



FILM 102 - Survey of Film and Media Course Outline

Approval Date: 04/11/2019

Effective Date: 08/10/2020

SECTION A

Unique ID Number CCC000604617

Discipline(s) Film Studies
Theater Arts

Division Arts and Humanities

Subject Area Film Studies

Subject Code FILM

Course Number 102

Course Title Survey of Film and Media

TOP Code/SAM Code 0612.00 - Film Studies (including combined film/video) / E - Non-Occupational

Rationale for adding this course to the curriculum Theater Arts offered Introduction to Mass Communication and it was archived. In attempt to unarchive, we discovered it had been deleted from the system in the transfer from Webcms to Curricunet. We are bringing it back as a new course with a focus on Film to include in new Film transfer degree.

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment 50

Grading Option Letter Grade or P/NP

Distance Education On-Campus

Mode of Instruction Hybrid

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description The purpose of this course is to introduce you to the history, structure, and function of the Mass Media, including print, broadcast, visual, and digital forms. In an effort to increase media literacy and become more informed and discerning media consumers, the course will introduce students to a diverse array of media texts including films, television shows, advertisements, newspapers, magazines, music videos, audio recordings, social media, and the Internet. Particular attention throughout the course will be paid to mass communication issues relating to diverse political, cultural, and social communities as they relate to film.

Schedule Description

SECTION D

Condition on Enrollment

1a. Prerequisite(s): *None*

1b. Corequisite(s): *None*

1c. Recommended: *None*

1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- A. Develop media literacy skills.
- B. Recognize the cultural and social implications of media artifacts.
- C. Show an aesthetic appreciation of media.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Critically assess the history, structure, and function of various mass communication forms.
- B. Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity.
- C. Trace the influences of mass media forms on major cultural practices and social formations.
- D. Identify examples of how mass media affects contemporary social, political, and cultural climates.
- E. Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure, and consumers.
- F.

3. Course Content

A. Introduction

- Course outline and expectations
- What is media literacy?
- Ideology and culture
- The cultural approach to mass communication

B. Semiotics and Making Meaning

- Functions of the sign
- The process of signification
- Arbitrariness of the sign and societal constructs

C. Postmodern Culture

- The characteristics of modernity
- The characteristics of postmodernity

D. Popular Music Videos

- Music video history
- Postmodernism and music videos
- Music video aesthetics
- Analyzing music video lyrics

E. Advertising and Commodity Culture

- Advertising as “happiness”
- How do advertisements reflect popular culture?
- The characteristics of commodity culture

F. Newspapers and Journalism

- Newspaper history
- The evolving function of newspapers
- “Just the Facts” vs. “Story Driven” journalism
- Ethical practices

G. Popular Infotainment

- What is infotainment?
- The informational function of infotainment
- The entertainment function of infotainment
- Antagonisms and contradictions

H. Books and Printing

- The history of books and printing
- Censorship and banned books
- What role do books play in contemporary culture?

I. Magazines

- Magazine history
- The various types of magazines and their functions
- Specialization in magazines
- Image-driven culture

J. Film

- Important points in cinema history
- Classical Hollywood cinema structures
- Art cinema structures
- The convergence of art and mainstream films

K. Network and Post-network Television

- Network TV history
- Quiz show scandals

Early TV advertising
Phenomenal television

L. **Radio**

Radio history
Early genres (quiz, comedy, drama, variety)
Radio advertising
Podcasts and digital radio

M. **Video Games**

Video game history
Violence in video games
Masculinity and femininity in video games

N. **The Internet and Connectivity**

The origins of the Internet
Websites, browsers, and search engines
Social Media
Living in Public

O.

4. Methods of Instruction:

Directed Study: Selected essays to be read in preparation for the class lectures

Discussion: In-class discussion of the films and reading materials
Critiques: Written essays assigned to assess student comprehension of the lectures, readings and films.

Lecture: Presentation of topics via spoken lecture combined with multi media.

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Research Projects -- Students will search the landscape of popular media for diverse images to analyze.

Papers -- Students will critically analyze a specific topic in media in a 1250-word essay.

Class Work -- In-class analysis of media texts. Students are divided into groups and given media texts to interpret.

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

Selected readings from textbook, course reader, library resources, and in-class handouts.

Example:

1. Read "Cultural Studies, Multiculturalism, and Media Culture," by Douglas Kellner course reader.

2. Read "Image-Based Culture: Advertising and Popular Culture," by Sut Jhally

B. Writing Assignments

Written evaluations of media texts viewed in class.

1. Go to <http://genderads.com/> and spend a few minutes navigating the site. Choose an ad that interests you, and perform a semiotic analysis of its content. What is the dominant meaning the ad is trying to convey? From an oppositional perspective,

consider how the ad might challenge, or subvert a hegemonic reading of the text?

2. Analyze Public Enemy's "Fight the Power" as a postmodern music video. Discuss the lyrical and visual content, and consider how it gives "currency to the idea of "post-modernism,"" as Peter Wollen suggests is a major function of music videos.

3. Discuss Samsung's "Sibling Rivalry" commercial as an example of the commodity image system. How does it reflect Sut Jhally's notion of the "vignette approach" to advertising, and a foster a sense that visions of happiness are often tied to the purchase of products?

C. Other Assignments

D.

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Campbell, Martin, Fabos

Title: Media & Culture: Mass Communication in the Digital Age

Publisher: Bedford St. Martins

Date of Publication: 2017

Edition:

B. Other required materials/supplies.