

MEDIA 4 - Introduction to Mass Communication

Fall 2022 Sections 1445 and 2026

Class begins: 8/15/2022 Class ends: 12/9/2022

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. And yet, we do – there's no shortage of postings or discussion about our interaction with technology, rather than people.

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.

Several topics/issues/themes weave throughout this semester's class material: *mis/disinformation, ethics, social media changes, privacy, and technology.*

Student Learning Objectives

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

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

Class Instructional Methods

The class was gamified a few years ago and has again undergone changes this semester. What does this mean?

Major changes:

- **Each Module is a "Unit" (all but one consisting of material from two chapters)** and completion of these Units lead not only to *points toward your grade but also progress in the class.*
- Deadlines are every other week (except Unit 4 because there is one chapter covered) but you are allowed to submit up to one week late with a 20% penalty, allowing for some flexibility but discouraging procrastination, which was a significant problem when there were delayed deadlines without penalties. This doesn't apply to Unit 8 - the last one - since the class is over before the week expires. For Unit 8, the extension is only until Wednesday (3 days).

- The class is point-based but also incorporates percentages: the textbook online activities constitute 35% of your grade and the Unit activities are 65% of your grade.
- Students are randomly assigned a group, reducing discussion submission reading and encouraging more interactivity and familiarity.
- Each Unit requires reading & review (knowledge), quizzes (cognitive skill), discussions (interaction) and journal entries (analysis/interpretation).
- The textbook is digital (although there is a package available which includes the printed text as well as the digital access). Sage Vantage is an intuitive digital platform that blends SAGE content (your text) with auto-graded assignment and activities.

Canvas Integrated Apps & Linked Apps

There are four apps required for participation in this class: Sage Vantage, GoReact, Padlet, and Remind. You will need to purchase access to **Sage Vantage**, which includes the text and related activities. **GoReact** is used for Discussions and the Introduction. **Padlet** is used for Journal posts. **Remind** is used to communicate important information and approaching deadlines (Canvas notifications aren't always effective).

What's the Story?

All games have a story, and this class is no exception. Throughout the semester, you are going to experience and explore media occupations on your way to CEO of a global media corporation. For the first week, you are a student (no surprise) in order to familiarize yourself with the requirements to pass to the next level. Who am I? Your mentor, of course. I'm here to help and evaluate your progress on the way to your goal.

Class Cross-Listing and FERPA Compliance

This course is taught in a format that combines multiple sections (1445 and 2026) into one online course environment. The Discussion Groups consist of members of one section, however. Please contact me if you have any issues or concerns. While the class is seen by all students in both sections and you may be in a group with students in the other section.

Weekly Instructor Announcements and Remind

Every week there will be an instructor announcement sent to you via email and posted online in the Announcements link (usually on Mondays). Updates include clarifications, reminders, explanations, and additional information. **Please read these updates – they are helpful and essential to communication with you.** After using them for several years, it has become apparent that some students don't read them. In order to convey important deadlines and clarifications, **Remind** has been added for additional texts and/or email (your option).

Textbook

Hanson, R. (2021). **Mass Communication: Living in a Media World (8th ed.)**. Thousand Oaks, CA: Sage Publications Inc. ISBN: 978-1071821114

Please note that this is an instant-access product. Once you complete your purchase at the bookstore, you will receive an access code. If you've previously accessed SAGE Vantage via your LMS and/or

initiated a grace period, this purchase will be applied directly to your account when you log in to SAGE Vantage.

If you access Sage Vantage online, you are offered a 14-day free trial before being required to purchase.

Site address: <https://us.sagepub.com/en-us/nam/mass-communication-vantage-digital-option/book275095>

If you purchase through this link, within a few minutes of completing your order, you will receive two (2) emails as follows: a confirmation email (Your order has been received) and an email with additional instructions on how to access your product (Your SAGE Vantage order is ready). Be sure to check your spam folder and adjust filter settings if you do not receive these emails.

Course Access:

<https://vantage.sagepub.com/SCHOEN-0179/JoinCourse>

Course ID: SCHOEN-0179

The *Mass Communication* student companion website: <http://edge.sagepub.com/hanson8e>

Course Requirements Detailed

You are encouraged to check your scores. 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. ***Please make sure to read your submission comments and rubrics for feedback.***

Sage Vantage (SV)

Your online text activities and progress through the Sage Vantage site constitute 35% of your grade. After reading sections in the text chapter, there are progress checks:

- - - **Knowledge Checks** are graded questions about the reading material. There are 1-5 questions at the end of the reading section and are assigned points
 - **Multimedia Activities** consist of questions about a video included within the chapter. There are 2-4 questions and are graded
 - **Critical Thinking Checks** are 5-8 short answer questions and require completion but are not graded
 - **Chapter Quizzes** are at the end of the chapter and require completion but are not graded. Consider these reviews for your Unit Quiz.

Points are accumulated toward the percentage of your Unit activities and Vantage gives you progress and percentage information. Because IT needs to review this software before integration into Canvas and the review is not complete, *the instructor will update your Vantage percentage into the Canvas gradebook approximately every week.* Future classes will have immediate transfer of activity grades in the Canvas gradebook.

Introduction Video

Using GoReact, students submit answers to question prompts introducing themselves to the class during the first week of class. Responses are used to tweak group membership and acquaint students with each other.

Readings

These include the digital textbook chapters (SV) and additional “current articles” documents with important class material additions and current issues. **After you complete all other work, there is a corresponding Unit Quiz (details follow).**

Reading Quizzes

These quizzes consist of mostly objective questions but also include no more than four short answer/essay questions. Questions are chosen randomly from a bank by the computer. You have **two attempts** allowed and your highest score of the two is recorded.

Terminology

There are two groups of terminology. The first corresponds to the online textbook information. The other is derived from my lectures/comments/current articles. You'll need to know these not only to complete the journal padlet for each Unit but they may also be included in the Unit Quizzes.

Journal Entries

You need to create and enter at least three journal entries for each Unit. These relate to the class material and your personal observations of media around you. They can include writing, videos, podcasts, memes, and any other media which resonate with you at that particular time. An app called Padlet is used for your journal throughout the semester. Relevance with class material is essential in at least two submissions. You'll receive prompts each week but may instead write about any of the Unit concepts covered in the online text or the Current Articles and Instructor Comments. The third entry requires an in-depth exploration of one of the Unit terms. More than three submissions can be made if warranted or you feel inspired to *analysis, correlate, observe, or critique*. Grades are based on the quality (not necessarily quantity) of your Padlet each Unit. A link to your Padlet is submitted each week for evaluation.

Discussions

Requirements in these discussions vary each week. All but one week requires recording your post, either using or uploading to GoReact. Requirements include answering critical thinking or content questions, sharing experiences, watching and analyzing a video, presenting researched information, or writing an obituary. You do not have to record using GoReact; you can record using any video software but need to upload via GoReact. It is preferred, however. This software allows easy feedback: part of this grade requires you to **offer feedback to at least two of your classmates**. It's highly recommended you write notes or an outline prior to recording your responses. You can also stop and start recording if needed.

Badges

Badges are automatically awarded for successful completion of each Unit and the requirements are delineated in each Unit. These are indicative of achieving enough points to advance and also earn **bonus points**.

Bonus Points/Extra Credit

In addition to having the lowest score dropped for one Unit Quiz, there are other opportunities for extra credit. Your *Introduction via GoReact* earns up to 20 extra points. For each **two accumulated Badges** (two Units), you'll receive 5 bonus points for a maximum of 20 points. These points are added to your accumulated assignment scores and can compensate for missed work.

Grading and points

Assignment	%	Points	
8 Unit Quizzes (7 counted)	20	210	90%+ A
8 Unit Journal submissions (8 counted)	20	210	80%+ B
8 Unit Discussions (8 counted)	25	280	70%+ C
Subtotal:	65%	700	60%+ D
Sage Vantage grade	35%		

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 17th. If you do not complete the tasks in the checklist by this date, you will receive one reminder. If not completed by Friday, August 19th, you may be dropped from the class to enable wait list students to add. **Note: if you are waitlisted via SRJC registration, you are accepted into the class and should proceed with assignments and tasks as if enrolled.**

The task requirements are as follows (as described in the “Getting Started” Module):

- - Read this syllabus so you understand the requirements of the class
 - Open and read the linked documents in the Module "Getting Started"
 - Join the class in Sage Vantage, Padlet, and Remind (do not register for GoReact - assignments are completed within Canvas)
 - Review & update your account profile (upper left on page), including notifications

Communication

Groups are usually used for Discussions, but GoReact doesn't have that option yet; only the written discussion (Unit 3) is completed within groups. Another method of having students encourage and support each other is under construction. Providing reminders and clarifications aid in the success of all students. While communication with the instructor is essential, some students prefer consulting other classmates.

Questions

In online classes, it is important to be able to ask questions: especially since this class format is new and there are external tools used. If you have a question, please text, email, or message the instructor.

Makeup and Late Work

Each Unit lasts two weeks and you have the opportunity to complete all the work within that two weeks. This allows flexible integration with your schedule. You will notice that there is a chance to submit work after the due date. This comes with a penalty, however, of 20% per week. Please do not make this habitual; you will find that the penalty doesn't give you a chance for a high grade. Caution: waiting until the last Sunday to attempt all of the Unit tasks is NOT recommended. This is usually when you are called into work, get sick, lose your internet access, have personal responsibilities that need your attention, or other issues.

If something has happened which prevents you from submitting work on time, please contact the instructor immediately. **No work is accepted after the published extended deadline without prior approval.** No forgiveness of the late penalty will be given without prior approval.

Academic Integrity

Academic integrity includes cheating, lying, collusion, and plagiarism. This is quite different from teamwork. 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. Remember: *it is just as easy for me to search online as it is for you.* If this happens, I will 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 in responses, **use your own words.** I want to make sure you know the material. This applies to discussions and journals. 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.

How to Succeed in This Class

It is better to work ahead than to try and complete one or two weeks of work on deadline days. This has been verified numerous times each semester. Procrastination leads to stress and technological issues.

Please – **communicate with me regarding any help you may need to continue your studies.** I have references for aid, online tutoring and help, and other resources. If you wait until the end of the class, I cannot help you.

Physical and Mental Health

Should you experience any physical or mental health issues, know that all of us at SRJC care about your well-being. SRJC's Student Health Services (SHS) has nurse practitioners and mental health therapists available. Confidential sessions are provided via secure Zoom or in-person. Sessions are free for SRJC students taking credit or non-credit classes, and some providers can converse with you in Spanish if you prefer. SHS also has on-site covid rapid testing and vaccinations available also at no cost. To start the process for any type of physical or mental health appointment contact Student Health at 707 527-4445 or email studenthealthservices@santarosa.edu. More information about all that Student Health Services provides is available at shs.santarosa.edu.

Diversity and Inclusion

All of us are aware of the challenges we face. These are not just academic; every aspect of our lives is affected, including educational adjustments. Please let me know if you have challenges, in or out of this class, as the online environment doesn't foster observational insight.

This class presents many opportunities to explore some formidable issues and increase our understandings of different perspectives. We sometimes will make mistakes in our speaking and our listening, and we will need patience or courage or any number of qualities in combination to engage our own ideas and experiences. **Always, we will need respect for others.**

It is my intent that students from all diverse backgrounds and perspectives be heard in this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit.

It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

If you have, or think you may have, a disability (including an "invisible disability" such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to discuss your needs and arrange support services and/or accommodations through Disabilities Services.

Contact Information

My official school email address is 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 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.

I do not live in Sonoma County – I am in Nevada (Reno/Sparks). Right now, there aren't any face-to-face meetings I can arrange so we're limited to using Zoom or phone apps.

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**. If you have questions about the website, please call this number first and foremost. I cannot view your screen or specific activity – but they can. In addition, there are websites with training and answers, such as: [Canvas community forums](#)

Course Summary:

Date	Details	Due
Fri Aug 12, 2022	Calendar Event PDA Day	12am
Mon Aug 15, 2022	Calendar Event Semester Starts	12am
	Calendar Event Getting Started	12am
Sun Aug 21, 2022	Calendar Event Last day to drop semester length class and be eligible for a refund	12am
	Assignment Getting Started Discussion	due by 11:59pm
Mon Aug 22, 2022	Calendar Event Unit 1 - Media Landscape, Literacy, and Effects	12am
Sun Aug 28, 2022	Calendar Event Last day to drop w/out "W"	12am
Sun Sep 4, 2022	Assignment Unit 1 Discussion	due by 11:59pm
	Assignment Unit 1 Journal Padlet	due by 11:59pm
	Assignment Unit 1 Reading Quiz	due by 11:59pm
Mon Sep 5, 2022	Calendar Event Unit 2 - Media Business & Ethics	12am
Sun Sep 18, 2022	Calendar Event Last day to opt for P/NP	12am
	Assignment Unit 2 Journal Padlet	due by 11:59pm
	Assignment Unit 2 Discussion	due by 11:59pm
	Assignment Unit 2 Reading Quiz	due by 11:59pm
Mon Sep 19, 2022	Calendar Event Unit 3 - Legacy Media (Blooks, Magazines, Newspapers)	12am
Sun Oct 2, 2022	Assignment Unit 3 Discussion	due by 11:59pm
	Assignment Unit 3 Journal Padlet	due by 11:59pm
	Assignment Unit 3 Reading Quiz	due by 11:59pm
Mon Oct 3, 2022	Calendar Event Unit 4 - Audio Media	12am
Sun Oct 9, 2022	Assignment Unit 4 Journal Padlet	due by 11:59pm
	Assignment Unit 4 Discussion	due by 11:59pm
	Assignment Unit 4 Reading Quiz	due by 11:59pm
Mon Oct 10, 2022	Calendar Event Unit 5 Movies, Television & Video	12am
Sun Oct 23, 2022	Assignment Unit 5 Journal Padlet	due by 11:59pm

	Assignment Unit 5 Discussion	due by 11:59pm
	Assignment Unit 5 Reading Quiz	due by 11:59pm
Mon Oct 24, 2022	Calendar Event Unit 6 - Online, Mobile & Social Media & Video Games	12am
Sun Nov 6, 2022	Calendar Event Last day to drop with "W"	12am
	Assignment Unit 6 Journal Padlet	due by 11:59pm
	Assignment Unit 6 Discussion	due by 11:59pm
	Assignment Unit 6 Reading Quiz	due by 11:59pm
Mon Nov 7, 2022	Calendar Event Unit 7 - Advertising & Public Relations	12am
Sun Nov 20, 2022	Assignment Unit 7 Journal Padlet	due by 11:59pm
	Assignment Unit 7 Discussion	due by 11:59pm
	Assignment Unit 7 Reading Quiz	due by 11:59pm
Mon Nov 21, 2022	Calendar Event Unit 8 - Media Law & Regulation, Global Media	12am
Thu Nov 24, 2022	Calendar Event Thanksgiving	12am
Sun Dec 4, 2022	Assignment Unit 8 Journal Padlet	due by 11:59pm
	Assignment Unit 8 Discussion	due by 11:59pm
	Assignment Unit 8 Reading Quiz	due by 11:59pm
Fri Dec 9, 2022	Calendar Event Semester Ends	12am