MEDIA CRITICISM

This course develops a variety of methods for analyzing both the functions and the products of mass media. After examining the cultural contexts in which the media operate, the course will establish important critical methods and offer opportunities to apply these methods in critical practice.

Required Reading:
- Barthes, Roland. *Mythologies*
- McLuhan, Marshall. *Understanding Media*
- Postman, Neil. *Amusing Ourselves to Death*

Course Requirements:
1. Paper on McLuhan (20%)
2. Paper on Postman (20%)
3. Paper on Barthes (20%)
4. Critical Analysis of your choosing but my approval (20%)
5. Final Examination (20%)

List of Topics Presented:
The Telegraph
American Radio
The Concept of Popular Culture
The Development of Communication Studies
Oral Cultures
Literate Cultures
Television
Center-Margin Dynamic
Innis
Velben
Huxley and Orwell's Prophesies
The Mythic Sign

The First Order Sign

Myth as a Metalanguage

Final Examination

Course Outcomes:
1. To acquaint students with the concept of media culture.
2. To explain critical theory, methods and applications.
3. To identify contemporary critical issues: ideology and aesthetics

Departmental Outcomes:
At the end of taking courses in the Communication Studies program, students should be able to (1) demonstrate above average oral, visual, relational, and presentational communications; (2) demonstrate above average critical thinking skills; (3) demonstrate above average research literacy skills; (4) demonstrate above average ability to participate as an active citizen in his/her local, state, national and global communities, and (5) demonstrate above average ability to interpret visual communication.