - Wisconsin Public TV

Assignment: Create and present a 30 second political commercial

Week Four

TV and Advertising

The Power of Money: The Case of Campaign Commercials

Video: Campaign Commercials

Week Five

TV and Violence

Effects of Media on Children's Violence

Video: Does TV Kill? - Bill Moyers

Week Six

TV and Free Speech

Issues in Free Speech and TV

Video: Bill Moyer's Free Speech Special

Video: Fear and Favor in the TV Newsroom - PBS

Week Seven

Mid Term Examination

Week Eight

TV and Sports

Money and Sports

Media Effects on Sports and Sports Effects on Media

Video: Bill Moyers - Sports for Sale

Week Nine

Advertising and Sports

The Case of the Super Bowl Commercials

Video: The Super Bowl Commercials

Week Ten

Media and National Security

What Is "National Security?"

Wartime Security and Disinformation

Video: National Security and Media - Freedom Foundation

Week Eleven

TV Content - Game Shows

Effects of Game Show Watching

The Critical View

Video: Who Wants to be a Millionaire?

Assignment: Create a Who Wants to be a Media Millionaire? show

Week Twelve

Assessment Activities

Present “Who Wants to be a Media Millionaire.”

Week Thirteen

TV Content - Drama - Day Time and Prime Time

TV and Reality - Does TV create reality or does TV reflect reality.

The Case of Reality TV

Video: Survivor

Week Fourteen

Cable TV - The sectioning of the audience

Differences between broadcast TV and Cable TV

Satellite TV

Cable TV Ratings - Top Ten

Video: The WWF

Week Fifteen

Media Analysis Oral Reports

4. Evaluation of Student Learning

a. Evaluation Methods

- (1) There will be a mid-term examination and a final examination.
- (2) There will be a media analysis paper. This paper will be submitted to the instructor for suggestions for revision. The paper will be revised based on the instructor’s feedback.
- (3) There will be a media usage journal to be submitted on Week 14.
- (4) There will be a research paper on some issue in TV effects due on Week 15.
- (5) There will be an oral report over the revised media analysis paper.
- (6) There will be a political campaign commercial presentation.
- (7) There will be a “Who Wants to be A Media Millionaire?” presentation.

Grading System

Media Usage Journal	100 points
Media Usage Oral Report	100 “
Political Campaign Commercial	100 “
Mid Term Exam	100 “
”Media Millionaire”	100 “
Media Analysis Paper	100 “
Media Analysis Oral Report	100 “
Research Paper	200 “
Final Exam	100 “
Total	1000 points

1000 - 900 = A

899 - 800 = B

799 - 700 = C

699 - 600 = D

599 - 000 = F

b. Writing-Intensive Course

(1) 40% of the final grade is derived from writing assignments.

(2) The Media Analysis paper will be critiqued by the instructor and returned to the students for revision. The grade on the paper will be based on the revised paper.

5. Rationale

a. Senior Seminar. The course is a cross-disciplinary approach covering many areas of study such as politics, advertising, television, and sports. The course is structured to allow students to apply analytical and critical skills to the topics being covered. The students will be able to integrate the learning they bring from their General Education courses as well as their major courses.

b. The prerequisite is the completion of at least 75 hours.

c. This course replaces EIU 4042G which carries two hours of credit. Additional materials have been added to justify the increase in credit.

d. The course is not available to Speech Communication majors.

6. Implementation

a. The course will be initially assigned to Dr. Doug Bock in the Department of Speech Communication.

b. The primary text for the course will be:

Hiebert, R. E. (1999). Impact of Mass Media: Current Issues. New York: Longman.

c. No additional costs will be incurred by the students.

d. The course could first be offered Spring 2002.

7. Community College Transfer

A community college course will not be judged equivalent to this course.

8. Date approved the Arts & Humanities Curriculum Committee: April 4, 2001

9. Date approved by the Senior Seminar Advisory Committee: May 2, 2001

10. Date approved by the CAA: July 19, 2001

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