

## *MEDIA AND SOCIETY*

<b>CREDIT</b>	3	<b>INSTRUCTOR</b>	Park, Namkee
<b>OFFICE</b>	Billingsley 108	<b>OFFICE HOURS</b>	Tuesday & Thursday 2-3 pm
<b>TIME</b>	09:30 ~ 12:00	<b>CLASSROOM LOCATION</b>	TBA
<b>E-MAIL</b>	npark@yonsei.ac.kr		

### [COURSE INFORMATION]

<b>COURSE DESCRIPTION &amp; GOALS</b>	<p>This course examines the basics of media and their social/economic/psychological implications. We will learn about theoretical approaches to the study of media and explore how media technologies affect economic structures, social processes, and psychological consequences such as information economy, interpersonal communication, relationship development, community building, and civic/political participation. In addition, covering various media including the Internet, mobile phones, social networking sites, and computer games, the class will also discuss key concepts such as privacy, addiction, and copyright. Furthermore, students will learn theoretical concepts and ideas that enable them to understand Korean media and “read” Korean popular culture, including the Korean Wave (Hallyu) and K-pop, from academic perspectives.</p>
<b>PREREQUISITE</b>	No prerequisite.
<b>COURSE REQUIREMENTS</b>	<ol style="list-style-type: none"> <li>1. Class participation &amp; Attendance: Students are expected to make informed contributions to class discussions and in-class activities. Regarding class attendance, the instructor (or his teaching assistant) will check students’ attendance at the beginning of each class. In addition to following the university’s general guideline of the attendance policy, the instructor will count late attendance or early leave as well.</li> <li>2. In-class mid-term and final exams: There will be in-class mid-term and final exams on the designated dates.</li> <li>3. Research project: Students will work in groups on a project in which they are expected to develop a single issue or case study (again, the number of students per group will depend on the number of students in the class). The issues or case studies can be either economic, policy, technological, cultural, ethical, or strategic topics with respect to media and society. A one page synopsis of the project should be submitted during the second week. The groups will present their projects to the class at the end of the semester. Presentations must include visual aids and a written report (7 double-spaced pages excluding the list of references/sources). Any citation/reference style guideline (e.g., APA style, Chicago style, Harvard style, etc.) will be fine, but be consistent throughout the paper. The paper should include: (1) background and importance of an issue/case; (2) summary of the arguments surrounding the issue</li> </ol>

	(using experts' views) or the case study; (3) a list of sources you used in the paper.
<b>GRADING POLICY</b>	<p>Attendance and participation: 10%</p> <p>Midterm exam: 35%</p> <p>Final exam: 35%</p> <p>Final group project presentation &amp; paper: 20%</p> <p>95 - 100%: A+</p> <p>92 - 94.9%: A0</p> <p>90 - 91.9%: A-</p> <p>87 - 89.9%: B+</p> <p>83 - 86.9%: B0</p> <p>80 - 82.9%: B-</p> <p>77 - 79.9%: C+</p> <p>73 - 76.9%: C0</p> <p>70 - 72.9%: C-</p> <p>67 - 69.9%: D+</p> <p>63 - 66.9%: D0</p> <p>60 - 62.9%: D-</p> <p>Below 60%: F</p>
<b>TEXTS &amp; NOTES</b>	<p>Straubhaar, J. D., LaRose, R., &amp; Davenport, L. (2018). <i>Media now: Understanding media, culture, and technology</i>. Wadsworth Cengage Learning: Boston, MA. (optional)</p> <p>Other class materials, if any, will be provided by the instructor.</p>
<b>INSTRUCTOR'S PROFILE</b>	<p>Dr. Namkee Park Professor Department of Communication Yonsei University</p> <p>Assistant Professor at the Gaylord College of Journalism and Mass Communication, University of Oklahoma, 2007 -2013 (tenured &amp; promoted)</p> <p>Ph.D. from the Annenberg School for Communication, University of Southern California M.A. from the Dept. of Telecommunication, Michigan State University M.A. from the Dept. of Mass Communication, Yonsei University B.A. from the Dept. of Mass Communication, Yonsei University</p>

[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1	Introduction to the class The changing media Media and society Media uses and impacts	Chapters 1, 2, & 4	One page synopsis for the final project
2	Print to digital newspapers Radio Television The Internet	Chapters 6, 8, 9, & 14	Midterm exam
3	Recorded music Film and home video The third screen: Smart phones and tablets Video games	Chapters 5, 7, 12, & 13	
4	Media policy and law Media economics Global communication media Korean Wave / K-pop Group presentations	Chapters 15, & 16 Supplementary materials	Final exam