

MEDIA 4 - Introduction to Mass Communication

Fall 2019 Sections 1445 and 2026

Class begins: 8/19/2019 Class ends: 12/13/19 Final Exam: 12/12/2019

Location: Online Days/times: No in-class meetings – Office hours are conducted online

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Welcome to Media 4 online. This class is designed to provoke critical thinking about the structure, content, and effects of mass communication. In other words, we learn a lot about what we do every day – use, consume, and create media. For many of us, we greatly underestimate how entwined our lives are with mass communication. But then again, we do – there's no shortage of postings or discussion about our interaction with technology, rather than people.

In addition to the reading (which includes the textbook and current articles), you need to view the online lectures. Exposure to several media sources, whether print, broadcast, or web, is essential for understanding current issues & topics. You need to read current news stories through traditional media sources, as well as, social media. Yes, the consumption of media is required.

Student Learning Objectives

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

1. Evaluate the historical development of the 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 their daily lives.

Class Format

This class has been structured to accommodate experienced online class participants, as well as novices. You will need to be familiar with the basic functions of a computer, word processing and presentation software, have reliable internet access, and have access to a microphone for recording. You will also be introduced to online software which combines audio and video. You can be instructed how to add images and web links on input forms if you aren't already familiar.

Please try all the links... there is a lot of information at your fingertips. You can set notification preferences but the navigation and completion is up to you. Remember: online learning offers convenience, but requires time management and self-motivation.

Class Cross-Listing and FERPA Compliance

This course may be taught in a format that combines multiple sections into one online course environment, or that allows students in one section to view or comment on the work of students in

another section of the same course being taught by the same instructor. If you have any concerns about this, please contact your instructor for more details.

Please contact me if you have any issues or concerns. While the class is seen by all students in sections 1445 and 2026, the discussion groups are within one section. As far as I know, the only time your name is available to all sections is during system notifications.

Class Elements

There are **four modules**, covering three to four chapters each. Here are the time frames: **Module 1 - August 19th to September 15th; Module 2 - September 16th to October 13th; Module 3 - October 14th to November 17th;** and **Module 4 - November 18th to December 13th.**

One chapter is covered each week in Canvas with an online lecture and accompanying "current articles" document and you are expected to read the corresponding chapter in the text. Since the text can't cover every topic nor include up-to-date events, the online lectures and accompanying articles offer important extra information. Questions from these sources are included on the tests.

You are required to complete *online discussions*. Topics are provided and the discussion submissions require thought and viewing a feature film or documentaries. The discussions are interactive; you must submit your post by the deadline (Friday night) and respond to at least two other classmates by that deadline on Sunday night. The class is divided into several discussion groups for better interaction and less reading and review. The groups are assigned with an eye toward which content students have access to, hopefully providing the most variety of chosen films.

There are also projects *for each module*. The projects are submitted online; peer reviews are required and involve giving insightful comments and evaluations and completing a rubric. For the projects, you need to watch a film and may need to respond/research a topic, provide a content analysis or write an introspective analysis. Only *TWO of the four assignments are required for submission. To encourage your best effort, neither of these scores are dropped.*

There are *tests to complete each module*. Each test contains randomly selected matching, fill-ins (terminology & concepts), timelines, multiple choice, and essay questions from question banks. While most people won't need it, you have four hours to take the test.

There are *weekly quizzes*, which cover the online and text material assigned. Their purpose is to review the module material and prepare for the test. You have *three* attempts to achieve your highest score. Answers are available after each attempt - while the questions are chosen from test banks, review the answers before attempting an additional quiz. Your quiz results will be available to view until after the Test but please don't take them after the deadline - your score will be reduced.

Weekly Instructor Announcements

Every week there will be an instructor announcement sent to you via email and also posted online in the Announcements link (usually on Mondays). Updates include clarifications, reminders, explanations, and additional information (as well as an extra credit opportunity). **Please read these updates – they are very important.**

Textbook

Pavlik, J., & McIntosh, S. (2018). *Converging Media: A New Introduction to Mass Communication* (6th ed.). New York, NY: Oxford University Press. ISBN: 978-0190646653
It is on reserve in the libraries.

Class Requirements Detailed

This class is point-based. Percentages are included in the gradebook to let you know where you stand in the class and you are encouraged to check your grades periodically. There is also a tool that allows you to hypothetically enter scores to see if you can attain your goal (*what if*). The system will notify you when you have a graded score completed.

Discussions

There are EIGHT discussions throughout the semester. There are two parts to the discussion: your post (due Fridays) and your response to two other students (due no later than the following Sunday). The purpose of the discussion boards is to respectfully discuss issues, topics, events, using research. They are similar to short papers. The requirements are detailed in each discussion link. Possible points for each discussion post: 30, and possible points for two responses is 10.

Please abide by these guidelines:

- * Use informative subject lines/titles; for instance, the title of the video
- * Stick to the required topic and use pertinent examples
- * Think, plan and research before you post; some find it helpful to write in Word & then post
- * Do not forward someone else's messages without permission

One discussion post and response are *dropped* from the final point scores (they need not be the same topic weeks). *Discussion deadlines are on Fridays at 11:59pm. Responses deadlines are on Sundays at 11:59pm.*

Projects

You are required to produce and submit a total of TWO projects. They are worth 40 points each. These projects vary and the details are included in each description (for the easiest view, use the "assignments" link in the navigation bar on the left.

While there are four projects (one for each Module), *you are required to submit only two of them.* Which ones you submit is up to you.

Project Peer Reviews

For each of your two submitted projects, you need to also submit a peer review of one other submission. These are chosen randomly by the software and will be available in your "To Do" list no later than the Monday morning after the deadline. They require reading/viewing the submission and completing the rubric with constructive comments. These peer reviews are worth 15 points each.

Quizzes

There are 15 quizzes you need to submit which cover one chapter *and* the corresponding online lecture and articles document. These 10 questions (10 points each) are objective and help you to review the reading material for each module in advance of the tests. You have up to 30 minutes to take the quizzes; please read the assigned chapter before attempting to answer the questions. You have two attempts and the highest score is used in the gradebook.

Tests

There are FOUR tests: one for each module - while some concepts are covered in more than one test, the final exam is not technically cumulative.

You will have up to *4 hours to submit your test* unless you begin the test less than 4 hours before the deadline. *The timer starts the moment you open the test and continues to run even if you take a break or lose connection and have to re-open.* If you have provided an accommodation letter that allows you extra time to take the test, you must also start the test long enough before the deadline to use that time - the software cannot extend the deadline for you.

Tests contain questions about terms (fill-ins & multiple choice), concepts (essay), event timelines (fill-ins and matching), current event articles (fill-ins & multiple choice), and inventions/technology (objective and essay). Each are randomly chosen from question banks, like the quizzes.

Each test is worth 50 points. One of the test scores is dropped. As with all other work, you can take the tests anytime within the module dates.

Extra

In addition to the dropped quiz, test, and discussion scores, there is an opportunity for extra credit.

There are *three extra credit news quizzes*. You are encouraged to read/view the news frequently during this class. There are 10 multiple choice questions on each quiz covering recent news events so you may accumulate up to 30 extra points. These news quizzes measure your awareness of notable national and international events – they do not include gossip, which is unfortunately more well-known (but they can sometimes include cultural or sports events).

During weekly updates, I will present an image or a description - the first five students who respond to me with a short identification and explanation of the subject's relevance will get 5 points (to a maximum accumulation of 15 points). The system sends you a notification when there are weekly updates (announcements) posted.

Grading	
15 quizzes (14 counted x 10 points)	140
8 discussion posts (7 counted x 30 points)	210
8 discussion responses (7 counted x 10 points)	70
4 Module tests (3 counted x 50 points)	150
2 Module projects (2 x 40 points)	80
2 Project peer reviews (2 counted x 20 points)	40
Introductory Survey	10
Total:	700

Class Check-in and Initial Tasks

There is no official “check in” with Canvas but there are a few mandatory tasks, some of which must be completed by the end of Wednesday, August 21st. If you do not complete the tasks in the checklist by this date, you will receive one reminder. If not completed by Thursday, 8/22, you may be dropped from the class.

Please make sure to:

1. *Read this entire syllabus.*
2. *Edit your profile and settings.* Look on the left side of the class page for “account”. You will need to add an image for your profile - the preferred image is your picture but if you are camera shy, any image will do. Please also set notifications for all class activities – to your email, twitter, and/or text on your phone. We have these tools now - please use them.
3. *Download or print the class calendar.* There is a tool on the right side of the calendar (link on the left margin) for the calendar feed. Adding deadlines to your phone is essential to get reminders. Again - since we have these tools now, we should use them.
4. Take the Introductory Survey.

How to Succeed in an Online Class (or at least this one)

Online classes allow students to work at their convenience. That freedom, however, can lead to procrastination, and it is easy to fall behind schedule. Therefore, due dates published on the schedule are not flexible. You may complete the class in advance, but you cannot work behind schedule. Otherwise, the class material becomes unmanageable and it is physically impossible to grade in a short amount of time.

Late work for discussions, projects and tests: There is a 20% penalty for each day your submission is late (all times are set for 11:59pm). For the first quiz, there is a two day allowance but for all other work, there is only one additional day it is opened beyond the deadline. Late work for discussion responses and project peer reviews are not accepted, as they are unworkable.

Exception: if you have an unforeseen event that prevents you from meeting a deadline, please contact me **before** the deadline and you will most likely receive an accommodation. For some reason, many students do not think about or want to bother instructors during times of undo stress. But it's better to work on issues before a breaking point.

Here are some tips:

- Treat this class as you would one that takes place in a classroom – schedule a time to “attend” at least once each week and devote at least two hours of your time and concentration each visit. Deciding to work on the class in your “free” time doesn't work – Netflix, Facebook and family responsibilities may seem more inviting at that time. It's not a surprise when I review logs and see a direct correlation between a student's time spent in the class and grades.
- Configure the Canvas settings to accept updates to your phone so you get reminders and alarms of work that is due.
- Contact the instructor immediately if anything urgent occurs and you need accommodations – without face-to-face interaction, I have no indication of personal issues.

Please refer to the schedule often. All work is available at least a week before deadlines. You are encouraged to complete the work well before the due date so you can:

- reduce stress
- avoid panics when technology breaks down
- meet important deadlines

Questions

In online classes, it is normal to have questions, such as clarification about assignments and other required elements. If you have a question for the instructor, please post them in the “Q&A about this course” board. Answers will be posted as soon as possible. Questions and answers are also sometimes included in weekly class updates - usually they are of interest to the entire class.

Academic Integrity

Academic integrity includes cheating, lying, collusion, and plagiarism. Guidelines are in the student handbook – please review them. Plagiarism is of particular concern, since this is an online class. It is very easy to copy & paste content from other websites, and even my lectures. But I strenuously suggest that you don't. I *have* unwillingly memorized the definitions of terms used on Wikipedia pages and the first links on Google searches, as well as quizlets. Remember: *it is just as easy for me to search online as it is for you*. If this happens, I will certainly notify you in the assignment feedback. Please, when I ask for examples, use your own experience or those of friends or family. When you are asked to define terms or concepts, use your own words. Finding passages and pasting text does not demonstrate you have learned, or understand, the concepts. This applies to discussions, too. I will check submissions that do not seem to be in your “voice”.

This does not, however, preclude you from including research information you have found (including Wikipedia, which is a good start, in some cases). *Just cite the information, and include the location of*

the information (reference) at the end of your work. This is required for all college work, not just this class.

Recent public events have highlighted the fact that plagiarizing doesn't usually happen only once. If I find more than one plagiarism violation, I will use the online reporting system.

Contact Information

Since this class is taught entirely online, it is necessary to communicate. I add extra students and while I do access logs to see what students are doing, I cannot do this regularly. If you disappear, I may contact you but that is not a guarantee. I may also remind you of deadlines but don't depend on these.

Please, if you have issues, contact me (and not just in the last weeks). Your ONLY chance to extend any deadline is to contact me BEFORE that deadline to explain your situation – permission is almost always granted.

My official school email address: lschoen@santarosa.edu but I prefer to use media4tchr@gmail.com
These emails are given high priority throughout the day.

In addition to email, I can be reached via cellular phone through calling or texting: (707) 486-2761. You will receive a reply to your question fairly quickly, as I constantly check my messages during the semester. Like many students, I find texting to be a good tool.

I do not live in Sonoma County – I am in Nevada (Reno/Sparks) so if you would like a face-to-face meeting, we will need to plan. The Introductory Conference will use online software, and office hours are offered through this method.

Problems/Concerns

I want you to do your best in this class and earn the highest grade you possibly can. If you have an accommodation letter please submit it to me as soon as possible. If there is any other factor that could affect your class performance, contact me as soon as possible. It is always better to ask permission than forgiveness.

Technical support is offered by Canvas 24/7. The phone number is (844) 698-7484. In addition, there are websites with training and answers, such as: [Canvas community forums \(Links to an external site.\)](#)

Course Summary:

Date	Details		
Mon Aug 19, 2019	Calendar Event	Chapter 1: Introduction	12am
	Calendar Event	Module 1, Week 1 (1)	12am
	Calendar Event	Semester Starts	12am
Wed Aug 21, 2019	Assignment	Introductory Survey	due by 11:59pm
Fri Aug 23, 2019	Assignment	Introductory Discussion	due by 11:59pm
Sun Aug 25, 2019	Assignment	Chapter 1 Quiz	due by 11:59pm
	Assignment	Intro Disc Resp	due by 11:59pm
Mon Aug 26, 2019	Calendar Event	Chapter 2: Media Literacy	12am
	Calendar Event	Module 1, Week 2 (2)	12am
Sun Sep 1, 2019	Assignment	Chapter 2 Quiz	due by 11:59pm
Mon Sep 2, 2019	Calendar Event	Chapter 11: Ethics	12am
	Calendar Event	Labor Day	12am
	Calendar Event	Module 1, Week 3 (3)	12am
Fri Sep 6, 2019	Assignment	Week 3 Discussion	due by 11:59pm
Sun Sep 8, 2019	Calendar Event	Last day to drop w/out "W"	12am
	Assignment	Chapter 11 Quiz	due by 11:59pm
	Assignment	Project Mod1	due by 11:59pm
	Assignment	Wk 3 Disc Resp	due by 11:59pm
Mon Sep 9, 2019	Calendar Event	Chapter 15: Global Media	12am

Date	Details		
	Calendar Event	Module 1, Week 4 (4)	12am
Fri Sep 13, 2019	Assignment	Project Peer Review - Mod1	due by 11:59pm
Sun Sep 15, 2019	Assignment	Chapter 15 Quiz	due by 11:59pm
	Assignment	Module 1 Test	due by 11:59pm
Mon Sep 16, 2019	Calendar Event	Chapter 3: Print Media	12am
	Calendar Event	Module 2, Week 1 (5)	12am
Fri Sep 20, 2019	Assignment	Week 5 Discussion	due by 11:59pm
Sun Sep 22, 2019	Assignment	Chapter 3 Quiz	due by 11:59pm
	Assignment	Wk 5 Disc Resp	due by 11:59pm
Mon Sep 23, 2019	Calendar Event	Chapter 4: Audio Media	12am
	Calendar Event	Module 2, Week 2 (6)	12am
Sun Sep 29, 2019	Calendar Event	Last day to opt for P/NP	12am
	Assignment	Chapter 4 Quiz	due by 11:59pm
	Assignment	Project Mod2	due by 11:59pm
	Assignment	Wk 7 Disc Resp	due by 11:59pm
Mon Sep 30, 2019	Calendar Event	Chapter 5: Visual Media	12am
	Calendar Event	Module 2, Week 3 (7)	12am
Fri Oct 4, 2019	Assignment	Week 7 Discussion	due by 11:59pm
	Assignment	Project Peer Review - Mod2	due by 11:59pm
Sun Oct 6, 2019	Assignment	Chapter 5 Quiz	due by 11:59pm

Date	Details		
	Assignment	EC News Quiz 1	due by 11:59pm
Mon Oct 7, 2019	Calendar Event	Chapter 6: Interactive Media	12am
	Calendar Event	Module 2, Week 4 (8)	12am
Sun Oct 13, 2019	Assignment	Chapter 6 Quiz	due by 11:59pm
	Assignment	Module 2 Test	due by 11:59pm
Mon Oct 14, 2019	Calendar Event	Chapter 7: Social Media	12am
	Calendar Event	Module 3, Week 1 (9)	12am
Fri Oct 18, 2019	Assignment	Week 9 Discussion	due by 11:59pm
Sun Oct 20, 2019	Assignment	Chapter 7 Quiz	due by 11:59pm
	Assignment	Project Mod3	due by 11:59pm
	Assignment	Wk 9 Disc Resp	due by 11:59pm
Mon Oct 21, 2019	Calendar Event	Chapter 8: Journalism	12am
	Calendar Event	Module 3, Week 2 (10)	12am
	Assignment	EC news Quiz #2	due by 11:59pm
Fri Oct 25, 2019	Assignment	Project Peer Review - Mod3	due by 11:59pm
Sun Oct 27, 2019	Assignment	Chapter 8 Quiz	due by 11:59pm
Mon Oct 28, 2019	Calendar Event	Chapter 9: Public Relations	12am
	Calendar Event	Module 3, Week 3 (11)	12am
Fri Nov 1, 2019	Assignment	Week 11 Discussion	due by 11:59pm

Date	Details		
Sun Nov 3, 2019	Assignment	Chapter 9 Quiz	due by 11:59pm
	Assignment	Wk 11 Disc Resp	due by 11:59pm
Mon Nov 4, 2019	Calendar Event	Chapter 10: Advertising	12am
	Calendar Event	Module 3, Week 4 (12)	12am
Sun Nov 10, 2019	Assignment	Chapter 10 Quiz	due by 11:59pm
Mon Nov 11, 2019	Calendar Event	Module 3, Test Week (13)	12am
	Calendar Event	Veteran's Day	12am
Fri Nov 15, 2019	Assignment	Week 13 Discussion	due by 11:59pm
Sun Nov 17, 2019	Calendar Event	Last day to drop with "W"	12am
	Assignment	Module 3 Test	due by 11:59pm
	Assignment	Wk 13 Disc Resp	due by 11:59pm
Mon Nov 18, 2019	Calendar Event	Chapter 12: Law & Regulation	12am
	Calendar Event	Module 4, Week 1 (14)	12am
Sun Nov 24, 2019	Assignment	Chapter 12 Quiz	due by 11:59pm
	Assignment	Project Mod4	due by 11:59pm
Mon Nov 25, 2019	Calendar Event	Chapter 13: Theory & Research	12am
	Calendar Event	Module 4, Week 2 (15)	12am
Thu Nov 28, 2019	Calendar Event	Thanksgiving	12am

Date	Details		
Fri Nov 29, 2019	Assignment	Project Peer Review - Mod4	due by 11:59pm
	Assignment	Week 15 Discussion	due by 11:59pm
Sun Dec 1, 2019	Assignment	Chapter 13 Quiz	due by 11:59pm
	Assignment	Wk 15 Disc Resp	due by 11:59pm
Mon Dec 2, 2019	Calendar Event	Chapter 14: Politics	12am
	Calendar Event	Module 4 Week 3 (16)	12am
Sun Dec 8, 2019	Assignment	Chapter 14 Quiz	due by 11:59pm
	Assignment	EC News Quiz #3	due by 11:59pm
Mon Dec 9, 2019	Calendar Event	Last Exam Week (17)	12am
Thu Dec 12, 2019	Assignment	Module 4 Test	due by 11:59pm
Fri Dec 13, 2019	Assignment	EC Weekly Update	due by 11:59pm