

Syllabus for CPSP118J Freshmen Colloquium for Media, Self and Society

Fall, 2008

Instructor: Dr. Kalyani Chadha

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Operating simultaneously as cultural institutions and economic industries, modern media constitute a powerful and pervasive force in our society today, impacting what we see, what we hear, what we believe and what we buy, both as individuals and as a society. The Media, Self and Society Program has been designed to give students the opportunity to analyze the role of the media in society and to gain exposure to their functioning in practical terms. The program thus has two dimensions: the academic which encourages students to critically examine media organizations, products and audiences; and the practical, which enables students to gain real world experience through involvement in an experiential activity of their choice.

The MSS Freshmen Colloquium will focus on giving students a broad overview of significant media trends, developments and issues in the United States in conjunction with some hands-on media experience through the production of short video projects, with students working in groups. The colloquium will include a combination of lectures, discussions and guest speakers. As students you will be expected to participate in class room discussions as well as complete assignments. Essentially, the goal of this course is to encourage you to analyze the media critically and to present your analyses in a coherent and well-argued manner.

Attendance:

Attendance at colloquium is mandatory (except for those who possess personal video conferencing facilities and can join us from the comfort of their dorm room).

Assignments:

To Be Announced in Class.

Grading:

50% Written Assignments

20% Video Project

30% Class Participation

Colloquium Schedule:

9/4	Introduction to MSS and Resident Life
9/11	Media and Culture: The Merchants of Cool
9/18	Media, Technology and Society

9/25	Media Economics: Advertising in American Society
10/2	Media Economics: Supersized Media
10/9	Media and Gender: Images of Women in the Media
10/16	The Self in MSS: The Myers Briggs Test and You
10/23	Media and Politics: Analyzing Election Coverage
10/30	Media and Politics
11/6	Video Group Project
11/13	Media and Violence: It's Just a Video Game
11/20	Media Ethics: Photojournalism
11/ 27	Thanksgiving Break
12/4	Guest Speaker
12/11	Final Wrap up and Evaluations

Syllabus for CPSP218J Sophomore Colloquium for Media, Self and Society

Fall, 2008

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This semester, the Media, Self, and Society Freshmen Colloquium will focus on analyzing the relationship between media and politics through a combination of lectures, discussions and guest speakers. The colloquium will also focus on career development and will involve workshops on finding internships, creating a professional resume and public speaking.

In addition, during this semester, students are also required to identify and engage in an experiential activity of their choice. This activity can be in the form of an internship, a service project or involvement with media organization on or off campus. We will also focus on career development opportunities through a resume workshop, presentations on interviewing skills, obtaining internships and negotiation. As always, students will be expected to participate in class room discussions as well as complete all assignments.

Attendance:

Attendance at colloquium is mandatory (except for those who possess personal video conferencing facilities and can join us from the comfort of their dorm room). However, you are allowed two unexcused absences from class.

Assignments:

To Be Announced in Class.

Grading:

60 % Written Assignments

40% Class Attendance and Participation

Topics to be Covered

Sep.2	Media and Politics: Making The Connection
Sept. 9	Media Myths about Politics and Voters
Sept. 16	Making the Message: The Fight for the Presidency
Sept. 23	Reporting on Campaigns and Conventions: The Print Perspective
Sept. 30	Technology and Politics

- Oct. 7. Advertising and Politics
- Oct. 14 Career Center Presentation
- Oct. 21 Reporting on Campaigns: The Broadcast Perspective
- Oct. 28 Race, Media and Politics
- Nov. 4 Diary of a Political Tourist
- Nov. 11 Taking Stock: Analyzing Campaign Coverage
- Nov. 18 Careers in the Media
- Nov. 25 No class
- December 5 Careers in the Media
- Dec. 9 Final Wrap up and Evaluations