Journalism, Advertising, and Media Studies 101
Introduction to Mass Media
Fall 2017
Lecture: Monday and Wednesday, 2:00 – 2:50 PM, MER 131

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Course Description:
This course is an introduction to the most significant forms of media in society, including newspapers, magazines, radio, television, film, video games, and the internet. It considers media as both news and entertainment, in commercial and non-commercial form, of the past and present. The course is organized topically, centering on three central functions of media in western (and primarily American) society: as a business, as a shaper of identity, and as civic culture. Readings, lectures, and discussions will provide both historical background and present-day understandings of media from these three perspectives.

Course Objectives:
By the end of this course, you will:
1) Understand the function of media as a business
2) Understand how media participates in shaping identity
3) Understand the place of media in civic culture
4) Improve your media analysis skills, both oral and written
5) Improve your ability to read and understand media studies scholarship
6) Further develop a critical perspective on your own relationship to media

Readings:
All readings available via D2L or on the web. There is no required textbook for this class.