

Introduction to Media Arts

MDAR 101-01

School of Continuing Studies – Tulane University
Thursday, 5:45 PM – 8:25 PM • Uptown Campus / Fall 2007

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Office hours before and after class and by appointment

COURSE DESCRIPTION

Everyday we are in contact with the mass media. This course is designed to give you a broader appreciation of the media and how it shapes our culture. We will examine the impact of books, newspapers, magazines, movies, radio, TV and the Internet. We will look into how advertising and public relations are used in the mass media to shape consumer perceptions and behaviors.

The intent of this class is to thoroughly understand the media: its form and operation as well as its role and influence in our society. This class depends on your participation—you will be expected to offer opinions and share examples of what you observe occurring in the media.

TEXTBOOK

The text for this course is *Media Now: Understanding Media, Culture and Technology* [Fifth Edition] by Joseph Straubhaar and Robert LaRose (published by Thomson-Wadsworth). *This class requires a significant amount of reading.* Keeping up will enable you to participate more fully in class discussions and complete assignments more thoroughly.

REQUIREMENTS AND GRADING

There is a great deal of information to cover during the semester. Assignments reflect the information presented in class and help you recognize and analyze the impact of the mass media on our culture.

Media Analysis (10 total)	One-third of grade
Mid Term Exam	One-third of grade
Final Exam	One-third of grade

To earn the grade below, the following is needed:

A- to A	90% - 100%
B- to B+	80% - 89%
C- to C+	70% - 79%
D- to D+	60% - 69%
F	59% and below

CLASS OUTLINE

CLASS	TOPIC	READING	ASSIGNMENT
Aug 30	The Changing Media + Media and Society	Chapters 1, 2	
Sep 6	Books	Chapter 3	Media Analysis 1
Sep 13	Magazines	Chapter 3	Media Analysis 2
Sep 20	** NO CLASS **		
Sep 27	Newspapers	Chapter 4	Media Analysis 3
Oct 4	Recorded Music + Radio	Chapters 5, 6	Media Analysis 4
Oct 11	Film and Home Video	Chapter 7	Media Analysis 5
Oct 18			Mid Term Exam
Oct 25	Television	Chapter 8	Media Analysis 6
Nov 1	The Internet	Chapter 9	Media Analysis 7
Nov 8	Public Relations	Chapter 10	Media Analysis 8
Nov 15	Advertising	Chapter 11	Media Analysis 9
Nov 22	**NO CLASS**		
Nov 29	Media Uses and Effects	Chapter 13	Media Analysis 10
Dec 6	Media Policy and Law + Media Ethics	Chapters 14, 15	
Dec 13			Final Exam

Please note:

- *Media Analysis assignments are to be completed in class—no make-ups allowed*
- *Review study guides will be available at the end of the class prior to an exam*
- *Advance arrangements with instructor required if missing an exam is anticipated*
- *Make-up of Mid Term Exam and Final Exams must be within one (1) week of scheduled exam date*