

COM 265: Survey of Mass Communication

Overview of course for SP 2008

We will cover-

- Significant historical events relating to technology and how it affected consciousness
- Different approaches in evaluating mass communication messages
- The rise of “mass culture” and popular culture
- The evolution of mass media theoretical models
- So called “normative theories” (like social responsibility from the WW2 and Cold War eras and how it relates to today’s terrorism climate)
- Effects of media on children
- Critical theory models (we hang out with neo-Marxism)
- The role of media in everyday life
- Media, culture and society- agenda setting, cultivation theory, the spiral of silence
- The future?