

CJN 691: MEDIA EFFECTS - GRADUATE

CJN 691CC, Summer I 2007
MW 5:30-9:30pm
Building: South 114

Asst. Professor Nina Huntemann
Email: nina.huntemann@suffolk.edu
Website: www.mediacritica.net

PURPOSE

This course explores the influence of the mass media on the social world, particularly the media's impact on audiences. We will investigate the various methodologies employed to determine if, when and how media influence viewers. This body of knowledge, referred to as audience research, asks questions such as: Does playing violent video games make children behave violently? Can watching sex on television and film lead to teenage promiscuity? Are political advertisements and news coverage creating a more or less informed voter? How do people make sense of the media in their lives? The focus of this course is to understand how these questions are studied and what, if any, conclusions can be drawn from such research. While tracing the historical development of audience research we will also critique attempts by local, state and federal governments to legislate and enforce regulations restricting media content based on the findings of this research.

ATTENDANCE

Attendance is required and will be factored in to your final grade (10%). Excused absences must be documented. All late homework will be deducted one full letter grade for each day the work is overdue.

ACADEMIC DISHONESTY

From the Suffolk University Graduate Student Policy and Procedures Handbook:

Cheating on examinations, plagiarism, and/or improper acknowledgment of sources in essays or research papers, and the use of a single essay or paper in more than one course, without the permission of the instructor, constitute unacceptable academic conduct. It is dishonest to buy, borrow or lend papers or to copy material from computer resources. It is unacceptable to make up or falsify data that are supposed to be collected from survey, experimentation or other means. Work that you represent as your own should be your own; if not, the source should be properly identified. This applies to lab reports, computer projects and group projects as well as to individual assignments. Each instructor should fully explain the requirements of the course and the applicable policies regarding academic dishonesty. Because Suffolk University holds its students strictly accountable for their adherence to the highest standards of academic honesty, it is expected that graduate students know what does and does not constitute acceptable behavior.

A student who has been found to have violated this rule after a hearing by the Dean of Students is subject to an automatic grade of "F" in the course and to suspension, enforced withdrawal, or expulsion from the University or appropriate lesser penalties if warranted by the circumstances. Graduate faculty within the department may also be involved in the review of alleged academic dishonesty.

REQUIRED MATERIALS

1. *Fundamentals of Media Effects* by Jennings Bryant and Susan Thompson - available at the bookstore.
2. One additional book you will purchase or borrow on your own for the book review. Choose either:
 - Everything Bad is Good for You by Steven Johnson
 - It's Not the Media by Karen Sternheimer
3. Note-taking materials - spiral-bound notebook or loose leaf writing paper, and a pen or pencil.

ASSIGNMENTS

Mid-term Exam	35%	June 13
Book Review	20%	June 25
Final Exam	35%	June 27
Attendance/Participation	10%	

GRADING STRUCUTRE

A	93-100	B	83-86	C	73-76
A-	90-92	B-	80-82	F	72 or below
B+	87-89	C+	77-79		

Lecture and Assignment Schedule

DATE	LECTURE TOPIC	ASSIGNMENTS
M 6/4	Overview & History	Chapters 1, 2 & 3
W 6/6	Theory & Concepts, Part I	Chapters 4, 5 & 6
M 6/11	Theory & Concepts, Part II	Chapters 8, 9 & 10
W 6/13	Mid-term Exam	
M 6/18	Sex & Violence	Chapters 11, 12 & 13
W 6/20	News & Politics	Chapters 14, 15 & 18
M 6/25	Health & Advertising	Chapters 16, 17 & 19; Book Review due
W 6/27	Final Exam	