Media 4 Syllabus

Fall 2023, Sections 1445 and 2026

General information

- **Class begins: 8/14/2023 Class ends: 12/8/2023**
- **Location: Online**
- **Meetings: One Online meeting during the first days of class**
- **Office hours: Conducted digitally**

Description

You're starting on a journey through Modules/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.

Expectations and goals

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.

Major changes to class structure

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*.

Most deadlines are *every other week,* except Unit 4 because there is one chapter covered, but you are allowed to submit up to three days late with a 20% maximum penalty, allowing for some flexibility but discouraging procrastination, which is a significant problem for some online students. Each Unit requires reading & review (knowledge), quizzes (cognitive skill), discussions (interaction) and journal entries (analysis/interpretation).

Required Text

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

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.

Canvas Integrated Apps & Linked Apps

There are three apps required for participation in this class: *Pronto*, *Padlet* and *Studio*. All have complimentary access. Pronto is a new communication tool within Canvas, Studio is used within Canvas for Discussions and your Introduction and Padlet is used for Journal posts.

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. Please contact me if you have any issues or concerns.

Weekly Instructor Announcements and Pronto

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. To facilitate messaging between students and instructors, Pronto has been added to Canvas for additional texts and/or email.

Course Requirements Detail

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. In order to see them, click on the + within the grades screen.

Readings

- These include the textbook chapters and additional "current articles" documents with important class material additions and current issues and terminology.

Submission: Introduction Video

- Using Studio, 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.

Submissions: Weekly Journal Entries

- You need to create and enter at least one journal entry each week into a Padlet board. There will be journal prompts for your reaction. Prompts relate to the weekly class material and/or your personal observations/research of media around you. Your journal will include writing, videos, podcasts, memes, and any other media which resonate with you. Grades are based on the quality (not necessarily quantity) of your journal response.

Submissions: Discussions

- Requirements in these discussions vary each Unit. All but one requires recording your post, either using or uploading to Studio. The time limit is 3-5 minutes. 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 Studio; you can record using any video software but need to upload via Studio. It is preferred, however.
- This software allows easy feedback: part of this grade requires you to *provide 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 pause and re-start recording if needed.
- Some students have difficulty responding online through video; if this is the case, please contact the instructor to plan an alternative.

Submissions: Reading Quizzes

- Unit reading quizzes consist of 9 questions for each included chapter, with the exception of Unit 4 which covers only one chapter. For each chapter, one of the questions is subjective and requires a short answer response; the other is objective, . Two attempts are allowed and the highest score is recorded.

Submissions: Online Lecture Quizzes

- Unit lecture quizzes consist of subjective questions randomly inserted into the instructor's online lectures. There are no more than 10 questions; most contain 5 questions.

Bonus Points and Extra Credit

- In addition to having the lowest score dropped for one unit discussion, one weekly journal, and one reading quiz, there may be other opportunities for extra credit, including the SRJC library Fake News presentation (if scheduled).
- Attendance at the **Introductory Online Meeting** will earn 10 extra credit points.
- **Badges** are automatically awarded for successful completion of each Unit and the requirements are noted in each Module. These are indicative of achieving enough points to advance in the class and each badge earns bonus points. Four points are rewarded for each Module, including the "Getting Started" Module during the first week. These points are added to your accumulated assignment scores and can compensate for missed work.

Grading and points

Assignments and Points

- 1 Introductory Discussion: 10 points
- 15 Unit Journal submissions: 14 counted at 10 points each, for a total of 140 points
- 8 Unit Discussions: 7 counted at 20 points each, for a total of 140 points
- 8 Unit Reading Quizzes: 7 counted at 20 points each, for a total of 140 points
- 8 Unit Online Lecture Quizzes: 7 counted at 10 points each, for a total of 70 points
- Course Total: 500 points

Grade Percentages

A = 450 points+

B = 400 points+

C = 350 points+

D = 300 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 Friday, August 18th. If you do not complete the tasks in the checklist by this date, you will receive one reminder. If not completed by Sunday, August 20th, you will be dropped from the class to enable other 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 and are included 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"
- Review help documents for apps Studio, Pronto, and Padlet
- Review & update your account profile (upper left on page), including notifications
- Submit Introductory Discussion

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, student mentors, online tutoring and help, and other resources. If you wait until the end of the class, I cannot help you.

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.

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. 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.

Makeup and Late Work

Each UNIT lasts two weeks and you can complete all the work within those two weeks, except for the weekly journal entries. 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% maximum. *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 Unit 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.

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 topic such as 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". I also use an AI checker for any use of AI apps.

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 once. If I find more than one plagiarism violation, I will use the online reporting system.

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 the Pronto app within Canvas and via phone through calling or texting: (707) 486-2761. You will receive a reply to your question 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 schedule

Week	Topic	Exercises	Due Date
Getting Started	Getting Started Module	Introduction via Studio	Fri Aug 18, 2023
Unit 1	Media Landscape & Literacy (Ch.1)	Weekly Journal Entry	Sun Aug 27, 2023
	Media Theories & Effects (Ch.2)	Weekly Journal Entry	Sun Sep 3, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Sep 3, 2023
Unit 2	Media Business (Ch.3)	Weekly Journal Entry	Sun Sep 10, 2023
	Media Ethics (Ch.15)	Weekly Journal Entry	Sun Sep 17, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Sep 17, 2023
Unit 3	Legacy Media: Books & Magazines (Ch.4)	Weekly Journal Entry	Sun Sep 24, 2023
	The News Business (Ch.5)	Weekly Journal Entry	Sun Oct 1, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Oct 1, 2023

Course schedule

Week	Topic	Exercises	Due Date
Unit 4	Audio Media: Recordings & Radio (Ch.6)	Weekly Journal Entry, Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Oct 8, 2023
Unit 5	Movies (Ch.7)	Weekly Journal Entry	Sun Oct 15, 2023
	Television & Video (Ch.8)	Weekly Journal Entry	Sun Oct 22, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Oct 22, 2023
Unit 6	Online & Mobile Media (Ch.9)	Weekly Journal Entry	Sun Oct 29, 2023
	Social Media & Video Games (Ch.10)	Weekly Journal Entry	Sun Nov 5, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Nov 5, 2023
Unit 7	Advertising (Ch.12)	Weekly Journal Entry	Sun Nov 12, 2023
	Public Relations (Ch.13)	Weekly Journal Entry	Sun Nov 19, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Nov 19, 2023

Course schedule

Week	Topic	Exercises	Due Date
Unit 8	Media Law: Free Speech & Fairness (Ch.14)	Weekly Journal Entry	Sun Nov 26, 2023
	Global Media (Ch.11)	Weekly Journal Entry	Sun Dec 3, 2023
		Unit Discussion, Unit Online Lecture Quiz, Unit Reading Quiz	Sun Dec 3, 2023