

NOTE

I assign this in the first- or second-class meeting. It is worth 1 of 20 'participation points.' The course total is 100. If you use this in your class, please acknowledge me as your source, EG: 'thanks to' 'created by,' 'adapted from,' and so on.

Last, first name - SFSU email - Preferred email –

Please respond to the questions on **both pages**. All information is confidential and will be used only for this class.

Major - Emphasis (if any) - Class standing (e.g., Jr) - Total units -

Have you completed a GVAR course?

... If yes: Course & date completed (or IP-in progress) -

Your answers here will help me get to know you.

Age - Birthplace - Occupation (if any) -

Webpage, etc. -

Phone - I will happily arrange phone appointments.

Background in Media Studies

BECA majors – Place an **X** to the right of courses you've completed. Place a **✓** next to classes you're taking now.

200-Intro	340-Aesthetics	230/31-Audio	240/41-Video
390-Age of Info	321-Critical Studies	422-Social Aspects	460-News

Other BECA classes (short title and/or number)

BECA & Non BECA majors – List titles/topics of classes you've taken that address social/popular media uses and effects, criticism, analysis, and/or video/radio production.

Do you have any career goals? If so, what are they?

Why are you taking this course? [Honesty here and throughout won't my feelings. Honesty is **very** important to me.]

For this class to be a success ...

What (if anything) do you hope to gain from taking this course?

What do you expect from yourself?

What, if anything, might detract from your ability to feel comfortable speaking in class and/or working with a small group on the Social Justice Media Production Project? EG: Are you shy? Concerned about your speaking skills? Anything else? ... Please see me if there is anything you want to talk about – I'm not scary;)

What do you expect from your peers?

What do you expect from me?

Q1a: What, if any, social media accounts do you have? • Make a list; one account per line, with the ‘most used’ at the top and the ‘least or never used (anymore)’ at the bottom. • For each account, note about how often you use it on a typical day or week (whatever is easier). **EG:** Instagram 10-15x/day

Q2: Even in large classes, you’re a person, a distinct individual (not a Social Security #). – Please introduce yourself. Dig in; “show me “who you are. Write 275-300 (or more) words. An example of 300 words follows. Delete it before you upload your assignment.

Example of 300 words * **Delete all when done:** A key assumption here is that social reality is not a given or a fixed construct. As Berger and Luckmann (1967) noted 50 years ago, reality is socially constructed. Cultivation theorists have long been arguing that television’s influence on socialization is grounded in its ability to mass produce a coherent system of images and messages for a heterogeneous audience which, for the most part, is nonselective and ritualistic in its viewing behavior (Gerbner et al., 1994). The continual repetition of this system of images and messages serves to enhance “the cultivation of shared conceptions of reality among otherwise diverse publics” (p. 18). In short, television effectively reinforces its own version of the status quo, maintaining rather than changing the perceptions of those who watch. Through long-term, constant exposure to stable and repetitive images, a “media mainstream” is created.

Kinch claims that, “The individual, when looking or acting toward him/herself as an object, must initially do so from the point of view of some significant other person.” In other words, it is through other people’s eyes that we evaluate ourselves, and this other-oriented evaluation is the basis for our self-concept. How does this shape how you think about yourself? In other words, it is through other people’s eyes that we evaluate ourselves and this. The continual repetition of this system of images and messages serves to enhance “the cultivation of shared conceptions of reality among otherwise diverse publics” (p. 18). In short, television effectively reinforces its own version of the status quo, maintaining rather than changing the perceptions of those who watch. Through long-term, constant exposure to stable and repetitive images, a “media mainstream” is created. Kinch claims that, “The individual, when looking or acting toward him/herself as an object, must initially do so from the point of view of some significant other person.”