



Course Outline

2026-2027 Catalog

RTVF 12 - Mass Media and Society

Catalog Description

Transfer Status: CSU/UC

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: Survey of mass communication and the interrelationships of media with society including history, structure and trends in a digital age. Discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity. (C-ID JOUR 100).

Objectives

Upon successful completion of this course, the student should be able to:

1. Evaluate the role, power and influence of the mass media.
2. Analyze the influence and role of technology in affecting mass media content and the impact it has on society.
3. Demonstrate critical thinking skills to analyze media's influence.
4. Identify the major mass media.
5. Describe the development/history of the mass media in the United States.
6. Describe roles of the mass media in society and society's relationship with the media.
7. Define the five freedoms of the first amendment.
8. Identify legal responsibilities of the mass media, including areas of libel, privacy, pornography, copyright and freedom of information.
9. Evaluate global media trends.

Course Content

Topic Titles / Suggested Time Topic	
	<u>Lecture</u>
<u>Topics</u>	<u>Lec Hrs</u>
Mass media structures	6.50
History of individual media	6.50
Media issues, economics and trends	6.50
Societal and cultural relationships with the media	6.50
Media literacy	6.50
Media effects	6.50
Legal issues involving media	6.00
Global media	6.00
Total Hours: 51.00	

Methods of Instruction

- A. Class Activities
- B. Collaborative Group Work
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Multimedia Presentations

Methods of Evaluation

- A. Exams/Tests
- B. Quizzes
- C. Oral Presentation
- D. Projects
- E. Homework
- F. Essays and research papers

Examples of Assignments

Reading Assignments

1. Read the chapter on media gender bias and write a 2-3 page analysis of how three different magazine advertisements present male and female images to encourage reader identification with the product.
2. Read the chapter on media gender bias, then analyze three magazine ads that depict men and women. In a 2-3 page paper, examine how each ad uses gender representation to connect with its audience. Consider body language, clothing, setting, and messaging. Discuss whether these portrayals reinforce or challenge gender norms and how they appeal to consumers. Use specific examples and concepts from the chapter to support your analysis.

Writing Assignments

1. In a 3-page paper, review and critique existing sociological literature related to mass media and society.
2. View selected TV programs and commercials and then describe the relationship between program content, target demographics and advertising strategies in a 2-3 page paper.

Out-of-Class Assignments

1. Using the "Propaganda Model" as a guide, view the 1943 WW II Disney Propaganda cartoon "Hitler's Children." In 2-3 pages, describe at least two examples from the cartoon that demonstrates how the film contrasts Hitler and the Nazis to American ideals and beliefs.
2. Using the guide on recognizing media stereotyping, gather and compare how at least three magazine advertisements present minorities to satisfy the desires of the majority beliefs in the target audience.

Recommended Materials of Instruction

Curran, J.B. (2019). Media and Society. *Bloomsbury*, 6th. 978-1501340734.

Baran, S. (2024). Introduction to Mass Communication: Media Literacy and Culture. *McGraw-Hill*, 12th. 9781265033156.

John Pavlik and Shawn McIntosh. (2023). Converging Media: An Introduction to Mass Communication and Digital Innovation. *Oxford*, 7th. 978-0197520413.

Minimum Qualifications

Mass Communication (Masters Required)

Sociology (Masters Required)

Created/Revised by: Heimlich, Ryan

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