



Academic Inquiries: Jinan University

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JINAN UNIVERSITY

History of Mass Media

Lecturer: Richard Vogel

Time: Monday through Friday (July 2, 2018 - August 3, 2018)

Office hours: 2 hours (according to the teaching schedule)

Contact hours: 60 (50 minutes each)

Credits: 4

Location: School of Tourism

Office: School of Tourism 210

E-mail: Richard.vogel@lmunet.edu

Course Description

Exploration of the cyclical events within each developing media in the last 175 years and the effects of society, technology, governmental needs, regulation and perceived evolving needs of the audiences on the historical events. A discussion of how each of these variables contributed to the success or failure of certain media.

A discussion of how China's media history compares and contrasts to the media histories of other countries.

Course Goals

At the end of the course the students will be able to:

- Identify the many factors including society, regulation, economic factors and technology that are responsible for the evolution of each of the media.
- Identify and define the stages of the cycle of media history
- Identify how personalities of inventors and greed of corporations often shaped media history
- Explain how Chinese media history paralleled American media history while it shared some similarities and differences.
- Utilize knowledge of the cycles of history to predict future developments within new and legacy media
- Define new and legacy media
- Explain how evolving social acceptance led to media development

Required Texts

Online free content to be made available close to scheduled class.

Course Hours

The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

Course Evaluation

- Quiz 20% (2×10%)
- Midterm 25%
- Final 25%
- 3 page research paper 25%
- Participation 5%

Note: 3 page research paper with profile of one central figure in media history OR
3 page research paper with analysis of role of government in media history.
(student choice of paper)

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90-100
Good	B	80-89
Satisfactory	C	70-79
Poor	D	60-69
Failed	E	Below 60

Class Policies

Attendance and promptness

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence will impact your grade.
- Arriving late or leaving early will be counted as half absences.
- Attendance is mandatory. Be on time and stay for the duration of each class. Any students with more than three unexcused absences will automatically fail the course.

Class participation and preparation

Attendance and active participation are important. It's best not to skip a class just because you didn't do the reading. You are still required to hand in things on time even if you don't show. Send your assignments via a class partner or put them in my box. Please be sure to communicate any absences with me. It might do you best to find appropriate documentation to cover your tracks. Please don't send any assignments by email. They won't be accepted.

Class participation involves volunteering answers and contributing to the class discussions. Inhibition is the enemy of language acquisition. Being prepared for class means that you demonstrate knowledge of assigned homework by participating actively in the discussions and turning in written homework upon request. Prepare the work assigned to a particular day the night before.

Course Schedule

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

Readings will be distributed before class and will be based on free material available via the internet.

Week 1

Monday-Tuesday: Introduction to the “players” who influence media history; models of media regulation

Wednesday: Introduction to the cycle of media history that has recurred throughout the innovative process of many new media

Thursday: History of film media from early pictures of horse racing through Lumiere and the Great Train Robbery

Friday: Review, questions and quiz

Week 2

Monday-Tuesday: History of film

Wednesday-Thursday: History of radio

Friday: Review, questions and quiz

Week 3

Monday: Conclusion History of radio

Tuesday-Wednesday: History of television

Thursday: History of cable television

Friday: Review, questions and quiz

Week 4

Monday-Tuesday: History of internet

Wednesday-Thursday: History and development of Chinese media

Friday: Review, questions and quiz

Week 5

Monday-Tuesday: Current Issues in developing media

Wednesday-Thursday: Evolving issues and evolving uses and gratifications of media

Friday: Examination and evaluations

Academic Honesty

Jinan University defines academic misconduct as any act by a student that misrepresents the students' own academic work or that compromises the academic work of another scholastic misconduct includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e. misrepresenting as one's own work any work done by another; submitting the same paper, or substantially similar papers, to meet the requirements of more than one course without the approval and consent of the instructors concerned; sabotaging another's work within these general definitions, however, Instructors determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties ranging from lowering of their course grade to awarding a grade of E for the entire course.