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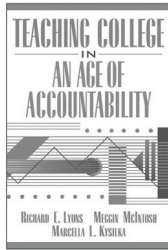
IN YOUR LIFE

An Introduction to Mass Communication

Jean Folkerts
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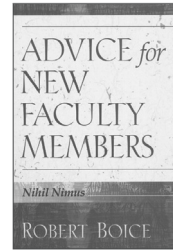
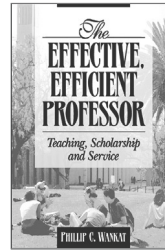
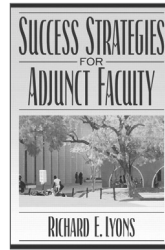
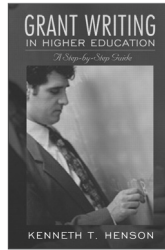
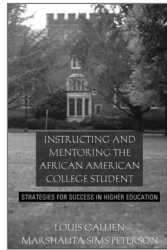
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Instructor's Manual and Test Bank

for

Folkerts, Lacy, and Larabee

The Media in Your Life **An Introduction to Mass Communication**

Fourth Edition

prepared by

Emily Kinsky
Texas Tech University

Wendy Maxian
Texas Tech University



Boston New York San Francisco
Mexico City Montreal Toronto London Madrid Munich Paris
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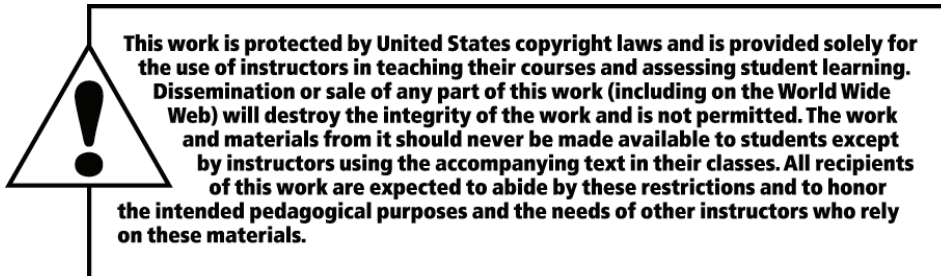


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TO THE INSTRUCTOR

This Instructor's Manual and Test Bank provides an assortment of resources for lectures, discussions, and testing to assist both new and experienced instructors in teaching with *The Media in Your Life: An Introduction to Mass Communication*, Fourth Edition. This can be a really fun and interesting course for you and your students with plenty of opportunities for interaction with them.

Part I of this manual contains a wealth of hands-on resources to help you enrich your courses and help students make the most of their class time.

- A Chapter Summary and a Chapter Outline are included to help you plan and organize your lectures and class discussions. New Chapter Learning Objectives have been added, as well.
- The Suggestions for Student-Based Learning provide step-by-step suggestions for linking key concepts and issues covered in the chapter to individual and class activities that reinforce students' learning.
- Suggestions for Navigating the Web provide ideas to help students make use of related sites on the World Wide Web to examine information connected to chapter concepts and to practice their researching skills.
- Discussion Questions, based on the boxed materials in each chapter, offer ideas and springboards to stimulate worthwhile class discussions.

Part II is a selection of multiple choice, true-false, matching, fill-in-the-blank, and short essay questions. With more than 1,200 questions at your disposal, you can construct a wide variety of quizzes and exams. This test bank is also available in computerized format for both Windows and Macintosh systems.

INTRODUCTION TO MASS COMMUNICATION

Sample Syllabus

Instructor Name

Meeting Times: M-W-F

Place

Instructor Office Hours

Course Description and Purposes:

Introduction to Mass Communication (or Media and Society or other title) introduces students to the content and theory of mass communication, particularly that of the United States. The course emphasizes the information-gathering and content-dissemination activities of mass media. The history, development and current structure of the media are all covered. Whatever the medium, this course is most concerned with creating understanding of how the media operate and of how media workers make content decisions. This course should enable students to become more aware of their consumption of mass communication. Prospective journalism and communication arts majors will gain a better grasp of what it is like to work in the field.

Required Text:

Jean Folkerts, Stephen Lacy, and Ann Larabee. *The Media in Your Life: An Introduction to Mass Communication, Fourth Edition* (Needham Heights, MA: Allyn & Bacon, 2008).

Reading a commercial daily newspaper is advised. Reading *The Student Newspaper* is expected.

Class Format:

[Discussion here of class style and type. For example:] A lecture approach is inevitable in a class this size, but it should be possible to have class discussions. If you have a question or an issue you believe is worth discussing, please raise that issue or ask the question. Help sessions will be held most weeks to help students keep up with class lectures and to help students who would like to discuss the topics in more detail.

It is assumed that the readings assigned for each day will be done prior to class. Lectures are intended to build from readings, and it is assumed students bring the background from readings. Guest speakers are invited based on their expertise and have been asked to prepare their sessions to fit the class purposes. Prepare for guests just as much as you would prepare for regular lecture.

Whenever we begin the study of a new medium, lecture ordinarily starts with coverage of its history and development, and then addresses current or recent issues. The instructors consider an understanding of history critical to understanding the various mass media.

Feel free to ask a question or to clarify a point at any time.

Tests and Grading:

[Here give number of exams, note whether they are cumulative and what each will cover. Give dates here for all exams. Set apart, as this is, in bold face. For example:]
There are four exams, three during the semester and one final. The exams are not cumulative. Note, though, that some topics and concepts apply throughout the course and may appear on any exam. The first exam is Monday, September 15. The second exam is Monday, October 20. The third is Friday, November 14. The FINAL EXAM is Tuesday, December 9, from 3 to 5 p.m.

[Here explain the type of exam to be given. For example:] Each exam counts one-fourth of the course grade. Exams are objective in style, but require analysis of the material and issues covered. Question types include multiple choice, true-false, short answer, and fill-in-the-blank.

Attendance: *[Here spell out your attendance policy]*

University policy assumes that students attend their registered classes; so do we. Since exam questions are drawn from lectures as well as the book, missing class can negatively affect your grade. Students who often skip class invariably do not perform as well on the tests.

READ THIS!! If you are absolutely prevented from making it to a test, university policy for being excused will apply. Illness, death in the family, war, and acts of God may be accepted. If excused, the student will not take the missed test; the final grade will be based on the three remaining tests. Students wishing to be excused must call me before the exam and be ready to provide documents establishing the reasons for missing. If you cannot reach me in the office in advance of the test, call the message number listed above.

Academic Honesty: *[Spell out any academic honor code or policy stated by your university.]* The university assumes students are honest and will not take credit for someone else's work. So do we. Anyone caught cheating will receive a 0.0 for the semester.

Office Hours:

[Spell out office hours for instructor(s) and graduate assistant(s).]

CLASS SCHEDULE (MWF; See below for alternate TR)

WEEK ONE (May include two or three days, depending on starting date).

DAY ONE: Introduction to course.

DAY TWO: We the people: Media and communication

Readings: Chapter 1

DAY THREE: GUEST SPEAKERS: Preparing for careers in mass communication

Jane Doe, metro editor, *Daily Newspaper*

John Doe, account executive, ABC Ad Agency

Sally Doe, news director, Channel 99

WEEK TWO

DAY ONE: How people communicate: Characteristics of mass communication

Readings: Review Chapter 1

DAY TWO: Books: History and development

Readings: Chapter 2

DAY THREE: Books: Structure, economics and social impact

Readings: Review Chapter 2

WEEK THREE

DAY ONE: Newspapers: History and development

Readings: Chapter 3

DAY TWO: Newspapers: Economics, structure and social roles

Readings: Review Chapter 3

DAY THREE: GUEST SPEAKER: Newsroom life; getting started in newspapers

Jenny Doe, Columnist, *Bigtown Free Press*

WEEK FOUR

DAY ONE: Magazines: History and development

Readings: Chapter 4

DAY TWO: Magazines: Structure, economics and content

Readings: Review Chapter 4.

DAY THREE: GUEST SPEAKERS: Working in the magazine industry

Sally Doe, Editor, *Specialized Magazine*

Eric Doe, Freelance writer

WEEK FIVE

DAY ONE: **FIRST EXAM**

DAY TWO: Movies: History and development

Readings: Chapter 5

DAY THREE: Movies: Economics, structure, content and social impact

Readings: Review Chapter 5

WEEK SIX

DAY ONE: Radio: History and development

Readings: Chapter 6

DAY TWO: Radio: Economics, structure, content and social impact

Readings: Review Chapter 6

DAY THREE: GUEST SPEAKER: Radio journalism

Don Doe, Correspondent for National Public Radio

WEEK SEVEN

DAY ONE: Television: History and development

Readings: Chapter 7

DAY TWO: Television: Economics, structure and social impact.

Readings: Review Chapter 7

DAY THREE: GUEST SPEAKER: Life in the TV newsroom; broadcast journalism as a career

Susan Doe, Anchor, XXXX-TV, Channel 10

WEEK EIGHT

DAY ONE: The music and recording industry: History and development

Readings: Chapter 8

DAY TWO: Music

Readings: Review Chapter 8

DAY THREE: **SECOND EXAM**

WEEK NINE

DAY ONE: Computers and the Internet: History and development

Readings: Chapter 9

DAY TWO: Computers and the Internet Economics, structure and content

Readings: Review Chapter 9

DAY THREE: GUEST SPEAKER: Using computers and the Internet in mass communications

Jim Smith, online newspaper editor, *Your Local Paper*

WEEK TEN

DAY ONE: Journalism: Information and society

Readings: Chapter 10

DAY TWO: Journalism

Readings: Review Chapter 10

DAY THREE: GUEST SPEAKER: International Mass Communication and the World Press Systems

Dr. James Doe, Guest Faculty, School of Journalism

WEEK ELEVEN

DAY ONE: Public Relations

Readings: Chapter 11

DAY TWO: Public Relations

Readings: Review Chapter 11

DAY THREE: GUEST SPEAKERS: Public relations and public information as a career

Debra Doe, CEO, GGG Media Relations

Tim Doe, public affairs specialist, ZZZ Corp.

Patti Doe, public information officer, CCC University

WEEK TWELVE

DAY ONE: Advertising: History and development

Readings: Chapter 12

DAY TWO: Advertising: Structure, economics and social impact

Readings: Review Chapter 12

DAY THREE: GUEST SPEAKER: Advertising as a career

Joe Slick, account executive, The Biggest Ad Agency in the World, Inc.

WEEK THIRTEEN

DAY ONE: **THIRD EXAM**

DAY TWO: Ethics

Readings: Chapter 13

DAY THREE: DAY TWO: GUEST SPEAKERS: Real-life ethical issues in mass communications

Penny Doe, public relations practitioner, Local Hospital
Alice Doe, editor, *Local Newspaper*
Willie Doe, news director, Channel 88

WEEK FOURTEEN

DAY ONE: Regulation: History and development.

Readings: Chapter 14

DAY TWO: Regulation: Current regulation issues for media

Readings: Review Chapter 14

DAY THREE: GUEST SPEAKER: Media regulation

David Doe, attorney, ABCD Attorneys at Law

WEEK FIFTEEN

DAY ONE: Mass communication research: History and development.

Readings: Chapter 15

DAY TWO: Mass communication research: Current issues and findings in mass communication research

Readings: Review Chapter 15

DAY THREE: GUEST SPEAKER: Diversity in media and society

Sandra Doe, Director of the Institute for Minorities

FINAL EXAMINATION

[If your semester varies from this one in length, alterations can be made by eliminating guest speakers or by dropping a chapter; junior college professors may want to put less emphasis on the research chapter, for example.]

ALTERNATE TUESDAY/THURSDAY SCHEDULE

WEEK ONE (*May include two or three days, depending on starting date*).

DAY ONE: Introduction to course

DAY TWO: We the people: Media and communication

Readings: Chapter 1

WEEK TWO

DAY ONE: Books: History and development

Readings: Chapter 2

DAY TWO: Books: Structure, economics and social impact

Readings: Review Chapter 2

WEEK THREE

DAY ONE: Newspapers: History and development

Readings: Chapter 3

DAY TWO: GUEST SPEAKER: Newsroom life, getting started in newspapers

Jenny Doe, Columnist, *Bigtown Free Press*

WEEK FOUR

DAY ONE: Magazines: History and development

Readings: Chapter 4

DAY TWO: Magazines: Structure, economics and content

Readings: Review Chapter 4.

WEEK FIVE

DAY ONE: **FIRST EXAM**

DAY TWO: Movies: History and development

Readings: Chapter 5

WEEK SIX

DAY ONE: Movies: Economics, structure, content and social impact

Readings: Review Chapter 5

DAY TWO: Radio: History and development

Readings: Chapter 6

WEEK SEVEN

DAY ONE: Radio: Economics, structure, content and social impact

Readings: Review Chapter 6

DAY TWO: Television

Readings: Chapter 7

WEEK EIGHT

DAY ONE: GUEST SPEAKER: Life in the TV Newsroom and Broadcast Journalism as a Career.

Susan Doe, Anchor, XXXX-TV, Channel 10

DAY TWO: The music and recording industry

Readings: Chapter 8

WEEK NINE

DAY ONE: **SECOND EXAM**

DAY TWO: Computers and the Internet: History and development

Readings: Chapter 9

WEEK TEN

DAY ONE: Computers and the Internet Economics, structure and content

Readings: Review Chapter 9

DAY TWO: Journalism: Information and society

Readings: Chapter 10

WEEK ELEVEN

DAY ONE: GUEST SPEAKERS: Journalism

Jane Doe, metro editor, *Daily Newspaper*

John Doe, columnist, *Weekly Newspaper*

Sally Doe, news director, Channel 99

DAY TWO: Public relations

Readings: Chapter 11

WEEK TWELVE

DAY ONE: GUEST SPEAKERS: Public relations and public information as a career

Debra Doe, CEO, GGG Media Relations

Tim Doe, public affairs specialist, ZZZ Corp.

Patti Doe, public information officer, CCC University

DAY TWO: Advertising

Readings: Chapter 12

WEEK THIRTEEN

DAY ONE: DAY TWO: GUEST SPEAKER: Advertising as a career

Joe Slick, account executive, The Biggest Ad Agency in the World, Inc.

DAY TWO: **THIRD EXAM**

WEEK FOURTEEN

DAY ONE: Ethics: Philosophical bases of ethics

Readings: Chapter 13

DAY TWO: GUEST SPEAKERS: Real-life ethical issues in mass communications

Penny Doe, public relations practitioner, Local Hospital

Alice Doe, editor, *Local Newspaper*

Willie Doe, news director, Channel 88

WEEK FIFTEEN

DAY ONE: Regulation: History and development.

Readings: Chapter 14

DAY TWO: Mass communication research

Readings: Chapter 15

FINAL EXAMINATION

[If your semester varies from this one in length, alterations can be made by eliminating guest speakers or by dropping a chapter; junior college professors may want to put less emphasis on the research chapter, for example.]

CHAPTER ONE

WE THE PEOPLE: MEDIA AND COMMUNICATION

CHAPTER SUMMARY

Mass communications methods have evolved in the United States from a printing press generating *The Freeman's Oath* to films streamed on the Web. Media forms are converging, with magazines on the Internet, newspapers and television stations in the same newsrooms, and videos on cell phones. Technological convergence has allowed different media to meld together, while economic convergence has yielded media conglomerates. A mass communication market system is composed of the advertising market, consumer market, and the marketplace of ideas. Media organizations must estimate the demand in each of these markets when considering programming changes and advertising rates. Consumers have varied uses and gratifications that they seek and receive from their media (surveillance, decision making, social and cultural interaction, diversion, and self-understanding).

CHAPTER LEARNING OBJECTIVES

1. The student will gain a basic knowledge of the overall U.S. media landscape.
2. The student will be able to define “mass communication.”
3. The student will gain an understanding of media convergence, both technological and economic.
4. The student will learn the historical evolution of U.S. mass media.
5. The student will gain a basic understanding of the U.S. media market system.
6. The student will be able to demonstrate knowledge of how supply and demand affect U.S. media production.

CHAPTER OUTLINE

1. MASS COMMUNICATION. The situation concerning Hurricane Katrina and its aftermath provide clear evidence that, in times of crisis, the media are still looked to for information and explanations.
 - a. Mass Communication. The best example we have of mediated communication in the world today is mass communication, which involves sharing ideas across a large audience with a professional communicator as gatekeeper.
 - b. Mass Media. These media that are used to reach the masses include newspapers, magazines, books, films, television, radio and recordings.
2. EVOLUTION OF MASS MEDIA IN THE UNITED STATES. Although the process of communication between people has existed as long as recorded civilization, technological developments, such as Gutenberg's moveable type printing press, accelerated that process toward mass communication.
 - a. Communication Networks in North America. As printing presses sprang up in the United States, along with established postal routes, the distribution of pamphlets and newspapers followed.
 - b. Technology, Transportation and Communication.
 - i) The Telegraph. Samuel Morse's telegraph broke the link between communication and transportation in 1844.
 - ii) Radio Revolution. By the early 20th century, radio broke the second link between communication and transportation; news could now travel immediately to the public.