

**Department** .: Sociology

**Course number** : Soci 267W

**Title** : Public Opinion and Mass Communication

**Credits** : 3

**Contact Person** : Brad Wright

**Catalog Copy** :

Soci 267. Public Opinion and Mass Communication. Either Semester. Three credits. *Tuchman*. Contemporary public opinion and ideology, the process and effects of mass communication, and the measurement of public opinion.

Soci 267W. Public Opinion and Mass Communication . Prerequisite: Engl 110 or 111 or 250.

**W Criteria**: :

The course would require 3 major writing assignments of about 4 pages, which would critically evaluate the perspectives offered in the readings and lectures. A few shorter assignments (1-2 pages) would be included as preparation for the major assignments. The W component would make up about 50% of the course grade.

Since different students are likely to have different issues, the instruction would be mostly individual conferences and written commentary. Formal instruction would be used as necessary for topics that had general relevance. In order to provide experience in giving and receiving constructive criticism, students would also be asked to read and comment on (although not to grade) other students' work at least once during the semester.

For each assignment, students would turn in a first draft and revise it based on the instructor's comments. Time for the revisions would be built into the schedule.

Students can only pass the class if they pass the writing portion of the class, and they will be apprised of this in the course syllabus.

**Role of Grad Students** : None