


## MEDIA: HISTORY, DEVELOPMENT, AND THEORIES

---

**Prof. Antonino Salvador S. de Veyra**  
Department of Humanities  
College of Humanities and Social Sciences  
2/F CHSS Wing, Administration Building  
University of the Philippines in Mindanao  
Mintal, Tugbok District, Davao City  
8022 Philippines

For consultations call/text at

 +63 928 350 3148 and/or email me at

 [mail@ninosoriadeveyra.com](mailto:mail@ninosoriadeveyra.com)

or post a comment in <http://www.ninosoriadeveyra.com/meda-101.html>

or see me at the office during consultation hours

(schedule is posted at the Humanities Department Faculty Office)

**Description:** MEDA 101 or “Media: History, Development, and Theories” is a three-unit course that looks into the history and development, nature, operation, and theories of different media.

The course also provides students an opportunity to do an in-depth study of media principles and processes, which will better equip them in the writing for, and in the production work in, the different media.

The course serves as the prerequisite for higher Media Arts courses; students taking this course must have taken COMA 101 (Introduction to Communication Theories).

**Objectives:** By the end of the semester, students should be able to:

- Synthesize ideas gleaned from the study of media’s history and development, nature, and operation
- Analyze cases involving issues in media practice
- Demonstrate their understanding of media history, development, and theories in media application exercises

**Instructional Format:** The course, while classified as a lecture class, will also involve students’ generating ideas for further exploration and for the production of papers. Class sessions will begin with either a lecture/discussion (based on the assigned readings and organized around particular units).

**Schedule of Topics:** The class meets twice a week, for one and a half hours per session, over a sixteen-week period. Please see below for the schedule of discussion topics and/or activities:

## **Introduction**

- Day 1:* Orientation to the course
- Day 2:* Overview of media and communication
- Day 3:* Overview of media and society
- Day 4:* Overview of media economics

## **Media History and Development**

- Day 5:* History and development of books
- Day 6:* History and development of newspapers
- Day 7:* History and development of magazines
- Day 8:* History and development of radio and audio recordings
- Day 9:* History and development of movies
- Day 10:* History and development of television
- Day 11:* History and development of cable and multichannel services
- Day 12:* History and development of communication through the Internet and the World Wide Web
- Day 13:* History and development of Web 2.0 and participatory communications
- Day 14:* Media convergence
- Day 15:* Media and advertising
- Day 16:* Media and public relations

## **Midterm Examinations** (and submission of research paper proposals)

### **Media Theories and Issues** (with case studies)

- Day 18:* Hypodermic needle/magic bullet theory
- Day 19:* Two-step flow model
- Day 20:* Media effects theory
- Day 21:* Critical theory
- Day 22:* Semiotics and discourse analysis
- Day 23:* Medium theory
- Day 24:* Cultivation theory
- Day 25:* Diffusion of innovations theory
- Day 26:* Uses and gratifications theory
- Day 27:* Dependency theory
- Day 28:* Agenda-setting theory
- Day 29:* Spiral of Silence
- Day 30:* Media richness theory
- Day 31:* Reception and audience theory

## **Integration** (final research papers are also due on this day)

### **Final Examinations**

**Attendance:** Since MEDA 101 involves intensive discussions/activities, students should come to class prepared for the scheduled discussion and/or activity. Students must also refrain from missing classes and scheduled activities. Students may refer to the University's Student Manual regarding policies on absences and their corresponding penalties. Attendance and participation in class discussions and activities will make up 30% of students' final grades.

**References:** To prepare for lectures/discussions/activities, students may access the following sources found at the University Library or access other sources on the Internet.

- Baran, Stanley J. *Introduction to Mass Communication: Media Literacy and Culture*. 3<sup>rd</sup> ed. Boston: McGrawHill, 2004.
- Coronel, Sheila S. (Ed.). *From Loren to Marimar: The Philippine Media in the 1990s*. Quezon City: Philippine Center for Investigative Journalism, 1999.
- Dominick, Joseph. *The Dynamics of Mass Communication*. New York, NY: McGraw-Hill Int., 1994.
- Griffin, Em. *A First Look at Communication Theory*. 6<sup>th</sup> ed. Boston, MA: McGraw Hill, 2006.
- Littlejohn, Stephen W. *Theories of Human Communication*. 4<sup>th</sup> & 5<sup>th</sup> eds. Belmont, CA: Wadsworth, 1992, 1996.
- McQuail, Denis. *McQuail's Mass Communication Theory* 4<sup>th</sup> ed. Newbury Park, CA: Sage Publications, 2000.
- Patterson, Philip and Lee Wilkins. *Media Ethics Issues and Cases* 3<sup>rd</sup> ed. Boston, MA: McGraw Hill Companies, 1998.
- Teodoro, Luis V. and Melinda Q. de Jesus, eds. *Pamahayagan at Midya, Demokrasya, at Kaunlaran sa Pilipinas*. Quezon City: UP Press, 2001.
- Vivian, John. *The Media of Mass Communication* 3<sup>rd</sup> ed. Needham Heights, MA: Allyn and Bacon, 1995.
- West, Richard, and Lynn H. Turner. *Introducing Communication Theory: Analysis and Application*. Mountain View, CA: Mayfield Publishing Co., 2000.
- Wood, Julia T. *Communication Theories in Action*. Belmont, CA: Wadsworth, 1997.

**Requirements:** Aside from class participation, students will undergo Midterm and Final Examinations (see schedule above). Scores from the two examinations make up 30% of students' final grades.

Students will also submit (see schedule above for due dates) individual final research papers that analyze a media phenomenon. The research papers should show students' abilities to apply appropriately a media theory to analyze comprehensively their chosen topic. Students' final research papers make up for 40% of their final grades.

**Late Submissions:** Research proposals and final research papers submitted beyond the deadline will be marked one grade level down for each calendar day it is late. For example, a proposal/paper rated 2.0 gets a lower mark of 2.25 if handed in one day late (Saturdays, Sundays, and Mondays included).

**Plagiarism/Intellectual Dishonesty:** Students commit plagiarism when they present as their own someone else's work or ideas. Proposals/papers suspected of plagiarism will be returned to students for revision. Repeated offenses will result in, depending on the gravity of the case: (1) a failing mark for the activity, (2) a failing mark for the course, (3) possible expulsion of students concerned (University policies will apply for the latter case).

The rule for late submission will apply for plagiarized proposals/papers returned for revision. Other forms of intellectual dishonesty like cheating during examinations will not be tolerated.

**Grading:** Marks will be computed using the following formula:

$$\text{Student's score (50) / highest possible score} + 50 = \text{Grade}$$

To arrive at a particular rating, students may get their individual raw score and multiply it by 50 (the transmutation base). They then divide the product by the highest possible score, and add 50 to the quotient. The grade arrived at is equivalent to the University's rating scale as shown below:

|        |   |      |   |                     |
|--------|---|------|---|---------------------|
| 98-100 | → | 1.0  | → | Excellent           |
| 95-97  | → | 1.25 |   |                     |
| 92-94  | → | 1.50 | → | Very Good           |
| 89-91  | → | 1.75 |   |                     |
| 86-88  | → | 2.0  | → | Good                |
| 83-85  | → | 2.25 |   |                     |
| 80-82  | → | 2.50 | → | Satisfactory        |
| 77-79  | → | 2.75 |   |                     |
| 74-76  | → | 3.0  | → | Passing             |
| 71-73  | → | 4.0  | → | Conditional Failure |
| 00-70  | → | 5.0  | → | Failure             |

A student's rating for every activity/output will be computed according to its corresponding percentage of the final grade: class participation (30%); midterm and final examinations (30%); and the final research paper (40%).

