

**MEDIA 44 Course Outline as of Fall 2022****CATALOG INFORMATION**

Dept and Nbr: MEDIA 44 Title: MEDIA CRITICISM

Full Title: Media Criticism

Last Reviewed: 11/22/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	4	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

An introduction to the critical analysis of mediated texts with an emphasis on film, television, music, advertising, social media, video games, and new media. Students will explore and apply the core concepts of media theory and methods in an attempt to better understand the relationship between media, culture, and society.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 1A or equivalent

**Limits on Enrollment:****Schedule of Classes Information:**

Description: An introduction to the critical analysis of mediated texts with an emphasis on film, television, music, advertising, social media, video games, and new media. Students will explore and apply the core concepts of media theory and methods in an attempt to better understand the relationship between media, culture, and society. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 1A or equivalent  
 Limits on Enrollment:  
 Transfer Credit: CSU;UC.  
 Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		<b>Effective:</b>	<b>Inactive:</b>
	D	Social and Behavioral Sciences	Fall 2022	
	E	Humanities		
<b>CSU GE:</b>	<b>Transfer Area</b>		<b>Effective:</b>	<b>Inactive:</b>
	C1	Arts	Fall 2022	
	D	Social Science		
	D7	Interdisc Social or Behavioral Science		
<b>IGETC:</b>	<b>Transfer Area</b>		<b>Effective:</b>	<b>Inactive:</b>
	3A	Arts	Fall 2022	
	4	Social and Behavioral Science		
	4G	Interdis:Social and Behavioral Sciences		
<b>CSU Transfer:</b>	Transferable	<b>Effective:</b>	Fall 2021	<b>Inactive:</b>
<b>UC Transfer:</b>	Transferable	<b>Effective:</b>	Fall 2021	<b>Inactive:</b>

### **CID:**

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Analyze and interpret historical and/or current media artifacts through the application of different research methods.
2. Construct, develop, and defend an argument utilizing empirical evidence.
3. Explain the interrelationship between the self, society, and media through different media theories.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Identify and examine various approaches to media criticism.
2. Explain the historical and cultural elements that enable and constrain the creation of a media artifact.
3. Construct and defend an argument utilizing a method of media criticism.
4. Evaluate the impact of aesthetic, cultural, economic, political, and historical factors that influence the media and shape society.

### **Topics and Scope:**

## I. The Media Landscape

### A. Statistics

1. global media conglomerates by net worth
2. consumer usage by medium across various demographics
3. consumer expenditures by medium across various demographics

### B. Historical trends and issues

1. data collection and privacy
2. personalization
3. monetization of digital platforms
4. fragmentation
5. audience segmentation
  - a. demographics
  - b. psychographics
  - c. taste Communities
6. conglomeration
7. globalization
8. democratization
9. disruption

### C. Theories

1. media effects
2. affect theory
3. uses and gratifications
4. medium theory
5. queer theory
6. orientalism
7. afrocentricity
8. marxist
9. feminist
10. post-modernism
11. fandom

## II. Approaches to Research and Analysis

### A. Quantitative methodologies

1. content analysis
2. experimental design

### B. Qualitative approaches to criticism

1. humanist
2. auteurist
3. genre
4. genealogy
5. rhetorical
6. political economy
7. structuralism and semiotics
8. ethnography
9. psychoanalytic
10. textual analysis
11. discourse analysis
12. reception analysis

### C. Literature review/case studies in various industries

1. journalism
2. music
3. film
4. television

5. advertising
6. new media
7. video games
8. social media

### Assignment:

1. Weekly readings (40-60 pages)
2. One to three exams
3. Two to four writing assignments/term papers of 1250-2500 words each utilizing various critical methodologies
4. Optional student presentation or project
5. Other written assignments may include a literature review, online discussions, etc.

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Term papers, other written assignments

Writing  
50 - 80%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

One to three exams

Exams  
20 - 40%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class participation, optional presentation or project

Other Category  
0 - 25%

### Representative Textbooks and Materials:

An Introduction to Criticism: Literature/Film/Culture. Ryan, Michael. Wiley-Blackwell. 2012 (classic)

The Craft of Criticism: Critical Media Studies in Practice. Kackman, Michael and Kearney, Mary C. Routledge. 2018

Critical Media Studies: An Introduction. 2nd ed. Ott, Brian L. and Mack, Robert L. Wiley-Blackwell. 2014 (classic)

Film and Television Analysis: An Introduction to Methods, Theories, and Approaches. Benshoff, Harry. Routledge. 2015 (classic)

Media Analysis Techniques. 6th ed. Berger, Arthur A. Sage Publications, Inc. 2019

Media and Communication Research Methods. 5th ed. Berger Arthur A. Sage Publications, Inc. 2020

Qualitative Research Methods for Media Studies. 3rd ed. Brennen, Bonnie S. Routledge. 2022