

JOMC 101 Course Updates

Matt Waite (03/20/23)

- Redesigned the course to introduce current controversies and issues in media
- Previous course design was 16 weeks, where two weeks each were spent on industries – two weeks of newspapers, two weeks of radio, two weeks of television, etc. etc.
- New course design compressed the history and issues into one week for each industry – newspapers, radio, television, advertising, public relations, media studies.
- Then, after the foundations were set, we added additional sections on
- Economics of modern media, and how consolidation and the internet has affected each industry
- How ad tech has affected both the advertising side and the media side of industry
- How social media has created influencers
- How social media has impacted how people receive information and how various actors are preying on cognitive biases inherent in ourselves to spread messages
- How mis and disinformation on social media have affected democracy
- How media driven moral panics are not new, but the speed of the internet has made them faster
- How fake news went from actual made-up stuff to the latest threat to media credibility

A constant undercurrent in the class is connecting what they are seeing every day on their social feeds to what we're talking about in class. So I'd be talking about the Fox News Dominion Lawsuit and connecting it to the First Amendment and defamation. I'd be talking about deep fakes and generative AI and the high chances of people using them to meddle in elections. Students have reported to both of Kelli and I that making that connection to their current life is key to their engagement in the class. No one cares about the Radio Act of 1927 on its own but you can draw a straight line from the early days of radio to the podcasts they listen to right now and suddenly it all means a lot more.