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COMMUNICATIONS THEORY

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PREFACE; (FOR WHOLE COURSE)

By way of introduction, I would like to point out several unique features of the text (Media) used for Communications Theory and the course itself.

The authors have made a conscious effort to make this the most readable texts. As former magazine writers, they share a distaste for jargon and pedanticism, and they have struggled to avoid both. The student will find this book written very much in his own language. Frequent subheads, anecdotes, and illustrative boxes to lighten the load.

Because of their breadth, textbooks almost never have an opportunity to devote more than a paragraph or two to an example of anything. The student therefore tends to lose sight of the richness, complexity, and real-world relevance of what he is reading. To solve this problem, the authors have compiled a companion reader, Media Casebook, containing a single extended example of each major point stressed in the text.

Bucking the trend toward undocumented textbooks, the pages of Media are studded with footnotes. The notes are grouped at the end of each chapter, where they may serve as leads for further student research (along with the "Suggested Readings" for the chapters). Educators, like journalists, are in the author's views, obliged to acknowledge their sources.

In keeping with its consumer orientation, Media is somewhat more critical of journalism than is customary. Perhaps the authors believe that the ills of the media are curable - but curable only if the public gains a sophisticated understanding of those ills. Freedom of the Press, I believe, is best served by a frank examination of the responsibilities of the media and the extent to which they are meeting them.

Communications Theory is designed for consumers of the media as well as prospective journalists.

COMMUNICATIONS' THEORY
JRN. 3 - Mr. Iley
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GENERAL COURSE. OUTLINE

UNIT #:

1. SELF-CONTROL(ETHICS) -
 - a) "-Media codes
 - b) The Right to Privacy
 - c) The Reporter a& Part of. the Story
 - d) Conflict of Interest:
 - e) The: Junket,
 - f) Paying for the Nev/s
 - g) Dishonesty and the News.

- 2, INTERNAL CONTROL (GATEKEEPING) -
 - a) Policy
 - b) Social Control
 - c) Unanimity
 - d:) Gatekeepers;
 - e) The telegraph editor
 - f) Other- Media Gatekeepers.
 - g) Unanimity Again

- 3,. MONOPOLY CONTROL -
 - a) Chains and Networks
 - b) Cross-Media. Ownership
 - c) Joint: Operating Agreements
 - d) Conglomerat es
 - e) An Overview
 - f) Abusess of Concentration
 - gO Competition
 - h) Government. Regulation
 - i) Choosing among- Evils.

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GENERAL OUTLINE....2...2....2

4- ADVERTISER CONTROL -

- a) Who Pays, the Pi pear
- b) Ideology Versus Business
- a) Pat-terms of Advertiser Control
- d) Threats:, Bribes, and Understandings
- e) Broadcasting; A Special Case

5. SOURCE CONTROL (NEWS MANAGEMENT.) -

- a) Press Releases
- b) Other Techniques;
- cO Keeping Secrets
- d) Executive Privilege
- e) Co-operation and Intimidation

6. GOVERNMENT CONTROL (LAW) -

- a) The Authoritarian Theory
- b) The Soviet Theory
- c) The Libertarian Theory
- d) The Social Responsibility Theory
- e) Theory and. Practice
- f) Copyright
- g) Sediton
- h) Obscenity
- i) Lifeel
- j) Privacy
- k) Free Press/Fair Trial
- l) Advertising
- m) Access
- n) Confidentiality
- o) Antitrust
- p) Permits and Licenses
- q) Why Broadcasting?
- r) Licensing
- a) Diversity
- it) Programming Regulations
- u) The Future:

(cont 'd)

7. PUBLIC CONTROL

Consumer Control of the Media
Access to the Media
Print Competition
Broadcast: Competition
Technology and the Undergrounds

8. COVERAGE OF GOVERNMENT -

a Barriers to Adversarity
b: The. Washington Press Corpse
c: The: President and the Press
d The Press Conference
e The. Press Secretary
f Live; and in Color
g Presidential Coverage-
h Congress and the Press
i The Supreme Court
j The? Executive-^Agencies
k State Government
l Local Government
m Local Adversarity
n Public Opinion
o Picking the Candidates
p Covering the Campaign
q Political Advertising
r Election Night

SPECIALIZED NEWS -

9. COVERAGE OF

Foreign Affairs
Science and! Medicine
Environment,
Consumers
Education and Labor
Business.
Travel and Real Es-taHe
Religion
Sports j) Entertainment k) Women

***** SPECIAL ASSIGNMENT - JRNo 3:

Students will research, write and hand in one, term paper on any aspects of Communications Theory as related to Responsibility of the Press or Coverage by the Press of a Specific-Area,

Minimum length - 3000 words

The paper will be in proper form, ie: Typed, double spaced., cover page with name, title etc., outline, foot-notes and bibliography.

»*DUE ON. MONDAY, DEC₀ 2nd, 1974 by 4 P=>nu

(Marks deducted for late papers)

***** GRADING (FOR COMPLETE C₀T₀ COURSE);

- a) Average; mark of research topics for each unit. <, . . . 15#
- b) Average mark of post-tests for each unit of instruction. * * o * 50\$
- c) Special Assignment (Term Paper). . . 20\$
- d) Average mark in class discussion related to specific topics. 15\$

TOTAL. 10 (#

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GENERAL OUTLINE.«...5....5.o*o.5

A) TEXTS REQUIRED;

3» Media - An Introductory Analysis of American Mass Communications - by Sandman, Rubin and Sachsman.

2# Media Casebook - An Introductory Reader; in American Mass Communications - by Sandman, Rubins Sachsman.

***** Books; available in the Campus Shop*

B) METHODOLOGY:

!• At the atart of each new unit of instruction for Communications Theory, each student "will receive a preface, outline and grading system for that particular unit*

2. Ate. the start of each new unit of instruction, each student will receive Research Topics for that particular unit which are due on a specific date as staged on the Research Topic sheet*

3» Afe the steoric of each new unit of instruction, each student will be given a pre-test on that unit. Although the mark for this pre-test is recorded in my records, it, has no bearing whatsoever on your overall average for Communications Theory. I repeats, this ^{mark} is not averaged *in* for your final mark.

(contend)

- ko Following each pre-test, each student will mark his or her own test. Following discussion or questions about the test, the pre-test papers will be handed-in.

- 5« Lecture-discussion (with prior reading by the student) on each unit or part of each unit depending on its length.

- 6. Class discussion on the "Casebook" selection.

- 7» On occasion, students will be given the opportunity to do reading and research topic assignments in the classroom.

- &• A post-test will follow each unit of instruction. The post-test makes up *60%* of your mark for each unit and *50%* of your final mark in Communications Theory. Most times, the post-test will consist, of short-answer essay type questions.

- 9o On occasion, guest speakers will be invited to address the class on various topics related to the course.