

Syllabus [2025Year 2 Term]

Course Information

Course Title	Media and Society	Credits	3
Course Code	554730-1	Required/Elective (For Undergraduate Courses)	
Department or Major	Department of Mobile Systems Engineering	Language	English
Methods of Teaching		Lecture Room	목3,4,5,6,7,8(국제608)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		
Cyber Lectures Preview			

Lecturer

Lecturer	Name	Franzese John Lawrence	Rank	Non-tenure track Assistant Professor	Final Academic Degree	석사
	Department & college	College of Liberal Arts		Office		
	Office Phone Number	031-8005-3078		e-mail	john.franzese@gmail.com	
	Field of Interest					

Course Summary

Course Description	This course, Media & Society, is a survey course intended to provide an introductory overview of mass media and its role in shaping modern society. Media in its various forms, including, but not limited to advertising, newspapers and magazines, radio, television and film, and the internet and social media have all played pivotal roles in society since their inception. This course seeks to help students understand how mass media simultaneously acts as a reflection of and an agent in shaping culture and societal worldviews. Modern mass media is unceasingly consumed, whether willingly or not, by society as a whole. Thus, understanding how to navigate and interpret the mass media that incessantly surrounds us is an indispensable skill. In this course, students will be encouraged to draw upon their own experiences and understanding of how they view and interpret the world through the media they consume. Students will also be encouraged to explore and challenge preexisting perceptions and examine media through a critical lens.
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Description Related Courses	
Course Goals	
Projected Results	By the end of this course, students will have developed a greater understanding of the media's role in shaping modern society. Students will have developed critical skills to interpret and understand the media in its various forms from its conception, production, content, and reception by the public. By understanding the significance of the media, students will also develop skills essential to help them navigate a world where media plays a dynamic and ever-growing role in how society is molded and interconnected.
Percentage of the original language classes(%)	<p>Media and Society is an English medium of instruction (EMI) course. All aspects of the course will be conducted in English.</p> <p>Students should possess an intermediate or higher level of English competency to ensure they are able to participate in this course comfortably. While the focus of the course is not English language instruction, this course will be beneficial for students who are looking to improve their English proficiency. As this course is intended for speakers of English as a second language, I will do my best to communicate as clearly as possible and help you to complete the course. Should you encounter any difficulties, please do not hesitate to contact me before, during, or after class, or via email (john.franzese(at)gmail.com) to clarify any areas you need assistance with.</p>
Cyber Lectures Preview	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course Introduction The Media & Media Literacy	Discuss media in its various forms and its significance in modern society. Understand the importance of media literacy.	Lecture & Group Discussion	Weekly reading/TBA
2	Forms of Media & Overview of Media History	Learn a brief overview of the history of media.	Lecture & Group Discussion	Weekly reading/TBA
3	Media Economics	Understand the connection between media and its economic motives.	Lecture & Group Discussion	Weekly reading/TBA
4	Media Production & Dissemination	Understand how media is produced and circulated to the public.	Lecture & Group Discussion	Weekly reading/TBA
5	Mass Media Audiences	Understand how the media selects and targets audiences.	Lecture & Group Discussion	Weekly reading/TBA
6	News Media	Understand the role of news in the media. Consider and discuss critical aspects of the news and h	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 1

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
		ow it shapes public view .		
7	Advertising	Understand the role of advertising in the media. Consider and discuss how ads are developed to target specific audiences and how ads shape public view .	Lecture, group discussion, and student presentation	TBA Presentation 2
8	Midterm Exam			Weekly reading/TBA
9	Representation in the Media	Understand how the media shapes public view about identity in regard to gender, race, nationality, religion, etc.	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 3
10	Violence in the Media	Understand how violence is portrayed in the media and its effects .	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 4
11	Globalization and the Media	Understand the importance of the media's role in connecting the world as a global society.	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 5
12	Interactive Media/Gaming	Consider and discuss how interactive media and gaming shapes public views .	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 6
13	The Internet & Social Media	Understand the significance of the internet and social media, and how it changed the way information is disseminated around the world.	Lecture, group discussion, and student presentation	Weekly reading/TBA Presentation 7
14	The Effects of Mass Media & Media Ethics	Review the effects of the media. Consider and discuss key ethical concerns about the media regarding current issues and the future of communication.	Lecture & Group Discussion	TBA
15	Final Exam			

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	25%	Midterm Exam
2	Final-exam	25%	Final Exam
3	Pop Quizzes	0%	
4	Assignments	30%	Class Projects & Homework Assignments
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	10%	Attendance
8		0%	
9	Others	10%	Participation
All		100%	

Core of Value

핵심가치	핵심역량	하위역량	역량정의	역량구분	값 (%)
혁신 (Discovery)	문제해결 (Deliberation)	분석력 창의력 종합적 사고력	문제상황을 명확하게 이해하고 체계적으로 분석하여 창의적으로 해결할 수 있는 능력	주역량	0%
혁신 (Discovery)	전문지식 (Knowledge)	탐구능력 논리적 사고력 전문지식/기술	전공분야 지식과 기술, 그리고 관련된 다양한 정보를 활용하여 논리적으로 사고하고 탐구하는 역량		0%
헌신 (Dedication)	세계시민 (Universal value)	외국어능력 다문화 수용 능력 공감능력	세계 각지의 다양한 언어, 문화, 역사에 대한 이해를 바탕으로 글로벌 이슈에 대응할 수 있는 능력	부역량	0%
헌신 (Dedication)	협력.헌신 (Dedication)	대인관계능력 협업 능력 공동체의식	공통의 목적과 가치를 위해 개방적인 태도와 균형 잡힌 시간으로 서로 돕고 헌신할 수 있는 능력		0%
능동 (self-Determination)	자기주도 (maNagement)	독립성 성찰 능력 자기개발능력	자기 스스로 목표를 세우고 목표를 달성하기 위해 주체적으로		0%

핵심가치	핵심역량	하위역량	역량정의	역량구분	값(%)
			실천할 수 있는 능력		
능동 (self-Determination)	의사소통 (Articulation)	표현력 이해력 조정력	언어 또는 다양한 매체를 활용하여 다른 사람들과 효과적으로 상호작용할 수 있는 능력	부역량	0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	No Required Textbook		

Memo

- There is no textbook required for this course. All required course materials will be provided.
- Students should check the e-Campus for class updates, lesson-related materials, and assignment information. Students are encouraged to contact the instructor if they have any questions or are facing any difficulties with the course at: john.franzese(at)gmail.com
- The weekly schedule of this syllabus may be subject to change depending on student progress, holidays, school events, etc. In the event any changes occur, notice will be provided in advance.