

## **BCST 103 - Mass Media & Society (Online – 3 units)**

Lec 52.5

Credit, Degree Applicable

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### **I. Course Description**

A general interest course covering the history, organization and social role of major mass communication media, such as radio, television, motion pictures, print, recording industries, Internet, and the World Wide Web. Basic theory of communication and communication research. Emphasis on the influence of mass media on the individual and society. Explores critical, qualitative and quantitative methods of research and analysis of media impact and influence, with an emphasis on the influence of mass media on the individual and society. A general interest course open to students in all majors. Fulfills a humanities requirement for both the University of California and the California State University systems.

### **II. Goals and Learning Outcomes**

Upon completion of this course a student will be able to:

1. Summarize the history, organization and functions of various mass media.
2. Evaluate the fundamentals of historical and contemporary media/communications methods of analysis.
3. Compare the roles and effects of various media on the individual and society.
4. Describe the economics, business models and motivations of corporate media.
5. Analyze the influence and impact of digital media and the Internet on traditional media industries.

### **III. Required Readings**

Hanson, Ralph E – *Mass Communication: Living in a Media World*  
(7<sup>th</sup> Edition, Sage Publishing 2019)

Selected course handouts

### **IV. Overall Structure of the Course**

The course is designed to provide students with a variety of contexts for understanding and evaluating the history, impact and current trends in mass media. Students will be expected to apply all terms and concepts presented in the course in the successful completion of the course

requirements. Lessons are assigned on a weekly basis, and consist of required readings, chapter quizzes, discussion forums and short assignments.

## **V. Course Requirements**

Students are required to participate in weekly class discussion forums and complete short assignments, take two examinations, complete a quiz for each textbook chapter and write two research papers. Students are expected to meet all requirements in a timely manner. Late papers will be accepted for reduced credit. Students must complete all required papers and the midterm and final exams to pass the class. Additionally, instructor reserves the right to adjust a grade based on overall performance. A student's point total might be in the range of an A, but if the student failed to participate in the Discussion Forums, or turned all papers in late, the grade will be adjusted accordingly.

### *Chapter quizzes*

There is a multiple choice / true-false quiz for each assigned chapter. Quizzes can only be taken once and must be completed within 20 minutes.

### *Discussion forums*

Each weekly lesson has a discussion topic. Students are required to participate in the discussion with other students in the Forums. It is not sufficient to merely post a single response to the discussion question; students are expected to read other posts and respond appropriately. The goal is to engage in a DISCUSSION and exchange of ideas, to create a dialogue on the course topics and current events.

### *Papers*

There are two required research papers for this course. All papers must be turned in via the Canvas Assignments submission module. Assignment details, due dates and instructions can be found under the Assignments link (which will list all course assignments), at the top of the course webpage or under the links themselves (posted in the week they are due but accessible at any time).

### *Exams*

There are two required exams, the midterm and the final. The midterm exam will cover chapters 1-9 in your textbook and must be taken during the posted midterm period. The final exam will cover the remaining chapters (10-18) and must be taken between at the end of term during finals week. The format of both exams will be true/false and multiple choice questions.

## **VI. Course Policies**

All quizzes, exams and forum discussions must be completed during the week they are assigned. Extensions will only be made in extenuating circumstances and at the discretion of the instructor.

The examinations must be taken as scheduled. Exceptions will only be made in extenuating circumstances and at the discretion of the instructor.

Students who have disabilities requiring special arrangements for class participation or test administration should notify the instructor of the need for such arrangements at the beginning of the semester.

Students in this course should be familiar with the college policies on Academic Responsibility contained in the CCSF Catalog. Violations of academic responsibility in this course will be handled as stipulated in that publication.

Academic or intellectual dishonesty, such as cheating or plagiarism, will not be tolerated. The CCSF Student Code of Conduct states:

*Cheating is defined as taking an examination or performing an assigned, evaluated task in a dishonest way, such as having improper or unapproved access to answers. Plagiarism is defined as the unauthorized use of the language and/or thought of another author and representing it as your own.*

## **VII. Assessment and Grading**

Students will be evaluated on all required work – quizzes, exams, participation and papers. Midterm and Final Grades will be assigned on a straight scale as indicated below. Instructor reserves the right to adjust final grades as indicated above (Course Policies).

100% - 90% = A

80% - 89% = B

70% - 79% = C

60 – 69% = D

59% and below = F

## **VIII. Weekly Topics**

1. Course Overview
2. Chapter 1: Welcome to the New Media World
3. Chapter 2: Mass Communication Effects: How Society and Media Interact
4. Chapter 3: Media Business
5. Chapter 4: Books

6. Chapter 5: Magazines
7. Chapter 6: Newspapers
8. Chapter 7: Audio: Music and Talk Across Media
9. MIDTERM EXAM
10. Chapter 8: Movies
11. Chapter 9: Television
12. Chapter 10: The Internet
13. Chapter 11: Advertising
14. Chapter 12: Public Relations
15. Chapter 13: Media Law
16. Chapter 14: Media Ethics
17. Chapter 15: Global Media
18. FINAL EXAM