

FERRÉ RANGEL SCHOOL OF COMMUNICATION

SYLLABUS

TITLE:	Introduction to Mass Media
CODE:	CMU 101
PREREQUISITE:	N/A
CREDITS:	3 credits 45 hours contact 1 term

DESCRIPTION

This course presents the act of communication as a social and cultural practice. It offers an overview of the sphere of mass media constituted in contemporary society by traditional institutions such as cinema, radio, and television as well as by the Internet, a network infrastructure where all these media converge, connected through a series of programs, platforms, and technologies. It also offers a critical conceptualization of this sphere as an ecosystem of networks and of media users as "network-actors" or agents who are in constant interaction with each other and with a multiplicity of technologies in the cultural space. It gives the student the opportunity to approach the material through critical discussions and practical activities and application in the cultural context. Assignments allow students to apply their abilities in the creative process of an entrepreneurial project.

JUSTIFICATION

The media are technological supports of diverse contents that people use, consume, and produce simultaneously from a *glocal* perspective. They have changing structures, contents, and scopes that impact receivers in different ways, in their subjectivities or manner of existence within the culture. Knowing the media and learning to evaluate them from a critical standpoint helps students understand those structures that, while reproducing the social order, offer opportunities to propose new ways of being.

COMPETENCES

The course develops in the student the following competences:

- **Communication**

- **Critical thinking**
- **Ethical sense and social justice**

OBJECTIVES

At the end of the course, the student will be able to:

1. Describe the importance of the act of communication as a social and cultural practice.
2. Explain the context and main characteristics of mass media in different historical stages: industrial/mass society, post-industrial society, and knowledge society.
3. Describe the relationship between media, communication platforms, and cultural space.
4. Critically analyze practices and products by the creative, cultural, and entertainment industries, different markets and genres in Puerto Rico, and in the world through ethical, aesthetic, cultural, legal, business, and professional criteria.
5. Explain the conceptualization of the media sphere as a network ecosystem and the conceptualization of themselves as network-actors and prosumers.
6. Exercise an ethically responsible communication practice.
7. Identify professional and business opportunities in Puerto Rico and other parts of the world in order to devise communication projects that contribute to the cultural and economic development of the Island.
8. Recognize the stages of the entrepreneurship teaching model.

CONTENT

- I. The Act of Communication
 - A. Socio-cultural practice
 - B. Communication as an Object of Study
 - C. Critical Thinking and Critical Reading of Media
 - D. The Ethics of the Communicator
- II. From the industrial society to the knowledge society
 - A. From movable type printing to mobile devices
 - B. Evolution of the media in Puerto Rico, professional and business opportunities, global trends, and future projections.
 1. Books
 2. Newspapers

- 3. Magazines
 - 4. Cinema
 - 5. Radio
 - 6. Television
 - 7. Record Industry
 - 8. Digital Media
- III. Connectivity, Globalization, and Cultural Diversity
- A. The Network Ecosystem
 - B. Network-actors and Prosumers
 - C. Global, local, and glocal
 - D. Communication and Citizenship: Assimilation and Resistance
- IV. Creative, cultural, and entertainment industries
- A. Communication: Information and Entertainment
 - B. The Importance of Content
 - 1. Design and Appropriateness between Structure and Contents
 - C. Multimedia or multiplatform?
 - D. Storytelling
 - 1. Unitary and Serial
 - 2. Personal, Analytical, or Informative Narratives
- V. Markets and Communication Genres
- A. The Local Context
 - B. The Global Context
 - C. The Possibility of the Glocal
- VI. Convergence
- A. Cultural Convergence
 - B. Technological Convergence
 - C. Media Convergence

METHODOLOGY

The following strategies of the active learning methodology are recommended:

- Ideation-Validation-Development-Development-Application/Execution- **IVDE**
(for the development of the entrepreneurship project)
- Flipped classroom
- Gallery Walk
- Conferences
- Exercises

- Group Work

EVALUATION

Compositions	25%
Oral presentations	20%
Partial works	25%
Project or exam (final)	<u>30%</u>
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the core activity of the course.

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grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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