

MCOM 3726 - American Media: History, Principles and Practices

Fall 2026 Syllabus, Section 01, CRN 42748,

Credit hours: 3

Instructor

Trevor Ivan

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Public Instructor Information

Instructor Title: Professor Trevor Ivan

Instructor Professional Qualifications: B.S., Newspaper Journalism, Kent State University; M.A., Journalism Education, Kent State University

Instructor Office Location: 108 Meshel Hall

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Course Description

3726. American Media: History, Principles and Practices. The development of American mass media, the role of media and its effects on American society. A survey course designed to familiarize students with the principles and practices involved in the industries associated with mass media.

Cross-Listed: JOUR 3726. 3 s.h.

Course Readings

Group	Title	Author	ISBN
No textbook required for this course			

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Course introduction	
Thu	8/27	Diffusion of innovations & symbolic interactionism	
Tue	9/1	The study of history & early communication scholarship	
Thu	9/3	The modern communication & information environment	
Tue	9/8	Basic introduction to First Amendment law & principles	
Thu	9/10	The role and definition of a free press Information processing	
Tue	9/15	Invention of the printing press & other disruptive technologies	
Thu	9/17	Evolution of photography & visual technology	
Tue	9/22	Group Investigation 1 (workday in class)	
Thu	9/24	Group Investigation 1 Presentations & Discussion	
Tue	9/29	Telegraph & early electronic communication Review for Exam 1	
Thu	10/1	Exam 1	



Tue	10/6	The beginnings of effects theory & early radio
Thu	10/8	Early television
Tue	10/13	Rise of cable and changing audience demographics
Thu	10/15	New digital technologies and their impact on society
Tue	10/20	Early Internet regulations & their impact today
Thu	10/22	Group Investigation 2 (workday in class)
Tue	10/27	Group Investigation 2 (workday in class)
Thu	10/29	Group Investigation 2 Presentations & Discussion
Tue	11/3	Group Investigation 2 Presentations & Discussion (if needed) Review for Exam 2
Thu	11/5	Exam 2
Tue	11/10	Persuasive media & public opinion formation
Thu	11/12	Advertising and public relations
Tue	11/17	Impact of social media & new technologies
Thu	11/19	Group Investigation 3 (workday in class)
Tue	11/24	Group Investigation 3 (workday in class)
Thu	11/26	No class~Thanksgiving Day
Tue	12/1	Group Investigation 3 (workday in class)
Thu	12/3	Group Investigation 3 (workday in class)
Thu	12/10	Group investigation 3 presentations during final exam period (10:30 a.m.-12:30 p.m.) Take-home final due by 11:59 p.m. on Blackboard

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.