

## Media 4

### Introduction to Mass Communication

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#### Catalog Description

Overview of the history, structure, function, and influence of print, electronic, and digital media and their support industries.

#### Course Overview

This course provides a survey of the growth and development of mass media in America from historical and analytical perspectives. The course summarizes the principles of the mass communication process and illustrates how that process affects the average consumer of the media. Students will be exposed to mass media problems of the past and present as well as trends that shape the 21st century. The course challenges students to think about the tremendous impact the media have on the political, economic, social, and cultural fabric of their lives. In addition, students, in their role as citizens of a democracy, will examine the relationship of media to government, the fine balance between freedom and controls, the role of media as watchdog, and the need to balance the First Amendment and other rights guaranteed under the Constitution.

#### Recommended Preparation

- Eligibility for ENGL 1A or equivalent.
- Be realistic about your skill levels and seek help when you need it.
- Feel free to send drafts of your work to me and come to office hours for consultation.

#### Student Learning Outcomes

Upon completion of the course, students will be able to:

1. Explain the history, structure, and influence of the major American media industries.
2. Critically evaluate the impact of overt and covert media messages on their lives and the culture at large.

#### Course Objectives

Upon completion of the course, the successful student will be able to:

1. Distinguish between interpersonal and mass communication theory.
2. Analyze the historical development of print, electronic, and digital media as well as the attendant economic, social, technological, and aesthetic impacts of mass media on culture.
3. Critically analyze the ways in which the media have influenced mass consciousness.
4. Gather, identify, and interpret overt and covert mass media messages.
5. Demonstrate a critical understanding of the media's impact on one's daily life.

#### Required Readings

- *Understanding Media & Culture: An Introduction to Mass Communication* (**FREE!**)  
University of Minnesota Libraries Publishing (2016)  
Retrieved from: <https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=143#Reviews>
- Articles and other materials as assigned on Canvas

#### Grading

All activities graded on *individual basis*, unless otherwise noted.

A=90-100; B=80-89; C=70-79; D=60-69.9; F= < 59.9%

## LATE WORK POLICY

Late work will be docked 10 points per day *for up to five days*. **NO work will be accepted beyond five days after the due date. NO EXCEPTIONS, except with a valid doctor's note. (Do Not Even Ask)**

## Attendance

Attendance is expected every day. Absences will result in lower participation grades. Students will be allowed to miss one class period without penalty. For each class period missed beyond the limit, a student's participation grade will be lowered by one half of a letter grade. A student arriving late or leaving early will only receive partial credit for the class session. Students are responsible for all lecture material presented in class regardless of attendance. High participation grades require **active participation** in class discussions.

According to SRJC District Policy, if you miss more than 10% of the total hours that the class meets (2 weeks), you may be dropped from the course. Students should contact the instructor as soon as possible if an emergency situation develops that prevents attendance in class.

## Academic Integrity Policy

Academic dishonesty is regarded as any act of deception, benign or malicious nature, in the completion of any academic exercise. Examples of academic dishonesty include cheating, plagiarism, impersonation, misrepresentation of idea or fact for the purpose of defrauding, use of unauthorized aids or devices, falsifying attendance records, violation of testing protocol, inappropriate course assignment collaboration, and any other acts that are prohibited by the instructor of record.

A student who plagiarizes an assignment, in part or in full, will receive no credit for the assignment. A second offense will result in failure of the course. Plagiarism – from the Latin word for “kidnap” – involves using another's work without giving proper credit, whether done accidentally or on purpose. This includes not only words and ideas, but also graphs, artwork, music, maps, statistics, diagrams, scientific data, software, films, videos, and the like. Plagiarism is plagiarism whether the material is from published or unpublished sources. It does not matter whether ideas are stolen, bought, downloaded from the Internet, or written for the student by someone else – it is still plagiarism. Even if only bits and pieces of other sources are used, or outside sources reworded, they must still be cited. To avoid problems, students should cite all sources and check with the instructor before submitting an assignment or project. Students are always responsible for any plagiarism in their work.

## Reasonable Accommodation Statement

If you need disability related accommodation for this class, such as a note taker, test-taking services, special furniture, etc., please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to the instructor as soon as possible. You may also speak with the instructor privately during office hours about your accommodations. If you have not received authorization from DRD, it is recommended that you contact them directly.

## ASSIGNMENTS

<u>Assignment</u>	<u>Weight</u>	<u>Due date</u>
Paper #1: Media Technologies, Old & New	20%	Fri, 10/06/17
Presentation #1: Electronic & Digital Media + Online Exam	20%	Week of 10/16/17
Paper #2: Ethical or Legal Issue in Mass Media	20%	Mon, 11/20/17
Presentation #2: Marketing, PR, & Global Media + Online Exam	20%	Week of 12/11/17
Attendance, Participation, Discussion, & In-Class Projects	20%	weekly (in class)

## MEDIA 4 SCHEDULE

**ALL WORK IS DUE BY THE LAST DAY OF CLASS 12/14/18, NO EXCEPTIONS.**

WEEK	TOPIC	READING	CLASS PLAN	ASSIGNMENT
<b>MODULE #1: MASS MEDIA THEORIES &amp; MEDIA LITERACY</b>				
<b>08/20/18</b>	Intro; Course Overview;	***	Intro to mass comm. theories	*Read Syllabus *Put Assignments in Calendar *Take Welcome Survey *Post Bio in Discussion Thread *Take Media Literacy Quiz
<b>08/27/18</b>	Today's Media Landscape; Convergence	Ch. 1	How to navigate online course on Canvas; Course expectations. Discuss mass media, how it influences us, and how to critically assess it	
<b>09/03/18</b>	Mass Media Theories & Media Literacy	Ch. 3	Discuss media literacy, propaganda/fake news, fact checking, & critical thinking	Assess an ad and report on the overt and hidden messaging.
<b>09/10/18</b>	Mass & Interpersonal Comm: Blurring the Lines	Ch. 2	Discuss how messaging impacts society	DUE: PRESENTATION #1 Use app to create digital story
<b>MODULE #2: THE DEVELOPMENT &amp; EVOLUTION OF MASS MEDIA</b>				
<b>09/17/18</b>	Books	Ch. 4	Discuss the dawn of mass printing and its impact - From small group to mass	***
<b>09/24/18</b>	Newspapers then & now, and the technologies that revolutionized comms	Ch. 5	Newspapers in the U.S., and how news was impacted by new technologies	Develop current news story w/19 <sup>th</sup> century tech.
<b>10/01/18</b>	From Radio to Podcasting	Ch.7	Discuss radio's evolution and how it has impacted us.	Create a radio ad
<b>10/08/18</b>	Movies	Ch. 8	From big screen to small...	TBD
<b>10/15/18</b>	TV	Ch. 9	Discuss content delivery	DUE: PAPER #1 (FRI)
<b>10/22/18</b>	Internet & Mobile Media	Ch. 11	***	
<b>10/29/18</b>	Video Games	Ch. 10	***	DUE: MIDTERM EXAM (online)
<b>MODULE #3: LEGAL &amp; ETHICAL ISSUES IN MASS MEDIA</b>				
<b>11/05/18</b>	Media Law	Ch. 13	Copyright, sampling, obscenity, defamation	Discuss legal implications of digital media
<b>11/12/18</b>	Media Ethics	Ch. 14	Discuss ethical implications of mass media campaigns and messages	In groups, break down ethical implications of a political or business campaign
<b>MODULE #4: THE BUSINESS &amp; POLITICS OF MASS MEDIA</b>				
<b>11/19/18</b>	Advertising, Marketing, & Branding	Ch. 12	marketing	

<b>11/26/18</b>	PR & Communications (messaging, messenger,	Ch. 15	Audience, messaging, targeted marketing (cont.)	Develop audience, messaging, and marketing plan
<b>12/03/18</b>	The Business & Politics of Media	Ch. 16	Media around the world – differences & similarities	DUE: Paper #2
<b>12/10/18</b>	Global Media			
<b>12/15-21</b>	FINALS WEEK	***	***	DUE: PRESENTATION

### **ASSIGNMENT SUMMARIES**

#### **Paper #1 (Due: Fri, 10/06/17) (20%)**

PROMPT #1: Compare a historical technology with a current technology. How did each impact the media landscape of its time? How did each impact the direction of media and society? Given what we know, which would you say had a more profound or long lasting impact. Why? 750-1000 words. APA style with at least three references.

PROMPT #2: Discuss what level of book censorship is acceptable to you (or whether none is acceptable) and explain why. For example, do you accept the swapping of the N-word with the word “slave” in Huckleberry Finn as discussed in the 60 Minutes story? Why or why not? 750-1000 words. APA style with at least three references.

PROMPT #3: Choose a news story on AllSides.com that lists three perspectives (Left, Center, and Right). Read all perspectives offered, and then discuss how the stories are similar and how they are different. What implications do the differences have for how the reader/audience might view the story? How can this impact the way society or regions are constructed?

#### **Presentation #1: Media Literacy & Online Exam (Weeks of 10/09/17 & 10/16/17) (20%)**

Choose any topic or issue that we’ve discussed in class and that resonates with you. Discuss and analyze it from a media literacy perspective. Tell me who crafted the message, what the message says, why you think the originator crafted the message, what are we meant to take from it, what is the messaging behind it, and how do you receive it. Also discuss the implications of this message or issue. Support your assertions with 1-3 sources. (just put links on a references slide – no need to format). 7-10 PPT slides. 5-7 minutes

#### **Paper #2 (Due: Fri, 11/17/17) (20%)**

Write about a legal or ethical issue related to mass media or the business of mass media. 1000-1250 words. APA style with at least three references

#### **Presentation #2 (Week of 12/11/17) & Online Exam (20%)**

Advertising or PR project//pitch – you have been hired by a client to either create an advertising campaign or a PR campaign. You choose which campaign you’d like to pursue. 12-15 PPT slides. 7-10 minutes

#### **Attendance, Participation, Discussion, & In-Class Projects (weekly – in class) (20%)**

Class attendance is critical to learning and advancement in this course. Each week, we will have discussions and take part in in-class projects. Your participation and communication will factor into this portion of your grade.