

## Media 4: Introduction to Mass Communication

Santa Rosa Junior College, Fall 2019

### Media 4: Introduction to Mass Communication.

**Class:** Maggini Hall 1<sup>st</sup> floor, Room 2708, MW

**Sections:** (1) 9:00am-10:30am, Section: 0404  
(2) 10:30am-12:00pm, Section: 1152

### Final Exam:

(1) Wed 12/18, 9:00am-10:30am  
(2) Mon 12/16, 10:30am- 12:00pm

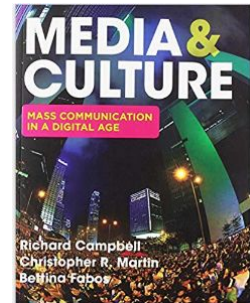
### Instructor: Adam Grossberg

**Contact:** agrossberg@santarosa.edu

**Office Hours:** Wed 12:00pm- 2:00pm, or by appointment  
Maggini 1<sup>st</sup> floor, Room 2708 (location may change)

**Text:** *Media and Culture* 12<sup>th</sup> Edition. By Richard Campbell, Christopher R. Martin, Bettina Fabos. Bedford/St. Martin's Press. ISBN 978-1-319-10464-1 (epub)

*This textbook is also on reserve in the library. You may check it out hourly. Go to the 4th floor of the Santa Rosa library, the Reserve Desk, bring your student ID.*



## MEDIA 4: INTRODUCTION TO MASS COMMUNICATION

### COURSE DESCRIPTION:

Introduction to Mass Communication is a survey course providing an overview of the history, structure, function and influence of print, electronic, and digital media and their supporting industries. 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.

### STUDENT LEARNING OUTCOMES:

The overarching goal of the class is for students to **understand the role of mass media in their lives and its effects on our culture**. Specifically students should be able to: (1) Explain the history, structure, and influence of the major American media industries; and (2) critically evaluate the impact of overt and covert media messages on their lives and the culture at large.

## OBJECTIVES:

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

1. Understand and evaluate the historical development of print, electronic and digital media.
2. Analyze the economic, social, technological and aesthetic impacts of the media on culture.
3. Critically analyze the ways in which the media have influenced mass consciousness.
4. Gather, identify, and interpret mass media overt and covert messages.
- 5 Demonstrate a critical understanding of media's impact on our daily lives.

## METHOD:

Being a survey class, the course will rely on the readings, primarily from your textbook. Lectures will use the readings as starting points to examine and discuss how mass media is present and influencing our culture.

## EVALUATION

Students will demonstrate their understanding of the readings and lectures and will receive their grade based on the following factors:

### **(1) 20% for Class Participation, Weekly readings and quizzes/exercises**

- Contributions to class discussions in class and on Canvas, attention during lectures and being respectful to the instructor and your peers.
- Weekly readings of roughly 20 pages from textbook or links on Canvas.
- Periodic quizzes and assignments based on reading and lectures.

### **(2) 20% for Midterm: Week #7, Wednesday, October 2<sup>nd</sup>**

### **(3) 30% for Project or Paper: to be assigned around Week #9**

### **(4) 30% Final Exam: Week of 12/16**

The total percentage of these assignments will constitute the final grade as follows:

A: 100-90%,    B: 89-80%,    C: 79-70%,    D: 69-60%,    F: <59%

## FILM CONTENT:

Some film content and subject matter in this class may be rated R and may include nudity, sexuality, violence, or coarse language. If you are sensitive to rated R material, you may consider enrolling in a different class.

## CLASS REQUIREMENTS:

You must have access to Canvas as well as a valid email address that is on file with the college that you check daily. Reading and assignments will be posted in Canvas.

## **ATTENDANCE:**

Attendance is mandatory. You must sign in at the start of every class. *Excerpt from SRJC Policy: "A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time."* Students have TWO absences – that includes for sports, family obligations and emergencies, or just because you didn't feel like coming to class. YOUR THIRD ABSENCES, FOR ANY REASON, WILL DROP YOU FROM THE CLASS. If it's beyond the date to drop a student, you will instead receive an F for the class.

## **LATENESS:**

Being late for the class counts as half an absence; being more than 20 minutes late counts as a full absence. You are responsible for signing in each day to class. If you are late to class, write the number of minutes late in the space provided.

## **MAKEUP & LATE WORK:**

*You* are responsible to make up work missed during an absence. You may make up a missed quiz/test *before* the next class period (arrive 10 minutes early). If you miss this opportunity you will receive a zero. Work submitted late will be subject to a 10% drop in grade per day of being late. If you are absent check Canvas and/or email me.

## **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.

**SCHEDULE** (subject to change):

**Week #1 – Aug 19 and Aug 21**

Intro to MASS MEDIA and MASS COMMUNICATION

**Week #2 — Aug 26 and Aug 28**

MEDIA LITERACY

**Week #3 – (\*No Class Monday, Labor Day, September 2) Sept. 4**

DIGITAL MEDIA and CONVERGENCE

**Week #4 – Sept 9 and Sept 11**

CONVERGENCE cont'd

**Week #5 – Sept 16 and Sept 18**

THE BUSINESS OF MASS MEDIA

ADVERTISING

**Week #6 – Sept 23 and Sept 25**

**WORDS AND PICTURES; Books and Newspapers**

**Week #7 – Sept 30 and Oct 2**

Monday- Review

**\*WEDNESDAY OCTOBER 2- MIDTERM**

**Week #8 – Oct 7 and Oct 9**

SOUND; RADIO and MUSIC

**Week #9 – Oct 14 and Oct 16**

MUSIC and MUSIC VIDEOS

VISUAL MEDIA

\*Paper topics handed out

**Week #10 – Oct 21 and Oct 23**

VISUAL MEDIA; MOVIES and TV

**Week #11 – Oct 28 and Oct 30**

MOVIES and TV cont'd

**Week #12 – Nov 4 and Nov 6**

TV cont'd

**Week #13 – (\*No class Nov 11, Veterans Day) Nov 13**

Wed- VIDEO GAMES

**\*\*\*PAPER DUE WEDNESDAY NOVEMBER 13**

**Week #14 – Nov 18 and Nov 20**

INTERNET and DIGITAL MEDIA

**Week #15 – Nov 25 and Nov 27**

INTERNET and SOCIAL MEDIA

**Week #16 – Dec 2 and Dec 4**

DEMOCRACY and JOURNALISM

**Week #17 – Dec 9 and Dec 11**

Mon: JOURNALISM cont'd

Wed- Review

**Week #18- Dec 16 and Dec 18**

FINAL

(1) WED DECEMBER 18 – 9am

(2) MON DECEMBER 16 – 1030a