



蘇州大學
Soochow University

COM 241 Media Studies

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course explores various issues and concepts within the field of Media Studies. Through critical analysis and discussion, students will gain a comprehensive understanding of the role and impact of media in contemporary society. The course will cover a range of topics, including media stereotyping, violence, gender, culture and values. At the end of this course, students will develop a deeper understanding of media's influence on contemporary issues and develop their critical thinking and analytical skills.

Upon Completion of this Course, students will be able to:

1. Understand and critique various theoretical frameworks and concepts within Media Studies
2. Evaluate the impact of emerging media technologies on society, including their potential benefits and drawbacks
3. Develop a comprehensive understanding of key concepts, theories, and approaches in media studies
4. Examine the ethical considerations and responsibilities of media practitioners
5. Apply theoretical knowledge to real-world media examples and case studies

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Reports	20 Points
Midterm 1	15 Points
Midterm 2	15 Points
Research Project	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Brian L. Ott; Robert L. Mack, *Critical Media Studies*, 3rd Edition, Wiley-Blackwell, 2020.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introducing Critical Media Studies Topic 2: Doing Critical Media Studies Topic 3: Marxist Analysis Topic 4: Organizational Analysis Assessments: Report#1



Module 2	<p>Topics: Topic 5: Pragmatic Analysis Topic 6: Violence in the Media: A Closer Look at Pragmatic Regulation Topic 7: Rhetorical Analysis Topic 8: Cultural Analysis</p> <p>Assessments: Report#2 Research Project</p>
Module 3	<p>Topics: Topic 9: Cultural Theory: An Overview Topic 10: Cultural Studies: History, Theory, and Methodology Topic 11: Psychoanalytic Analysis Topic 12: Feminist Analysis</p> <p>Assessments: Midterm#1 Research Project</p>
Module 4	<p>Topics: Topic 13: Stereotyping in American Media Topic 14: Gendered Stereotypes in American Media Topic 15: Queer Analysis Topic 16: Reception Analysis</p> <p>Assessments: Midterm#2 Research Project due</p>
Module 5	<p>Topics: Topic 17: Sociological Analysis Topic 18: Erotic Analysis Topic 19: Ecological Analysis Topic 20: Conclusion</p> <p>Assessments: Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning



and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.



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DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.