

COMMUNICATION 406
MEDIA CONSEQUENCES & EFFECTS
Fall 2004

Instructor: Tatyana Dumova, Ph.D.
Course time and location: MWF 1 P.M. – 1:50 P.M. O’Kelly Hall Rm 1
Office hours: MW 3 P.M. – 6 P.M.
T 9 A.M. – 12 P.M. or by appointment
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Catalog Description:

Comm 406. Examination of the ways in which individuals and societies are affected by the media systems. Topics include Technology, History, Media Power and Control, Audiences and Users, Information and Entertainment, Mass Culture and Popular Culture. Uses a critical perspective to interpret the consequences and effects of media systems. 3 credits

Prerequisites: Admitted Communication major or instructor consent.

Course Overview:

This course provides a critical overview of the state of communication research in the area of media consequences and effects—one of the key areas of scholarly attention and continuous public concern. It examines the production, transmission, reception, contexts, and processes of mass communication with a focus on theoretical perspectives and research strategies/ methodologies.

Learning Objectives:

The course addresses the following School of Communication student learning goals (9-12):

- To understand the historical and contemporary context (political, economic, legal and social) of communication institutions and technologies.
- To understand the consequences for individuals and communities of the use and content of communication media.
- To understand alternate possibilities for having access to, using and arranging communication technologies and institutions.
- To use communication technologies ethically in conventional as well as imaginative ways.

Required Text:

Bryant, J., & Zillmann, D. (Eds.). (2002). *Media effects: Advances in theory and research*. Mahwah, NJ: Lawrence Erlbaum.

Recommended:

Bryant, J., & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw Hill.
 Ruddock, A. (2004). *Understanding audiences: Theory and method*. Thousand Oaks, CA: Sage.
 Sparks, G. G. (2002). *Media effects research: A basic overview*. Belmont, CA: Wadsworth.
 Jeffres, L. W. (1997). *Mass media effects*. Prospect Heights, IL: Waveland Press.
 Potter, W. J. (2003). *The 11 myths of media violence*. Thousand Oaks, CA: Sage.
 Strasburger, V. C., & Wilson, B. J. (2002). *Children, adolescents, & the media*. Thousand Oaks, CA: Sage.

Methods of Instruction:

Methods of instruction include but are not limited to lecture, discussion, individual and group work, the use of audio-visual presentation technology and Web-based course management tools.

Methods of Evaluation:

<i>Assignments</i>	<i>Evaluation</i>	<i>Grading System</i>
Participation in classroom activities	10–20 pts	A : 94–100 %
Media consumption analysis (journal and position paper)	10 pts	B : 80– 93 %
Media effects analysis (abstract, annotated bibliography, literature review, research paper and presentation)	40 pts	C : 70– 79 %
Midterm exam	30 pts	D : 60– 69 %
Final exam	30 pts	
Total	120–130 pts	

Due Dates:

Media consumption analysis paper	15-Sep
Annotated bibliography	1-Oct
Literature review	8-Nov
Abstract	19-Nov
Media effects analysis paper	10-Dec
Midterm exam	15-Oct
Final exam	13-Dec

Classroom Policies:

- Regular attendance is necessary to be successful in the course. Not more than two documented absences can be excused.
- All projects should be completed on time. For each day an assignment is late five percent of the grade will be deducted.
- Students taking this course for graduate credit must do significant additional work beyond that required of undergraduates, as directed by the instructor.
- Students are responsible for keeping backups of all projects.

- The instructor is available during and outside of scheduled office hours. Please do not hesitate to ask for assistance when needed.

Academic Honesty:

All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty.

Cultural Diversity Statement:

The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

Disability Statement:

If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see one of the instructors. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

Important for Senior Portfolio:

All School of Communication students are required to prepare a Senior Portfolio reflecting their work as students of the School. The portfolio must contain an up-to-date résumé, several examples of scholarly writing (e.g., research papers) and other items, such as graphic design work, digital imaging, video, photography, public relations or advertising work, or other communication-related artifacts that the student has produced.

Be sure to save your projects from this class so they could be included in the portfolio. You will be required to provide at least one piece of work that corresponds to each of the School of Communication majors' 12 Goals for Student Learning. Each course in the curriculum contributes to some of these goals, depending on whether the course is linked with the theme of community, information, or technology. The present course helps fulfill the following goals: 9, 10, 11, and 12 (technology) as stated above.

School of Communication Listserv (Scomminfo):

All Scomm major and pre-major students are expected to subscribe to the School of Communication listserv (Scomminfo) by September 15 for the Fall semester and January 30 for the Spring semester .

In order to subscribe, send an e-mail message from your own account to:

listserv@listserv.nodak.edu

Subject: leave the subject line blank

Body: subscribe UND-scomminfo yourfirstname yourlastname

Course Schedule:

<i>Week of</i>	<i>Topic</i>	<i>Reading</i>
25-Aug	Media functions in society; news influences	Ch. 1-2
30-Aug	Theories of communication and the media	Ch. 3-5
6-Sep	Social cognitive theory of mass communication	Ch. 6
13-Sep	Media persuasion and attitude change	Ch. 7
20-Sep	Classical studies in media consequences & effects	Ch. 8-9
27-Sep	Minorities and the mass media	Ch. 13
4-Oct	Effects of violent and sexually explicit content	Ch. 10-12
11-Oct	Media impact on children	Ch. 15
15-Oct	MIDTERM EXAM	
18-Oct	Political communication effects	Ch. 16
25-Oct	Effects of media on personal and public health	Ch. 17
1-Nov	Media uses and gratifications	Ch. 20
8-Nov	Entertainment as media effect	Ch. 21
15-Nov	Social effects of new media technologies	Ch. 22
22-Nov	Course review	Review chapters 1-22
26-Nov	<i>Thanksgiving holiday, no class</i>	
1-Dec	Media effects analysis oral presentations	Critique & commentary
8-Dec	Media effects analysis oral presentations	Critique & commentary
13-Dec	FINAL EXAM	