



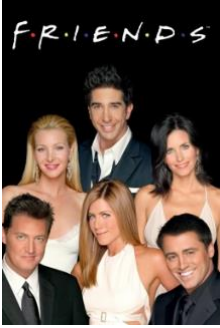



COMMUNICATION 326 SCHEDULE

| Day | Topic | Reading(s) | Assignment |
|----------------|--|---|------------|
| Week 1 | | | |
| W: January 22 | Welcome & Overview of Syllabus | Syllabus | |
| F: January 24 | Conceptualizing/Studying Mass Media and the Audience | Sanborn & Harris Chapter 1 Sanborn & Harris Chapter 2 (pp. 24-32) | |
| Week 2 | | | |
| M: January 27 | Conceptualizing/Studying Mass Media and the Audience (cont.) | Sanborn & Harris Chapter 1 Sanborn & Harris Chapter 2 (pp. 24-32) | |
| W: January 29 | Reconceptualizing the Audience | Reevaluating “The end of mass communication?” | |
| F: January 31 | Reconceptualizing the Audience (cont.) | Reevaluating “The end of mass communication?” | |
| Week 3 | | | |
| M: February 3 | Theories of Media Effects: Social Cognitive Theory & Cultivation Theory | Sanborn & Harris Chapter 2 (pp. 33-43) | |
| W: February 5 | Theories of Media Effects: Agenda Setting & Script (Schema) Theory | Sanborn & Harris Chapter 2 (pp. 33-43) | |
| F: February 7 | Theories of Media Use: A Uses and Gratifications Approach  | An exploratory study of reality appeal: Uses and gratifications of reality TV shows | |
| Week 4 | | | |
| M: February 10 | Thinking About Our Media Use | | |
| W: February 12 | Thinking About Our Media Use (cont.) | | |

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|----------------|--|---|--|
| F: February 14 | EXAM REVIEW | | |
| Week 5 | | | |
| M: February 17 | EXAM I | | |
| W: February 19 | Enjoyment and Entertainment  | Watching TV series with horror content: Audience attributes, motivations, involvement and enjoyment | |
| F: February 21 | Enjoyment and Entertainment (cont.)  | | |
| Week 6 | | | |
| M: February 24 | Identification | Sanborn & Harris Chapter 3 (pp. 53) | |
| W: February 26 | Identification (cont.)  | An exploration into the uses and gratifications of media for transgender individuals | |

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|----------------|---|---|---|
| F: February 28 | Identification (cont.)  | Young adults' wishful identification with television characters: The role of perceived similarity and character attributes | Enjoyment and Entertainment Audience Member Self-Assessment Due |
| Week 7 | | | |
| M: March 2 | Parasocial Relationships  | Sanborn & Harris Chapter 3 (pp. 57-59) Identification and parasocial relationships with characters from Star Wars: The Force Awakens | |
| W: March 4 | Parasocial Relationships: Social Media | Following your "friend": Social media and the strength of adolescents' parasocial relationships with media personae | |
| F: March 6 | Parasocial Relationships: Maintenance and Break Ups | | Identification Audience Member Self-Assessment Due |
| Week 8 | | | |
| M: March 9 | Media & Emotions | Sanborn & Harris Chapter 4 (pp. 62-72) | |
| W: March 11 | EXAM REVIEW | | |
| F: March 13 | EXAM II | | Parasocial Audience Member Self-Assessment Due |

Week 9

Spring Break

March 16 –
March 20**Week 10**

M: March 23

Media & Emotions (cont.)

Sanborn & Harris Chapter 4 (pp. 72-91)

W: March 25

Media Use & Representation



Sanborn & Harris Chapter 5

F: March 27

Media Use & Representation: Gender

Sanborn & Harris Chapter 5

Week 11

M: March 30

Media Use & Representation: Race

Sanborn & Harris Chapter 5

Emotions Audience Member Self-
Assessment Due

W: April 1

Media Use & Well-Being

Media use and well-being: Status quo and open
questions

F: April 3

Media Use & Well-Being: Revisiting
Entertainment & EmotionsThe winner takes it all: The effect of in-game
success and need satisfaction on mood repair and
enjoyment

Week 12

M: April 6

Media Use & Well-Being: Revisiting Identity & Parasocial Relationships



The effect of prime-time television ethnic/racial stereotypes on Latino and Black Americans: A longitudinal national level study

W: April 8

Media Use & Well-Being: Revisiting Identity & Parasocial Relationships (cont.)



Parasocial relationships with media personae: Why they matter and how they differ among heterosexual, lesbian, gay, and bisexual adolescents

F: April 10

News and the Audience




Sanborn & Harris Chapter 7

Week 13




M: April 13

News and the Audience

Sanborn & Harris Chapter 7

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|----------------|--|---|--|
| W: April 15 | News 2.0: News and Entertainment  | News, entertainment, or both? Exploring audience perceptions of media genre in a hybrid media environment | |
| F: April 17 | News 2.0: Social Media for News  | Algorithmic inference, political interest, and exposure to news and politics on Facebook | |
| Week 14 | | | |
| M: April 20 | Advertising and the Audience | Sanborn & Harris Chapter 6 Sanborn & Harris Chapter 8 (pp. 255 – 263) | |
| W: April 22 | Advertising and the Audience (cont.) | Sanborn & Harris Chapter 6 Sanborn & Harris Chapter 8 (pp. 255 – 263) | |
| F: April 24 | Advertising 2.0: Native Advertising  | Is that my friend or an advert? The effectiveness of instagram native advertisements posing as social posts | |

Week 15

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|-------------|--|---|--|
| M: April 27 | <p>Participatory Culture</p>  | <p>An analysis of the Korean wave as transnational popular culture: North American youth engage through social media as TV becomes obsolete</p> | |
| W: April 29 | <p>Participatory Culture: Co-viewing via Social Media & Spoilers</p>  | <p>Co-viewing virtually: Social outcomes of second screening with televised and streamed content</p> | |
| F: May 1 | <p>Children as a Special Audience</p>  | <p>Sanborn & Harris Chapter 11</p> | |

Week 16

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|---|--|---|------------------------|
| M: May 4 | <p>Children as a Special Audience: The Digital Era</p> | <p>Tweens' wishful identification and parasocial relationships with youTubers</p> | |
| W: May 6 | <p>EXAM REVIEW</p> | | <p>Final Paper Due</p> |
| <p>T: May 12 - 7:00 PM - 10:00 PM OR W: May 13 - 7:00 PM - 10:00 PM</p> | <p>EXAM III</p> | | |

*Please note that the course schedule is subject to change. Students will be notified when changes are made to the course schedule.
