

Fall, 2009...CTVA 301...Designing the Media Message
Ticket #18809...Fri., 8:00am in MZ101
S. Landes, BA, MS, JD...Office hour: Fri. @ 10:45am

Schedule of class meetings (subject to revision):

- 8/28/09: Course overview; syllabus review; Discussion of media messages; Registration Issues.**
- 9/4/09: Carrying CTVA 100 forward: The Changing Media landscape
READ: Text preface and Chapter 1.**
- 9/11/09: The psychology of media use... READ Chapter 3.**
- 9/18/09: Distorted Social Mirrors... ..READ Chapter 4.**
- 9/25/09: SCANTRON QUIZ**
- 10/2/09: Advertising.....READ Chapter 5.**
- 10/9/09: Sales and training programs**
- 10/16/09: TBD**
- 10/23/09: No class meeting. Furlough Day.**
- 10/30/09: Mid-term exam.**
- 11/6/09: News.....READ Chapter 7.**
- 11/13/09: Politics.....READ Chapter 8.**
- 11/20/09: QUIZ**
- 11/27/09: Thanksgiving weekend. No class meeting.**
- 12/4/09: Last day of instruction. Review questions welcome.**
- 12/11/09: Final exam: 8:00am in our usual room.**

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Purposes of the course:

1. To familiarize students with the verbal, visual and emotional vocabulary of the media message;
2. To teach techniques useful in determining the goal of the message and its target audience;
3. To examine differences between various genres of media messages.

Textbook:

A Cognitive Psychology of Mass Communication, 5th ed. (Routledge, 2009), Richard Jackson Harris, ISBN: 978-0-415-99312-8.

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Grading: Based upon student performance on a midterm exam, final exam, two quizzes and a number of project/assignments as well as class participation, students will earn letter grades with plus/minus detail. (Grade values defined in CSUN catalog.) Incompletes only for University approved reasons. Maximum of 2 unexcused absences. 3 final grade points will be deducted for each additional unexcused absence or for excessive late arrivals. *Please arrive on time having read the assigned chapter(s).*

FAX JOURNAL REPORT

TIME : 08/20/2009 15:15
 NAME : CTVA DPT. CSUN
 FAX : 8186774919
 TEL : 8186773192
 SER. # : 000M6J625952

NO.	DATE	TIME	FAX NO./NAME	DURATION	PAGE(S)	RESULT	COMMENT
#304	08/06	08:16	913238176970	52	03	OK	TX ECM
	08/06	08:33	8173997218	52	02	OK	RX ECM
	08/06	09:54		52	03	OK	RX ECM
#305	08/06	11:07	8186776248	01:20	03	OK	RX ECM
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	08/07	14:19	818 623 3200	36	01	OK	RX ECM
	08/10	14:00		01:18	03	OK	RX ECM
#306	08/10	14:50		22	01	OK	RX ECM
	08/11	09:54		02:52	08	OK	RX ECM
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#310	08/11	14:56	913239378868	03:13	08	OK	TX ECM
#312	08/11	15:30	3759	43	02	OK	TX
	08/12	10:06	818 623 3200	36	01	OK	RX ECM
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BUSY: BUSY/NO RESPONSE
 NG : POOR LINE CONDITION / OUT OF MEMORY
 CV : COVERPAGE
 POL : POLLING
 RET : RETRIEVAL
 PC : PC-FAX