

Course Syllabus

1. **Program of Study** Bachelor of Arts (Social Science)
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICSO 282 **Course Title** Global Media and Social Change
3. **Number of Credits** 4 (**Lecture / Lab**) (4-0)
4. **Prerequisite (s)** None
5. **Type of Course** Social Science major elective course
6. **Trimester / Academic Year** Third trimester / Every academic year

7. **Course Description**

The development of the media as a global socializing force. The creation of a global market place. The information age. The power of the media in society and politics. The new global media culture.

8. **Course Objective (s)**

- (i) To give students an understanding of the media as both a global business enterprise and as a vehicle for the dissemination of ideas and culture.
- (ii) To provide students with an overview history of media technologies and discuss how various technologies have re - shaped public discourse.
- (iii) To present information on a rang of media - related social and cultural issues from censorship to children's programming.
- (iv) To have students examine the relationship between US media business expansion and the spread of US cultural values.

9. **Course Outline**

Week	Topic		Instructor
	Lecture	Hour	
1	Introduction and theoretical concerns	4	Dr. Copeland
2	Print culture	4	
3	Telegraphy, photography, and sound recording	4	
4	Film, radio, and television	4	
5	Digital technology and convergence	4	
6	Review and assessment	4	
7	Reportage and cultural bias	4	
8	Advertising and sponsorship	4	
9	Entertainment exports and cultural change	4	
10	Public ownership and alternative media	4	
11	Summary and review	4	
	Total	44	

10. Teaching Method (s)

Lectures, discussions, student term papers, independent study projects.

11. Teaching Media

Text materials, handouts, audiotapes and film resources.

12. Measurement and evaluation of student achievement

Student knowledge of media technology, the media business, and the social impact of media products will be developed through lectures, discussions and film materials.

13. Course evaluation

Evaluation will be based on two in - class examinations and a 7 - page term paper with each component accounting for 30% of the total grade. An additional 10% of the grade will come from student participation in classroom lectures and discussions.

14. Reference (s)

Herman and McChesney, *The Global Media*, London : Continuum, 1997; Balnaves and Donald, *The Penguin Atlas of Media and Information*, Toronto : Penguin 1999.

15. Instructor (s)

Dr. Matthew Copeland

16. Course Coordinator

Dr. Matthew Copeland