

# FILM-102: SURVEY OF FILM AND MEDIA

---

**Effective Term**

Fall 2020

**CC Approval**

04/11/2019

**SECTION A - Course Data Elements**
**CB04 Credit Status**

Credit - Degree Applicable

**Discipline**

| Minimum Qualifications         | And/Or |
|--------------------------------|--------|
| Film Studies (Master's Degree) |        |

**Subject Code**

FILM - Film Studies

**Course Number**

102

**Department**

Film Studies

**Division**

Arts and Humanities (ARAH)

**Full Course Title**

Survey of Film and Media

**Short Title**

Survey of Film and Media

**CB03 TOP Code**

0612.00 - Film Studies

**CB08 Basic Skills Status**

NBS - Not Basic Skills

**CB09 SAM Code**

E - Non-Occupational

**Rationale**

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.

**SECTION B - Course Description**
**Catalog Course 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.

**SECTION C - Conditions on Enrollment**
**Open Entry/Open Exit**

No

**Repeatability**

Not Repeatable

**Grading Options**

Letter Grade or Pass/No Pass

**Allow Audit**

Yes

**Requisites****SECTION D - Course Standards****Is this course variable unit?**

No

**Units**

3.00000

**Lecture Hours**

54

**Outside of Class Hours**

108

**Total Contact Hours**

54

**Total Student Hours**

162

**Distance Education Approval****Is this course offered through Distance Education?**

Yes

**Online Delivery Methods**

| DE Modalities   | Permanent or Emergency Only? |
|-----------------|------------------------------|
| Hybrid          | Permanent                    |
| Entirely Online | Permanent                    |

**SECTION E - Course Content****Student Learning Outcomes**

| Upon satisfactory completion of the course, students will be able to: |                                                                    |
|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| 1.                                                                    | Develop media literacy skills.                                     |
| 2.                                                                    | Recognize the cultural and social implications of media artifacts. |
| 3.                                                                    | Show an aesthetic appreciation of media.                           |

**Course Objectives**

| Upon satisfactory completion of the course, students will be able to: |                                                                                                                                                        |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.                                                                    | Critically assess the history, structure, and function of various mass communication forms.                                                            |
| 2.                                                                    | Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity. |
| 3.                                                                    | Trace the influences of mass media forms on major cultural practices and social formations.                                                            |
| 4.                                                                    | Identify examples of how mass media affects contemporary social, political, and cultural climates.                                                     |
| 5.                                                                    | Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure, and consumers. |

## Course Content

1. Introduction
  - a. Course outline and expectations
  - b. What is media literacy?
  - c. Ideology and culture
  - d. The cultural approach to mass communication
2. Semiotics and Making Meaning
  - a. Functions of the sign
  - b. The process of signification
  - c. Arbitrariness of the sign and societal constructs
3. Postmodern Culture
  - a. The characteristics of modernity
  - b. The characteristics of postmodernity
4. Popular Music Videos
  - a. Music video history
  - b. Postmodernism and music videos
  - c. Music video aesthetic
  - d. Analyzing music video lyrics
5. Advertising and Commodity Culture
  - a. Advertising as "happiness"
  - b. How do advertisements reflect popular culture?
  - c. The characteristics of commodity culture
6. Newspapers and Journalism
  - a. Newspaper history
  - b. The evolving function of newspapers
  - c. "Just the Facts" vs. "Story Driven" journalism
  - d. Ethical practices
7. Popular Infotainment
  - a. What is infotainment?
  - b. The informational function of infotainment
  - c. The entertainment function of infotainment
  - d. Antagonisms and contradictions
8. Books and Printing
  - a. The history of books and printing
  - b. Censorship and banned books
  - c. What role do books play in contemporary culture?
9. Magazines
  - a. Magazine history
  - b. The various types of magazines and their functions
  - c. Specialization in magazines
  - d. Image-driven culture
10. Film
  - a. Important points in cinema history
  - b. Classical Hollywood cinema structures
  - c. Art cinema structures
  - d. The convergence of art and mainstream films
11. Network and Post-network Television
  - a. Network TV history
  - b. Quiz show scandals
  - c. Early TV advertising
  - d. Phenomenal television
12. Radio
  - a. Radio history
  - b. Early genres (quiz, comedy, drama, variety)
  - c. Radio advertising
  - d. Podcasts and digital radio Video Games
  - e. Video game history

- f. Violence in video games
- g. Masculinity and femininity in video games
- 13. The Internet and Connectivity
  - a. The origins of the Internet
  - b. Websites, browsers, and search engines
  - c. Social Media
  - d. Living in Public

## Methods of Instruction

### Methods of Instruction

| Types          | Examples of learning activities                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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.                                                                                           |

### Online Adaptation

| Types                      | Examples of learning activities |
|----------------------------|---------------------------------|
| Activity                   |                                 |
| Directed Study             |                                 |
| Discussion                 |                                 |
| Group Work                 |                                 |
| Individualized Instruction |                                 |
| Journal                    |                                 |
| Lecture                    |                                 |

### Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards  
 Chat Rooms  
 Discussion Boards  
 E-mail Communication  
 Telephone Conversations  
 Video or Teleconferencing

### Student-Initiated Online Contact Types

Chat Rooms  
 Discussions  
 Group Work

### Course design is accessible

Yes

## Methods of Evaluation

### Methods of Evaluation

| Types               | Examples of classroom assessments                                                                      |
|---------------------|--------------------------------------------------------------------------------------------------------|
| Projects            | Students will search the landscape of popular media for diverse images to analyze.                     |
| Essays/Papers       | Students will critically analyze a specific topic in media in a 1250-word essay.                       |
| Class Participation | In-class analysis of media texts. Students are divided into groups and given media texts to interpret. |

## Assignments

### 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

### 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?

## SECTION F - Textbooks and Instructional Materials

### Material Type

Textbook

### Author

Campbell, Martin, Fabos

### Title

Media & Culture: Mass Communication in the Digital Age

### Publisher

Bedford St. Martins

### Year

2017

---

### Material Type

Other required materials/supplies

---

## SECTION G - Diversity, Equity and Inclusivity

### Course Codes (Admin Only)

#### CB00 State ID

CCC000604617

#### CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

#### CB11 Course Classification Status

Y - Credit Course

#### CB13 Special Class Status

N - The Course is Not an Approved Special Class

#### CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

#### CB24 Program Course Status

Program Applicable

#### Allow Pass/No Pass

Yes

#### Only Pass/No Pass

No

