1. **Catalog Description**
   a. Course No. EIU 4196G
   b. Title: Journalistic Media in Society-Honors
   c. Credit: 4-0-4
   d. Terms to be offered:
   e. Short title: Media in Society
   f. Course description: Identification and assessment of effects of interrelationship between journalistic media and social, cultural, political, economic and technological systems and processes in the context of the media's major societal roles.
   g. Prerequisites: 75 semester hours and admission to University Honors Program
   h. Course is writing intensive.

2. **Student learning objectives:**
   a. In accordance with the goals of general education, students:
      1. Will demonstrate the ability to write and speak effectively by writing papers, assignments, and essay tests; and by participation in class discussion and panel presentations.
      2. Will demonstrate the ability to think critically by analyzing and synthesizing and comparing and contrasting issues in the news, media operations, journalism principles, public relations, media criticism, social questions, politics and the press, and cultural and technological effects.
      3. Should be able to function as responsible and informed citizens upon successfully completion of this course by being able to analyze and evaluate the relationship between the media and law, ethics, citizenship, politics and government, and by recognizing the effects of the media in these areas and their consequences.
   b. Additional student learning objectives:
      Students will also study the effects of the media on the individual as media consumer and the ways for the individual to achieve media literacy and social responsibility. They will also analyze the media and their relationship to the roles of women and minorities in the media, multiculturalism and global citizenship and how the media impact these in society.

3. **Course Outline**
   This course typically will meet twice each week for 75-minute periods.

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<tr>
<th>Week</th>
<th>Topics</th>
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<tr>
<td>1</td>
<td>Journalism's historical and philosophical foundations, traditions, approaches and structures. Selected topics: legal and constitutional provisions and journalism's watchdog, agenda setting, gatekeeping and other roles.</td>
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<td>2, 3, 4</td>
<td>How news is determined, packaged and presented and influences on journalistic content. Selected topics: how newsworthiness is determined, factors other than newsworthiness that affect what is and is not presented by journalistic media, differences in how print and electronic media cover and present news, who owns the media, who decides newsworthiness.</td>
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5, 6, 7 Social and cultural influences and effects. Selected topics: how journalistic media convey, represent, influence and reflect societal and cultural values and traditions and images of segments of society; the effects and implications of that coverage or non-coverage and the images conveyed.

8, 9 Economic influences and effects. Selected topics: the conflict between journalistic media as a public service and their obligations to stockholders, how trends such as consolidation of media ownership affect coverage, how businesses use journalistic media to convey and control information about their product and services, build market share and customer base, and influence public perceptions.

10, 11 Political influences and effects. Selected topics: how political figures seek to use, influence, manipulate and control the content and structure of journalistic media, the effects of coverage or non-coverage by journalistic media of political issues and processes. Panel discussions.

12 Assessment activities, TASKS Test

13, 14 Technological influences and effects. Selected topics: effects and possible implications of current and emerging technology on the role of journalistic media, ramifications of the Internet, how technology influences global communication.

15 Social responsibility and accountability of journalistic media.

4. Evaluation
   Achievement of student learning will be evaluated based on the following:
   a. Evaluation:
      Written assignments 250 points
      Exams 300 points
      Current events quizzes 100 points
      Assessment writing assignment 350 points
   b. Grading scale: at least 35% of grade will be based on writing with revisions required.

5. Rationale
   a. Segment of general education: Senior Seminar
   b. Prerequisite: 75 hours completed and admission to University Honors Program
   c. This course does not duplicate any current offerings.
   d. This course will not be required in any majors or programs other than the general education senior seminar.

6. Implementation
   a. Initial instructors may include Susan Kaufman, Marta Ladd, Annette Samuels, and Peter Voelz.
   b. Texts and supplementary materials: A text containing a compilation of readings, such as those in *Issues in Mass Media and Society*, Alison Alexander and Jarice Hanson, editors (Dushkin Publishing Group, Inc., 2000) will be used initially. This will be supplemented by extensive use of assigned readings from recent periodicals and
of other sources, including videos of programming such as PBS and major
broadcast and cable networks.
c. No additional costs
d. Term to be first offered:
e. This course will not replace another course.

7. Community College Transfer
Not applicable.

8. Dates approved by
a. Departmental curriculum committee: April 14, 2000
b. Departmental faculty: April 18, 2000
c. College Curriculum Committee: April 26, 2000
d. Senior Seminar Committee:
e. CAA: October 19, 2000

9. Department contact person
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