Media 4: Introduction to Mass Communication

Summary 2023, Sections 8062 and 8142

Class begins: 6/12/23 Class ends: 7/23/21
Location: Online
Meetings: One Online meeting during the first days of class
Office hours: Conducted digitally

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Welcome to Media 4 Online

You're starting on a 6-week journey through Weeks/Units to reach your goal of understanding our current media landscape. To do this, you need to navigate through tasks concentrating on several topics per week. Your knowledge builds as your experience increases.

This course provides an overview of mass communications, including its history, theories, and impact on society. Students will explore various forms of mass media, such as print, broadcast, digital, gaming, and social media, and examine the role of mass communication in shaping public opinion, culture, and democratic processes. Through lectures, discussions, and hands-on activities, students will develop a foundational understanding of the field of mass communications and its relevance in today's rapidly evolving media landscape.

In addition, 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.

Several topics/issues/themes weave throughout this semester's class material: *Artificial Intelligence, 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.

Course Outline

There are **6 Modules (Weeks)** in this course. Content has been modified to accommodate Independence Day.

Media 4 Weekly Modules	
Module	**Content**
1	Media Landscape & Literacy (Ch. 1)
	Media Theories & Effects (Ch. 2)
2	Media Business (Ch. 3)
	Global Media (Ch. 11)
	Legacy Media: Books and Magazines (Ch. 4)
3	Online and Mobile Media (Ch. 9)
	Social Media and Video Games (Ch. 10)
4	Audio Media (Recordings and Radio) (Ch. 6)
	Movies (Ch. 7)
	Television and Video (Ch. 8)
5	The News Business (Ch. 5)
	Advertising (Ch. 12)
	Public Relations (Ch. 13)
6	Media Law & Regulation (Ch. 14)
	Media Ethics (Ch. 15)

Getting Started Module (Days 1-3 of class)
- Complete the "Getting Started" Module, including familiarizing with course apps & sites
- Attend one Online Introductory Meeting 6/12 or 6/13

Module 1: Introduction to Mass Communications (Getting Started Module and Chapters 1 & 2)
- Overview of the course and its objectives
- Historical development of mass communications
- Theories and models of mass communication
- Theories of media effects
- Impact of media on public opinion and behavior
- Audience analysis and media research methods

Module 2: Media Business, Globalization, and Print Media (Chapters 3, 11 & 4)
- Global media flows and cultural imperialism

- International media systems and challenges
- Media and democracy in a global context
- Evolution of print media

Module 3: Digital Media, New Technologies, Gaming and Social Media (Chapters 9 & 10)
- Rise of digital media
- New technologies, new contexts
- Social media platforms and their impact
- Evolution of video games

Module 4: Broadcast, Audio and Visual Media (Chapters 6, 7, & 8)
- Introduction to broadcast media (Radio and Television)
- Recording technologies
- Musical influence on behavior and culture
- Development and Impact of Movies

Module 5: Journalism, Advertising, and Public Relations, and Law/Regulation (Chapters 5, 12 & 13)
- Functions and roles of journalism
- Ethical considerations in journalism
- Online journalism and citizen journalism
- Advertising and its techniques
- Public relations and its role in mass communications
- Ethics in advertising and public relations

Module 6: Mass Communication Law, Regulation, and Ethics (Chapters 14 & 15)
- First Amendment rights and limitations
- Legal and regulatory issues in mass communications
- Ethical considerations in media practices

Canvas Integrated Apps & Linked Apps

- Discussions use *Canvas Studio*, an integrated application. It works on computers, pads, and phones, and you can either record or upload videos.
- Journals require a free account with *Padlet*. *One Journal is created for all Module posts* which remains within the parameters of a free account.
- *Studio* is used for Online Lecture Responses and is also integrated within Canvas.

Class Cross-Listing and FERPA Compliance

This course is taught in a format that combines multiple sections (8062 and 8142) 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

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*.

Textbook

Hanson, R. (2021). *Mass Communication: Living in a Media World* **(8th ed.). Thousand Oaks, CA: Sage Publications Inc. ISBN: 978-1544382999**

I haven't yet found an adequate free text but I'm continually exploring other avenues. In the meantime, both print and digital versions are available, as well as rental or purchase options.

Module Requirements

- **Textbook Reading** - Required text reading for each chapter of the modules before beginning the other tasks
  - **Reading Quizzes** - See how well you learned the concepts; the best score of two attempts are recorded
- **Current Article Reading -** Documents with important class material additions and current issues
- **Instructor Lecture Viewing** - Audio/video recordings enhance text readings and contain current events/information
  - **Online Lecture Responses** - Questions within the lecture monitor comprehension
- **Terminology Flashcards** - Read and review for Journal submission
  - **Online Journal** - Using *Padlet*, each student creates one personal Journal Board and adds posts every Module
  - **Discussion Board** - Answer assigned discussion questions within a group and respond to other students

Assessment Methods

This class is point-based. Percentages are used in the grade book only to equate letter grades in your progress. 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.

- *Attendance* **at one Online Introductory Meeting** on either 6/12 or 6/13
- **Quizzes** assessing knowledge of course materials
  - *Reading quiz* questions are multiple choice, true/false, and some short answer, chosen randomly from a bank. You have two attempts allowed and your highest score is recorded. You need to achieve a score of 70% to accumulate enough for the level badge.

- o   *Lecture response questions* are objective and are located throughout the recording.
- *Journals* analyzing media messages and applying course concepts; consult Rubric
- Participation in *Class Discussions* and activities; the topics vary for each week and can include research, watching a video, analysis of articles or advertising, presentations, current topic research & commentary, social media posts or blogs, etc.; consult Rubric

Discussion Groups and Guidelines

To reduce time and foster familiarity, discussions are conducted using groups of 11 or less. Please sign up for a group before Wednesday, June 14th, or a group will be randomly assigned to you. Discussions may be written or video (using Canvas Studio).

Guidelines for posts:

- Use informative subject lines/titles
- Stick to the required topic and always use pertinent examples
- If the submission is written, please abide by grammatical and spelling standards, including the use of *paragraphs*.
- Time limits for videos are included in the instructions. Written posts have more leeway as far as length.
- Think, plan, and view before you post - you may need to also conduct research
- Include *formatted references* if you conduct any research
- Do not forward someone else's messages without permission

Makeup and Late Work

Summer courses are too short to accommodate lenient schedules. For the first five weeks of class, there is a two day late submission allowance. This comes with a penalty, however, of 10% per day. *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 Module tasks is NOT recommended. This is usually when you are called into work, get sick, lose your internet access, have personal responsibilities which need your attention, or other issues.

Except for the first Module, assignments are open about two weeks before the deadline. If something has happened which prevents you from submitting work on time, please contact the instructor immediately - not after the deadline. No work is accepted after the published extended deadline without prior approval. No forgiveness of the late penalty will be given without prior approval. *Module 6 work is due on the last day of the course* - there is no late work allowance for this Module.

Badges

Badges are automatically awarded for completion of each level. The requirements are included for each level. Earning badges also earns bonus points and are indicative of achieving enough points to advance and pass the class.

Bonus Points/Dropped Scores

The total points for achievement in the class include dropping one score for each: Online Lecture Responses and Module Discussion.

You'll receive 3 bonus points for each Module badge you earn (including the first "getting started" module). *Total bonus points possible from badges: 21*.

Grading Table	
Requirement	**Points**
6 Reading Quizzes (6 counted x 30 points)	**180**
6 Online Lecture Responses (5 counted x 15 points)	**75**
6 Discussion Posts (5 counted x 20 points)	**100**
6 Module Journal Posts (6 counted x 40 points)	**240**
1 Online Introductory Meeting	**5**
Total:	**600**

A = 90+% (540+ points); B = 80+% (480+ points); C = 70+% (420+ points); D = 60+% (360+ points)

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, June 14th. If you do not complete the tasks in the checklist by this date, you will receive one reminder. If not completed by the end of Friday, June 16th, you may be dropped from the class unless you contact the instructor.

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
- Sign up and attend an Online Introductory Meeting on 6/12 or 6/13 via the calendar; you'll also receive a message reminder
    - Meeting days and times (approximately 30 minutes):
        - Monday, 6/12 @ 4:00pm or 8:00pm
        - Tuesday, 6/13 @ 12:00pm
- Open and read the linked documents in the "Getting Started" Module
- Review & update your account profile (upper left on page), including notifications
- Choose a Discussion Group; if you do not choose by 6/14, a group will be randomly assigned

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 for your mentor, please text, email, or message.

Answers will be provided as soon as possible. Questions and answers are also included in weekly class updates if they are of interest to the entire class.

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.

ChatGPT Disclosure: I have started using the app for editing and research and most likely you have. Beware though: information is only contained up to 2020/1 - it is not completely up-to-date. If you do use AI, please edit and put information in your own words. It's still plagiarism if more than one student submits work verbatim. When I ask for personal examples, use your own experience or those of friends or family. When you are asked to define terms or concepts in responses, edit and use your own words. I want to make sure you know the material. I will check submissions that do not seem to be in your "voice".

Document and *cite reference information*. For Journal information, a URL is sufficient but formatted references are encouraged. It is a valuable skill.

Recent public events have highlighted the fact that plagiarizing doesn't usually happen 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 all work on weekends. You'll avoid late submissions and a lot of stress if you stagger the assignments throughout the week.

Communication

You are encouraged to establish a rapport and contact with other students to support each other. While communication with the instructor is essential, some students prefer consulting other classmates.

Just as important is the establishment of rapport and contact with your instructor. Online classes offer flexibility, but they lack understanding and familiarity between students and instructors. If you have a question, please reach out through messaging, email, or phone calls. If you find an error in the class material, please contact me as soon as possible so it can be resolved.

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 by challenges. Please let me know if you are experiencing issues 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.

Contact Information

I am readily available and easily reachable most anytime. Please don't hesitate to get in touch with me via phone call or text at 707-486-2761, or through email at media4tchr@gmail.com. Whether you have a question or need assistance, feel free to reach out to me. For non-urgent inquiries, utilizing Canvas messaging would be suitable. My aim is to ensure that your experience in this class is both enjoyable and fulfilling.

I do not live in Sonoma County – I am in Nevada (Reno/Sparks). We're limited to using Zoom or phone apps for conversations.

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