LCS (Numbe Action Date:	on:		
I.	Title/Author of Change		
	Course/Program Title: <u>PC 375</u> <u>Behavior</u> Suggested 20 Character Course Departments: <u>Psychology and Contact Person: Lloyd K. Sti</u>	Title: <u>MASS MEDIA & BEHVR</u> Communications Media	
II.	If a course, is it being proposed for:		
	Approval Liberal Studies App	roval Only roval and Liberal Studies roval Only (course previously y the University Senate)	
III.	Approvals Department of Psychology Curriculum Committee	Department of Psychology Chairperson	
	College of Natural Sciences and Math Curriculum Committee	College of Natural Sciences and Math Dean	
	Department of Communications Media Curriculum Committee	Department of Communications Media Chairperson	
	College of Education Curriculum Committee	College of Education Dean	
	Director of Liberal Studies (where applicable)	Provost (where applicable)	

LCS Use Only Number: Action: Date:		Number: 92-3 Action:
	CURRICULUM PROPOS University-Wide Undergradua	
I.	Title/Author of Change	
	Durse/Program Title: PC 375 Behavior Suggested 20 Character Course Departments: Psychology and Dontact Person: Lloyd K. Sti	Title: MASS MEDIA & BEHVE
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LCS (Numbe Acti: Date:	on:	UWUCC Use Only Number: Action: Date:			
	CURRICULUM PROPO University-Wide Undergradu				
I.	Title/Author of Change				
	Oepartments: <u>Psychology</u> and	e Title: MASS MEDIA & BEHVR			
II.	(Y a course, is it being proposed for: Course Revision/Approval Coly				
III.	Approvals				
	Department of Psychology Curriculum Committee	Department of Psychology Chairperson			
	College of Natural Sciences and Math Curriculum Committee Department of Communications Madia Curriculum Committee	and Math Dean Just Plust			
		- July			

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted	Semester to be	Date to be
to LSC:	implemented:	published
		in Catalog:
to UWUCC:		

Part II. DESCRIPTION OF CURRICULAR CHANGE

I. Catalog Description

PC/CM 375 Mass Media and Behavior

3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisite: PC 101 and Junior or Senior status

Theory and research on the influence of the mass media on human behavior and attitudes. Topics include: the effects of news and political advertising on public opinion; the effects of racist and sexist portrayals; the effects of violence and pornography on aggressive behavior.

COURSE SYLLABUS

I. CATALOG DESCRIPTION

PC/CM 375 Mass Media and Behavior

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II. COURSE OBJECTIVES

- 1. To arrive at a balanced assessment of the effects of the mass media on individual attitudes and social behavior; a balanced view is one which does not overestimate media effects, but which also does not passively accept the assurances of media producers that their programs have no effect on human behavior.
- To develop an understanding of the social, economic and political forces—including, but not limited to audience preferences—which determine the content of the mass media. That is, to learn what gets produced and distributed, what doesn't, and why.
- To learn to think critically about the media; that is, to develop an appreciation of what the communicator is trying to accomplish and how.

III. COURSE OUTLINE

- A. Introduction (5 90-minute class periods)
 - 1. Critical Thinking About the Media
 - Technology
 - Economic and Political Constraints on Content
 - 4. Critical Theories of Mass Media Content

- B. Research and Theory of Mass Media Effects (5 class periods)
 - Social Scientific Content Analysis
 - 2. Audiences and Their Measurement
 - Theories of Mass Media Effects
 - 4. Research on Mass Media Effects
- C. News, Politics and Public Opinion (6 class periods)
 - 1. Attitude Formation and Change
 - 2. News
 - 3. Political Influence
 - 4. Product Advertising and Commercialism
- D. Racism and Sexism in the Media (4 class periods)
 - 1. Stereotypes, Frejudice and Discrimination
 - Sexism
 - 3. Racism
 - 4. Stereotyping of Other Groups
- E. Effects of Violence and Pornography (7 class periods)
 - 1. What Do People Find Entertaining?
 - 2. Theories of Aggression
 - 3. Media Violence and Aggressive Behavior
 - 4. Pornography and Behavior
 - 5. The Meese Commission Report
 - 6. Legal Issues and the First Amendment
- F. The Future of the Mass Media (1 class period)

IV. EVALUATION METHODS

The final grade for the course will be determined as follows:

- 60% Critical Essays. Three critical essays will be assigned. Students will receive their essay assignments at least two weeks before the three scheduled test dates. They will be expected to prepare their essays in advance and write them in class without notes. Each essay will be graded on a 100-point basis.
- Weekly papers. Students will write a short (250-500 word) paper every week that the class meets. Unless otherwise specified, papers may deal with any mass media topic. Students should relate their own media experiences to concepts that are discussed in class. On certain weeks (about 4 or 5), the instructor will specify a particular topic on which everyone is to write, or will assign a brief project involving data collection. Weekly papers are usually graded on a 10-point basis. Data collection projects are weighted more heavily.
- 10% Class participation. Students are expected to come to class prepared to participate in discussions. This includes completing assigned readings and being able to ask and answer questions appropriate to the material. Participation will be assessed by evaluating contributions.
- V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS, AND READINGS
 - Comstock, G. (1989). <u>The evolution of American television</u>. Newbury Park, CA: Sage.
 - Downing, J., Mohammadi, A., & Sreberny-Mohammadi, A. (1990). Questioning the media: A critical introduction. Newbury Park, CA: Sage.

Plus selected readings.

VI. SPECIAL RESOURCE REQUIREMENTS

None.

VII. SELECTED BIBLIOGRAPHY

- Anderson, J. A., & Meyer, T. P. (1988). Mediated communication. Beverly Hills, CA: Sage.
- Attorney General's Commission on Pornography: Final report (2 vols.). (1986). Washington, D.C.: U. S. Department of Justice.
- Bagdikian, B. H. (1990). <u>The media monopoly</u> (3rd ed.). Boston: Beacon Press.
- Cantor, M. G. (1980). <u>Prime-time television: Content and control</u>. Beverly Hills, CA: Sage.
- Comstock, G. (1986,1989). <u>Public communication and behavior</u> (Vols. 1 ans 2). Orlando, FL: Academic Press.
- Condry, J. C. (1989). <u>The psychology of television</u>. New York: Erlbaum.
- De Fleur, M. L., & Ball-Rokeach, S. (1989). <u>Theories of mass communication</u> (5th ed.). New York: Longman.
- Donnerstein, E., Linz, D., & Penrod, S. (1987). <u>The guestion of pornography</u>. New York: Free Press.
- Graber, D. A. (1988). <u>Processing the news</u> (2nd ed.). New York: Longman.
- Herman, E. S., & Chomsky, N. (1988). Manufacturing consent: The political economy of the mass media. New York: Pantheon.
- Jamieson, K. H. (1984). <u>Packaging the presidency</u>. New York: Oxford University Press.
- Krippendorff, K. (1980). <u>Content analysis</u>. Beverly Hills, CA: Sage.
- Kubey, R., & Csikszentmihalyi, M. (1990). <u>Television and the quality of life</u>. Hillsdale, NJ: Erlbaum.
- Lee, M. A., & Solomon, N. (1990). <u>Unreliable sources: A quide to detecting bias in news media</u>. New York: Lyle Stuart.
- Liebert, R. M., & Sprafkin, J. (1988). <u>The early window:</u>
 <u>The effects of television on children and youth</u>. New York: Pergamon Press.

- Monaco, J. (1981). <u>How to read a film</u> (Rev. ed.). New York: Oxford University Press.
- Oskamp, S. (Ed.) (1988). <u>Television as a social issue</u>. Beverly Hills, CA: Sage.
- Salomon, G. (1979). <u>Interaction of media, cognition, and learning</u>. San Francisco: Jossey-Bass.
- Sayles, J. (1987). Thinking in pictures: The making of the movie "Matewan." Boston: Houghton-Mifflin.
- Schudson, M. (1984). <u>Advertising: The uneasy persuasion</u>. New York: Basic Books.
- Williams, T. M. (Ed.). (1986). <u>The impact of television</u>. Orlando, FL: Academic Press.
- Zillman, D., & Bryant, J. (Eds.). (1989). <u>Pornography:</u>
 <u>Research advances and policy considerations</u>.
 Hillsdale, NJ: Erlbaum.

COURSE ANALYSIS QUESTIONNAIRE

- A. DETAILS OF THE COURSE
- A1. This course will be an elective for students majoring or minoring in Psychology or Communications Media. Students with other majors such as Journalism, Political Science and Sociology, may find the course useful. It is not intended for inclusion in the Liberal Studies Program.
- A2. This course does not require changes in any other courses or programs in the Psychology or the Communications Media Department.
- A3. This course will be offered as a mixture of lecture, videotape demonstration, and discussion as is typical of many of the courses in both departments.
- A4. This course has been offered three times as a PC 481: Special Topics in Psychology. Approximately 15 students enrolled each time. Student evaluations and one peer observation indicate that the course was satisfactory.
- A5. This course is not intended to be dual level.
- A6. This course is not to be taken for variable credit.
- A7. To the best of our knowledge, this course is relatively unique within psychology and communications media departments.
- A8. The content of this course is not recommended or required by any professional society, accrediting authority, law, or other external agency.
- B. INTERDISCIPLINARY IMPLICATIONS
- B1. This course will be taught by one instructor.
- B2. No additional or corollary courses are needed, now or later.
- B3. The Communications Media offers a basic introduction to some of these concepts in CM 101, Survey of Communications Media; and CM 200, Images; and the Psychology Department offers a basic introduction to some of these concepts in PC 330, Social Psychology. Since the proposed course will cover these topics in greater depth, it does not duplicate any other courses offered by either department.

- B4. It is not presently anticipated that students in the School of Continuing Education will be taking this course.
- C. IMPLEMENTATION

C1. Resources

- a. No new faculty are needed to teach this course.
- b. Current space allocations are adequate to offer this course.
- c. The departments already have the audiovisual equipment needed to teach this course.
- d. The departmental budgets are sufficient to purchase supplies for this course.
- e. Library holdings are adequate.
- f. No travel funds are needed to teach this course.
- C2. No grant funds are associated with this course.
- C3. At the outset, this course will be offered once each year, usually in the Fall semester.
- C4. One section of the course will be offered at a time.
- C5. Thirty students will be accommodated in this course. Enrollment is restricted to this number because some assignments involve watching videotapes and due to the written assignments to be evaluated.
- C6. No professional society recommends enrollment limits or paramaters for this course.
- C7. This course will not be a curriculum requirement.

D. MISCELLANEOUS

No additional information is necessary.

1-OCT-1992 11:43:41.41

NEWMAIL

From:

GROVE::RICHARDS

"HILDA RICHARDS"

"WILLIAM CALE" 30-SEP-1992 16:05:46.53

To: CC:

FRED MORGAN

RICHARDS

Subj:

Psychology/Communications course

For your information - more to come from John Butzow.

From: To:

GROVE::WGCALE

HILDA RICHARDS

CC:

Subj: Psychology/Communications course

This course has previously been taught as a special topics course and is being added to the course inventory as an elective. It will most likely be tuaght once per year and will require no new resources. In other words, when this course is offered, some other elective course will not be taught. Since the course is elective, and we are in a position to control the offering or not of electives, I think there is no harm in adding a viable class to the inventory.

Bill Cale

Forward to
Fred Morgane

FYI... More to come from

a 1 n Dulyane

#1

30-SEP-1992 16:05:46.53

From: GROVE::WGCALE

"WILLIAM CALE"

To: HILDA_RICHARDS

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Bill Cale

October 1, 1992

SUBJECT: CM 375 Mass Media & Behavior

TO: Dr. John Butzow, Dean College of Education

FROM: Kurt P. Dudt, Chairperson K.P. O

This memo is in response to your inquiry on how CM 375 Mass Media and Behavior will affect CM departmental resources.

This course will not require CM resources. Dr. Lloyd Stires (Psychology Department) will be the faculty member teaching the course as it will be dual listed. The Communications Media Department does not have plans to use its faculty in the offering of this course.

However, if the department should offer the course with its own faculty, I would increase other class sizes so not to negatively affect our existing program in any manner.

The approval of this course will enable the department to provide more classes for Communications Media majors and minors without any effect on the rest of our curriculum.

KPD:mar cc: Dr. Hilda Richards, Provost