This course addresses selected traditional and “frontier” issues confronting media theorists and researchers. This is a period of massive transformation that effects change in the very definition of “media.” For our purposes, “media” refer to both traditional mass media production forms — television, radio, newspapers, magazines, books, etc. — and new Internet-based forms. Also included are the myriad of specialized-audience media or media targeted to particular ethnic, national origin, lifestyle, taste, community, etc. groups. To one degree or another, course thematic issues reflect contemporary struggles to understand how media, society, and audience are changing and what difference it makes for communication theory and research. They all bear, in one way or another, upon issues of community and civil society.

Textbook


All supplementary readings will be available in pdf form/Blackboard

Conduct of Class Sessions

Given that this course is a doctoral seminar, students play an active role in shaping class discussion. To that end, students master the reading assignments associated with each weekly topic and come to class prepared with questions, criticisms, and comments. For each assigned reading, one student will be asked to lead off our discussion by providing a 3-minute critical review.

Components of Course Evaluation

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<th>Component</th>
<th>Weight</th>
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<tr>
<td>Seminar Participation</td>
<td>20</td>
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<td>Midterm Exam</td>
<td>25</td>
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<td>Final Exam</td>
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<td>Course Paper</td>
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Both the midterm and the final will be take-home exams (each 15-page maximum) where the student selects questions to answer from a larger list that I prepare. For the course paper, each student works with me to work out a paper topic that relates to course subject matter. The course paper will take the student into literatures beyond the assigned course readings. Course readings afford good bibliographies for many topics. Please give me **hard copy** of your exams and papers.
Seminar Topics and Readings

Week One

Introduction

Week Two

I. Challenges to Iconic Theory and Measures

1. From Two-Step to One-Step Flow? A Background Discussion


2. Measurement Issues: Exposure and Exposure to What?


Week Three

II. Theoretical Approaches

1. Traditional Cognitive/Information Processing Approaches

   • A. Bandura, Social cognitive theory of mass communication, Chapter 6 in Bryant and Oliver (2009).


2. Priming and Third-Person Effect


   • Perloff, R. M., Mass Media, Social Perception, and the Third Person Effect, Chapter 12 in Bryant and Oliver (2009)


Week Four

3. Parasocial Interaction and Entertainment Education


**Week Five**

4. Uses and Gratifications and Media System Dependency


Week Six

5. Agenda Setting


6. Cultivation and Constructing Social Reality


Week Seven

7. Discursive Construction of Urban Spaces and Framing


• Tewksbury, D. & Scheufele, D. A. New framing theory and research Chapter 2 in Bryant and Oliver (2009).


**Week Eight** (Midterm Exam Distributed, Covers Weeks 1-7)

**III. Selected Effects Issues in Public Discourse**

1. Violence: Effects and Mediation

• Sparks, G. G & Sparks, C. W., Media Violence, Chapter 13 in Bryant and Oliver (2009).


2. Knowledge Gap


**Week Nine** (Midterm Term Exam Due At the Beginning of Class)

3. Intended Effects: Public Health Campaigns


4. Intended Effects: Entertainment and Videogames

• Vorderer, P. & Hartman, T., Entertainment and Enjoyment as Media Effects, Chapter 24 in Bryant and Oliver (2009).


**Week Ten** (Course Paper Topic Identified)

5. Social Capital and Civic Engagement
  Thinking about social change in America (Ch. 1, pp. 15-28).
  What killed civic engagement? (Ch. 15, pp.277-284).


- Recommended: There are other articles in the Special Issue of the *American Behavioral Scientist* where the Stern and Adams piece appears that may be of interest.

**Week Eleven**

**IV. Media Audiences: Legacy and “New” Media**


*Week Twelve*

V. “New” Media: Challenges for Theory, Research, and Practice

1. What’s New?


2. Access Issues


**Week Thirteen**

3. Issues of Community, Ethnicity, and Crisis: Media Interplay


**Week Fourteen**

VI. Ethnic Communities and Their Communication Ecologies


Chapter 1: What are ethnic media?
Chapter 9: Ethnic media as local media

Book Prospectus (Optional reading for future reference)

Final Exam and Course Paper Due: December ?, 2010