

## **SOCIOLOGY II: MASS MEDIA**

### **Course Outline**

Course Number: SOCI105

This course is designed to follow Introduction to Sociology. We will consolidate and deepen conceptual, analytical and critical thinking skills by focussing on the role of the mass media in contemporary society. The course will have three focal points around which the lectures and seminars will be organized: the concepts used in media sociology, the forms of mass media such as television, advertising and the Internet: and key issues, for instance gender relations, violence, democracy and cultural homogenization. We will emphasize techniques of sociological inquiry. For the research project, students will conduct sociological research on a topic of their own choosing

### **Learning Sequence:**

Wks/Hrs Units	Topics, Resources, Learning Activities	Assessment
Week 1  UNIT 1: SOCIAL DYNAMICS AND POPULAR CULTURE	Introduction to Sociology II, introduction to the sociology of religion Brym, Ch. 7, pp. 159-168	
Week 2	Religion Brym, Ch. 7, 169-180 Video: "God's Dominion: Shepherds to the Flock"	
Week 3	Crime, deviance and society Brym, Ch. 19 Video: "Through a Blue Lens"	
Week 4	Mass media and society Brym, Ch. 6	Essay #1 (15%)
Week 5	Popular culture "Hiphop from Dissent to Commodity: A Note on Consumer Culture" Video: "Merchants of Cool"	
Week 6	Power, politics and 'social motion' Brym, Ch. 20, pp. 532-541	Observational journals (10%)
Week 7	Review and recapitulation	Test #1 (15%)
Week 8	Independent study week	
Week 9	Global inequality: what is 'development'?	

UNIT 2: SOCIAL CHANGE AND THE FUTURE	Brym, Ch. 11	
Week 10	Sociological perspectives on the environment Brym, Ch. 16 Video (excerpt): "An Inconvenient Truth"	Essay #2 (20%)
Week 11	Urbanization Brym, Ch. 15 Video (excerpt): "The End of Suburbia"	
Week 12	Population, demographics and health Brym, Ch. 17	Observational journals (10%)
Week 13	Are we a global society? Brym, Ch. 18 Benjamin Barber, "Jihad vs. McWorld"	
Week 14	Presentations, test review	Presentations (15%)
Week 15	Presentations, wrap-up	Final test (15%)

### Learning Resources:

Brym, Robert J. (2004). *New Society: Sociology for the 21st Century*. Fourth Edition. Toronto, Thomson Nelson.

Other listed readings will be on reserve.

### Assessment Plan:

Item/Date:	Percent:	Description:
Test #1	15	Short answer and multiple choice test
Test #2	15	Essay test
Observational journals	20	Weekly field journals
Essay #1	15	Short essay (literature review)
Essay #2	20	Research essay
Presentations	15	Group presentations