

## Spring 2017 Syllabus

**Course Number:** 1307

**Course Title:** Intro to Mass Comm M/W 230 – 345pm

**Department:** Communication

**Discipline:** Mass Communication

**Campus:** Levelland

**Instructor:** Margaret Kirby **Office:** CM 154 **Phone:** 716-2451

**e-mail:** [mkirby@southplainscollege.edu](mailto:mkirby@southplainscollege.edu) The fastest way to reach me, other than coming to my office during office hours, is to e-mail. I check e-mails a lot more often than voice mails. Please do **NOT** e-mail me using the Blackboard system.

**Office Hours:** Mon & Wed 830 – 930 am; 11 a.m. - 1230 p.m.

T & TH 830 – 930 a.m.; 1215 – 230 p.m.

Fri 830 – 12 p.m. or by appointment

**Prerequisites:** None

**Credit:** 3 semesters hours – 3 spent in lecture

**Course Description:** A broad survey of communications agencies in modern life. History, ethics and professional emphasis on newspapers, magazines, radio-television, and motion picture.

**Supplies Needed:** Three-ring loose leaf notebook or folder in which to keep syllabus, schedule, handouts, returned assignments, and notes.

**Required Textbook:** Media & Culture Mass Communication in a Digital Age by Campbell, Martin and Fabos, 9<sup>th</sup> Edition WITH 2015 UPDATE ISBN 13= 978-1457642425 ISBN 10=1457642425

**This course satisfies a core curriculum requirement:** Yes- Language, Philosophy, and Culture

### Core Objectives addressed:

- Communication skills- to include effective written, oral, and visual communication
- Critical thinking skills- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Social Responsibility- to include intercultural knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities
- Personal responsibility skills- to include the ability to connect choices, actions, and consequences to ethical decision-making.

**Course purpose:** The purpose of this course is to provide the opportunity for students to learn about the powerful mass communication media. The student is exposed to a discussion of the history of each medium, the strengths and weaknesses, and the responsibilities and challenges associated with each. The student is also introduced to the concept of media literacy and basic theories of mass communication.

**Student Learning Outcomes:** Upon completion of the course, the student will show competence in the course objectives listed below:

From Lecture:

1. Analyze dimensions of individual media use
2. Demonstrate an understanding of the concept of media literacy
3. Understand basic history of common media forms such as radio and television; demonstrate ability to relate past to present
4. Demonstrate a mastery of blogging
5. Identify and analyze the function of various communication theories as they apply to advertising
6. Identify the impact and relevance of social media
7. Understand the concepts of public relations
8. Understand issues related to a current definition of news and journalism
9. Understand concepts of ethics as they pertain to mass media; demonstrate ability to balance factors and concerns

**Course Requirements:**

From Lecture:

- a. Read the assigned chapters in the textbook
- b. Attend all lectures
- c. Take notes in class
- d. Participate in class discussions
- e. Participate in class online discussions
- f. Participate in blogging assignments
- g. Complete assigned outside reading material and homework
- h. View audiovisual materials on selected topics
- i. Use computer software in the lab and/or classroom as it is assigned
- j. Complete the exams on the assigned dates

**Course Evaluation:** Students' grades in this class will be determined by the following:

1000 points are available for the final grade.

900 – 1000 = A

800 – 899 = B

700 – 799 = C

600 – 699 = D

Below 600 = F

Points are allocated as follows:

Participation - 100 points (See grid)

Class Blog - 75 points

{3 original posts about an assigned topic worth 25 points each}  
Media Diary – 100 points  
Classwork and Homework assignments - 325 points  
4 Exams at 100 points each = 400 points

**Sometimes the final number of points available for the course will not reach the 1000 mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.**

**Attendance and Tardiness Policy:** Attendance in this class is required. I generally will not allow you to enter class after the first 5 minutes because it is disruptive. I will take attendance after the first 5 minutes of class. There is a lot of classwork in this class that counts toward your final grade. Some of it cannot be made up. I generally do not allow exams to be made up. In the event that a makeup exam is allowed, the highest grade available on it will be an 89.

Regardless of the reason for your absence, it is your responsibility to find out what work you missed and ask whether it can be made up and when it will be due. **Students with more than 4 absences in a row will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes \*throughout the semester\*, I consider that number to be “excessive” and reserve the right to drop the student with an X or an F.**

### **ADA Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**Diversity Statement-** In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Deadlines-** ALL deadlines are absolute. You need to get used to deadlines that exist in the working world. All assignments are due at the beginning of each class unless specifically told otherwise. Any late assignments will be penalized harshly.

### **Civility Code:**

- As future professionals, you are to communicate with each other in a professional and civil manner. At all times we will treat each other with dignity and respect. That means no profanity or conversations that I feel are inappropriate. As the professor for the class, I have the final say

for what may be considered “inappropriate”. If there are problems in this area, you may be asked to leave.

- Disruptive behaviors such as cell phones ringing, leaving and returning to class while in session, arriving late to class, talking with others during lectures/discussions, checking your e-mail or Facebook, sending/receiving text messages, eating or drinking in class, etc... may result in a request that such students leave the class. Cell phones must either be turned off or put on vibrate only.

### **Academic Dishonesty:**

Academic dishonesty includes plagiarism and other forms of cheating behavior.

Academic dishonesty is unacceptable. Students committing acts of academic dishonesty will be penalized with failing grades on assignments and/or for the entire course, depending upon the instructor’s evaluation of the severity of the dishonest act.

### **What is plagiarism?**

- Plagiarism is presenting someone else’s words or ideas as your own. The following are all examples of plagiarism-
  - Quoting or paraphrasing material without citing the source of that material. Sources can include Web sites, magazines, newspapers, textbooks, journals, TV and radio programs, movies and videos, photographs and drawings, charts and graphs; any information or ideas that are not your own.
  - Quoting a source without using quotation marks—even if you do cite it.
  - Buying a paper online or downloading a paper from a free site.
  - Copying or using work done by another student.
  - Citing sources you didn’t use.

## CLASS PARTICIPATION

You are expected to contribute to class discussions. Mere attendance is not enough. Basic grading criteria:

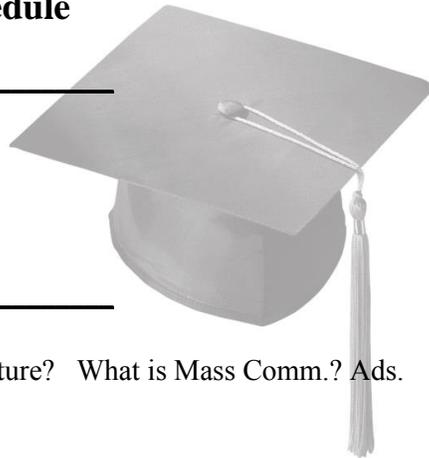
Attendance (Missed Classes for semester)	Class Contributions	Grade Range
0-2	Frequent contributions; well considered comments	90-100
0-2	Infrequent contributions or ill-considered comments	80-90
0-2	Rare or no comments	70-80
2-3	Frequent contributions; well considered comments	70-80
2-3	Infrequent contributions or ill-considered comments	60-70
2-3	Rare or no comments	50-60
3-4	Frequent contributions; well considered comments	50-60
3-4	Infrequent contributions or ill-considered comments	40-50
3-4	Rare or no comments	30-40
More than 4		30

### Spring 2017 Intro to Mass Comm- **Tentative Schedule**

#### **Week 1**

---

Jan 18 **Introduction to Class-** Intro class blog-Profile  
<http://www.IntroMassCommClass.blogspot.com>  
 Face Cards (5 points)



#### **Week 2**

---

23 Face Card 1 due!!!  
 Profile results.... What is Plagiarism?...What is culture? What is Mass Comm.? Ads.  
 Culture as skyscraper vs. subway map.  
 What is Media Literacy?

**Homework to do before next class:** Read pp 17 to end of chapter as handout in case don't have book.

25 Media Literacy....Complete My Pop Studio in class project.

**Homework to do before next class:**

Sign into class blog and do two things: (1) Introduce yourself; and (2) Write a post that identifies a favorite media product from your childhood- could be song, jingle, book, TV show, part of a TV show, movie, computer game, comic book, etc. Tell why it was important to you, and discuss how much of an impact your early taste in media may have had on your identify? Did it help shape who you are now?

**And...** Review p. 6 and 18 to end of Chapter 1. Then **read** pages 1 -17 of Chapter 1.

### Week 3

30 – **Media & Culture** - Chapter 1 page 1 to 18. Go over outline of chapter.

**Homework to do before next class:** Re-read the Case Study “The Sleeper Curve” on pages 24 – 25.

Interview someone who is close to you-but from an earlier generation- about media and story preferences.

Ask them the questions listed in the case study: What types of stories and games do they enjoy? What did this person from an earlier generation value in storytelling? Bring your notes to class and be prepared to discuss them. In class next time you will write about any common ground and/or cultural differences you discovered in comparing your tastes to theirs.

#### Feb. 1 **Media & Culture**

Discuss interview results and write “Sleeper Curve” comparison in class. Due at end of class.

**Homework to do before next class:** Read Chapter 2- “The Internet, Digital Media, and Media Convergence”

**And...begin your media diary tomorrow.** You will keep diary from Thursday, Feb 2 through Wednesday, Feb 8. Go over handout for details.

### Week 4

6 **Media & Culture Books**

Homework turn in Monday 2/13: Book Chapter assignment- see handout. (worth 25 points)

8 Class discussion media diary paper- due at start of class 2/13.

**Homework to do before next class:** Finish media diary paper, and finish reading Chapter 2.

Books – Banned books assignment to do in class. Turn in at end of class as classwork (worth 25 points)

### Week 5

13 Turn in Media Diary Assignment at beginning of class + Turn in Book Chapter assignment at beginning of class

The Internet, Digital media, and Media Convergence- Chapter 2.

**Homework to do before next class:** Blog Post and response re Internet Privacy. See handout for details. **And Read Chapter 3: Digital Gaming and the Media Playground**

15 Digital Gaming and the Media Playground Chapter 3

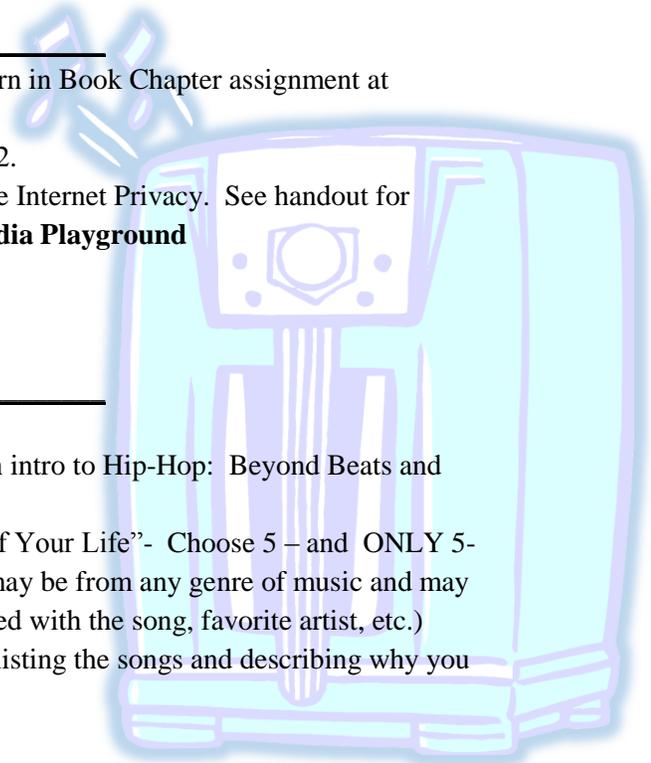
### Week 6

20 **Sound Recording and Popular Music Chapter 4**

Gramophones and phonographs; really early recordings; Watch intro to Hip-Hop: Beyond Beats and Rhymes

**Homework to do before next class:** submit the “Soundtrack of Your Life”- Choose 5 – and ONLY 5- single songs to include on the Soundtrack of Your Life. They may be from any genre of music and may be chosen for any reason (meaningful lyrics, memories associated with the song, favorite artist, etc.)

Write a one- page (and ONLY one-page), double-spaced essay listing the songs and describing why you picked them.



22 JEOPARDY Review for Exam 1 covering Chapters 1, 2, 3, and 4

**Homework to do before next class:** Study chapters 1, 2, 3 and 4 for exam next class

### Week 7

27 **Exam 1 on chapters 1, 2, 3, 4**

**Homework to do before next class:** Read Chapter 8 “Newspapers: The Rise and Decline of Modern Journalism”



**March 1 Newspapers – Chapter 8**

### Week 8

March 6 Newspapers - State of the Media; Print vs. Online Newspaper exercise in class. See handout for details.

**Homework to do before next class:** Finish Print vs. Online Newspaper exercise to turn in at beginning of class and read Chapter 9 re Magazines.

8 **Magazines** - Chapter 9

Photojournalism; digital photography and ethics.

**Homework to do before next class:** Read Chapter 5: Radio

### Week 9

**Spring Break!!! 13- 17**

### Week 10

20 **Radio** Watch beginning of “Empires of the Air” documentary in class.

22 Radio. Chapter 5

### Week 11

27 JEOPARDY Review for Exam 2

**Homework to do before next class:** Study for exam on Chapters 8, 9, and 5

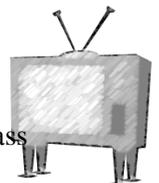
29 **Exam** on Chapters 8, 9 and 5

### Week 12

April 3 Television and Cable –Chapter 6

5 Watch program in class.

**Homework to do before next class:** Read pp 260 to 268 in chapter 7 about movies before next class



### **Week 13**

10 Watch “Behind the Screens: Hollywood goes Hypercommercial” in class.

**Homework to do before next class:** write a paragraph that addresses the questions: If you were a Hollywood film producer or executive, what kinds of films would you like to see made? What changes would you make in what we see at the movies? Turn it in at the beginning of next class.

12 Turn in paragraph about Hollywood film producer. Movies – go over Chapter 7 pp 260 - 268.

**Homework to do before next class:** Movie Review Assignment. See handout for details. Turn in at beginning of next class.

### **Week 14**

17 Easter Holiday! !!

19 Turn in Movie Review Assignment. View beginning of “The Merchants of Cool” documentary in class about advertising.

**Homework to do before next class:** Read pp 396 - 415 in Chapter 11 about advertising before next class.

**Hand out Final Exam project**

### **Week 15**

24 Advertising Ethos, Pathos, Logos

**Homework to do before next class!** Blog assignment about advertising. See blog for details.

26 JEOPARDY Review for Exam 3 on Chapters 6, 7, and 11

### **Week 15**

May 1- Exam 3 on Chapters 6, 7, and 11

**Homework to do before next class:** Read Chapter 16 “Legal Controls and Freedom of Expression”

3 Law and Ethics...worksheet due in class.

### **Week 16 Final Exam week**

Exam 4 = Final project due on exam day which is \_\_\_\_\_.