

COMM 130 - SYLLABUS*
Summer Session II

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Tuesday & Thursdays: 9am to 12.50pm

Welcome! The aim of this course is to help you understand the roles and activities of mass media in U. S. society. By the end of the semester you will have a much better sense than you now do of the forces that guide the books we read, movies we enjoy, television shows we watch, internet content we use, and even the toys we buy. You will also be able to understand industry jargon and knowledgeably discuss industry trends and issues with executives from a wide spectrum of media industries.

The course will be comprised of lectures, discussion, and breakout activities, readings from the required textbook.

The class has a Canvas page. On it you will find this syllabus plus other class materials.

*The syllabus is subject to change

Some Ground Rules:

- **Attendance in class is imperative.** We may take attendance periodically. If you don't come to class regularly you may not enjoy the benefit of the doubt if your grade falls between grades (eg, B+ to A-). Please read the assigned material in advance of the date it is listed.
- The final assignment must be handed in when it is due. Only medical and University excuses will be accepted.
- Plagiarism (intentionally presenting another person's work or ideas as your own) is unacceptable. Any violation of the school's policies on academic integrity will bring serious consequences. For clarification about plagiarism and other policies, please see Penn's Code of Academic Integrity: <https://catalog.upenn.edu/pennbook/code-of-academic-integrity/>
- Laptops are permitted in class but must be used only for note-taking or minimal web searching for information pertinent to class.
- The use of mobile phones in class is not permitted.

Other Procedural Information

In compliance with Penn policy and equal access laws, you may access appropriate academic accommodations that you may require as a student with a disability. Requests for academic accommodations need to be made during the first two Sessions of the semester, except under unusual circumstances, to arrange reasonable accommodations. Students must register with Student Disabilities Services (SDS) for disability verification and for determination of reasonable academic accommodations.

Students with concerns of a personal, emotional, social, or educational nature may visit Counseling and Psychological Services (CAPS) for help and guidance free of charge. CAPS will also consult with faculty and TAs (within the limits of a students' privacy) on students for whom they are concerned. You are also welcome to speak to me about any difficulties you are experiencing in this class, in other classes, or in adjusting to university life. See <https://www.vpul.upenn.edu/caps/>.

Required Reading:

Joseph Turow, *Media Today, 6th Edition* (New York and Abingdon (UK): Routledge, 2017). The sixth edition is a new and much transformed version of the earlier text, so do not get an earlier edition. The Pennsylvania Book Center (34th Street off Walnut) has copies. So does Amazon. The book has its own website with useful study materials.

All optional readings will be provided on canvas.

Please complete all reading before class.

Assignments and Evaluation

Evaluations will be based on a media project, due near the end of the term, and class participation.

Media Project = 70%

Participation = 30%

Class Schedule:

Session 1	July 9	Introduction to the course & Understanding Mass Media, Convergence, and the Importance of Media Literacy Reading: Turow, Chapter 1
Session 2	July 11	Making Sense of Research on Media Effects & Culture Reading: Turow, Chapter 2 Optional: George Gerbner, "Cultivation Analysis: An Overview," <i>Mass Communication & Society</i> 1, no. 3-4 (1998): 175-194.
Session 3	July 16	The Business of Media Reading: Turow, Chapter 3 and selections from Chapter 4 Optional: Robin Mansell, "Political Economy, Power and New Media," <i>New Media & Society</i> 6, no. 1 (2004): 96-105.

		Optional: Cynthia B. Meyers, "From Sponsorship to Spots: Advertising and the Development of Electronic Media," in <i>Media Industries: History, Theory and Method</i> , edited by Jennifer Holt and Alisa Perren (Malden, MA: Wiley-Blackwell, 2009), 69-80.
Session 4	July 18	<p>Controls on Media Content: Government Regulation, Self-Regulation, and Ethics</p> <p>Reading: Turow, Chapter 5 and the rest of Chapter 4 Optional: Victor Pickard, "The Strange Life and Death of the Fairness Doctrine: Tracing the Decline of Positive Freedoms in American Policy Discourses," <i>International Journal of Communication</i> 12 (2018): 3434-3453.</p>
Session 5	July 23	<p>*Proposals for Media project due</p> <p>The internet industry</p> <p>Reading: Turow, Chapter 6 Optional: Robert W. McChesney, "The Internet and U.S. Communication Policy-Making in Historical and Critical Perspective," <i>Journal of Communication</i> 46, no. 1 (1996): 98-124. Optional: Astrid Mager, "Algorithmic Ideology: How Capitalist Society Shapes Search Engines," <i>Information, Communication & Society</i> 15, no. 5 (2012): 769-787.</p>
Session 6	July 25	<p>Rise of print media industries and the contemporary book industry</p> <p>Reading: Turow, Chapter 7 and selections from Chapter 9 Optional: Tim Wu, "The First Attention Merchants," in <i>The Attention Merchants: The Epic Scramble to Get Inside Our Heads</i> (New York: Vintage, 2017), 11-23.</p>
Session 7	July 30	<p>The contemporary newspaper & magazine industry</p> <p>Reading: Turow, Chapter 8 and the rest of Chapter 9 Optional: Ignacio Siles and Pablo J. Boczkowski, "Making Sense of the Newspaper Crisis: A Critical Assessment of Existing Research and an Agenda for Future Work," <i>New Media & Society</i> 14, no. 8 (2012): 1375-1394.</p>

		Optional: Brooke Erin Duffy, "Introduction: Questioning Media Identity in the Digital Age," in <i>Remake, Remodel: Women's Magazines in the Digital Age</i> (Urbana, IL: University of Illinois Press, 2013), 1-20.
Session 8	Aug 1	<p>The contemporary recording & radio industry</p> <p>Reading: Turow, Chapters 10 and Chapter 11</p> <p>Optional: Susan J. Douglas, "From <i>Inventing American Broadcasting</i>," in <i>Critical Cultural Policy Studies: A Reader</i>, edited by Justin Lewis and Toby Miller (Malden, MA: Blackwell, 2003), 48-54</p> <p>Optional: Jonathan Sterne, "There Is No Music Industry," <i>Media Industries</i> 1, no. 1 (2014): 50-55.</p> <p>Optional: Jeremy Wade Morris and Devon Powers, "Control, Curation and Musical Experience in Streaming Music Services," <i>Creative Industries Journal</i> 8, no. 2 (2015): 106-122.</p>
Session 9	Aug 6	<p>The contemporary motion picture & television industry</p> <p>Reading: Turow, Chapter 12 and Chapter 13</p> <p>Optional: Elihu Katz, "The End of Television?" <i>Annals of the American Academy of Political and Social Science</i> 625 (2009): 6-18.</p>
Session 10	Aug 8	<p>The contemporary video game industry</p> <p>Reading: Turow, Chapter 14</p> <p>Final Media Project Presentations!</p>