

University of North Texas at Dallas
Fall 2016
SYLLABUS

COMM 1307.001: Introduction to Mass Communication 3 HRS

Department of	Languages and Communication	School of	Liberal Arts and Life Sciences
Instructor Name:	Sara J. Holmes		
Office Location:	DAL 1 302B		
Office Phone:	972.780.3089		
Email Address:	Sara.Holmes@untdallas.edu		
Office Hours:	MW 1:00 – 3:00 pm; TR 1:00 – 2:15 pm; and by appointment		
Course Format/Structure:	100% Face to Face only.		
Classroom Location:	DAL1 248		
Class Meeting Days & Times:	MW 10:00 – 11:20 am		
Course Catalog Description:	A survey of the field of mass communication and careers it offers. Emphasizes the role of the mass media in modern society.		
Prerequisites:	None.		
Co-requisites:	None.		
Required Text:	<ul style="list-style-type: none"> • Campbell, R., Martin, C. R., & Fabos, B. (2016). <i>Media & culture: Mass communication in a digital age</i>, 10th ed. (2016 update). Boston: Bedford/St. Martin's. (ISBN: 978-1-319-05952-1 or 978-1-4576-6874-6) • Access to a computer with Microsoft Office, Adobe Flash, and a printer 		
Recommended Text and References:	<ul style="list-style-type: none"> • American Psychological Association. (2010). <i>Publication manual of the American Psychological Association</i>, (6th ed.). Washington, D.C.: American Psychological Association. • OWL Purdue Online Writing Lab at http://owl.english.purdue.edu/owl/resource/560/1/ • Additional readings and materials may be supplied in class or posted to Blackboard. 		
Access to Learning Resources:	<p>UNT Dallas Library: (Founders Hall) phone: (972) 780-1616 web: http://www.untdallas.edu/library e-mail: Library@untdallas.edu</p> <p>UNT Dallas Bookstore: (Building 1) phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com</p>		
Course Goals or Overview: This survey course is an introduction to the field of mass communication, with an emphasis on the analysis of the influence of popular media in society and the exploration of mass communication as a professional arena where social communicators find a variety of career options, ethical dilemmas and social responsibilities. The goals of this course are as follows -			
1	The Big Picture: Historical, economic and technological forces that shape our postmodern media environment.		
2	The Media Industries: Historical development and current structure of the newspaper, magazine, film, radio, television and Internet industries.		
3	The Professional Practice: Roles and responsibilities of professionals in journalism, public relations and advertising, with a focus on current trends and ethical dilemmas.		
4	Freedom of Expression and Media Regulation: The state of media law, First Amendment issues, government regulation and self-regulation in media industries.		
5	Media Theory and Research: The effects of mass communication on society, with particular attention to the influence of national and global media on public opinion, social values and behaviors in a culturally diverse, democratic society.		

Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Foster an understanding of the <i>historical role</i> and social impact of media in a democratic society.
2	Familiarize students with the current structure of the newspaper, magazine, film, radio, television and Internet industries and their <i>diverse audiences</i> .
3	Develop awareness of the roles and responsibilities of professionals in journalism, public relations and advertising, with a focus on <i>ethics</i> and the value of <i>truth, accuracy</i> and <i>fairness</i> .
4	Explore the legal and regulatory framework for the understanding of <i>freedom of expression</i> and media regulation.
5	Introduce basic concepts in media theory and research on effects.
6	Provide <i>analytical tools</i> to develop media literacy skills, or the ability to <i>use technology</i> to access information and <i>evaluate critically and creatively</i> contemporary national and global media messages.

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Dates	Course Content	Assignments/Readings Due
UNIT 1: THE BIG PICTURE		
Week 1: Mass Communication and Culture		
Monday, 8/22	Course introduction Why study Mass Communication?	
Wednesday, 8/24	Mass Communication: A Critical Approach	Chapter 1, pgs. 1-29
Week 2: The Information Age		
Monday, 8/29	The Internet, Digital Media, and Media Convergence	Chapter 2 "Paradoxes of the Information Age" by Winner (Blackboard)
Wednesday, 8/31	The Internet, Digital Media, and Media Convergence Syllabus Quiz	
Week 3: Political Economy of Media		
Monday, 9/5	<i>No Class – Labor Day</i>	
Wednesday, 9/7	Media Economics and the Global Marketplace	Chapter 13
Week 4: Media Literacy		
Monday, 9/12	Media Literacy	Chapter 1, pgs. 29-33
Wednesday, 9/14	Media Literacy	Video: <i>Representing Reality</i>
UNIT 2: PRINT MEDIA INDUSTRIES		
Week 5: The Rise of Modern Journalism		
Monday, 9/19	Newspapers: The Rise and Decline of Modern Journalism	Chapter 8
Wednesday, 9/21	Books and the Power of Print	Chapter 10
Week 6: Specialization of Print Media		
Monday, 9/26	Magazines in the Age of Specialization	Chapter 9
Wednesday, 9/28	Magazines in the Age of Specialization	
UNIT 3: AUDIO/VISUAL MEDIA INDUSTRIES		
Week 7: Popular Music and Broadcasting		
Monday, 10/3	Sound Recording and Popular Music	Chapter 4
Wednesday, 10/5	Popular Radio and the Origins of Broadcasting	Chapter 5

Week 8: Visual Culture

Monday, 10/10	Television and Cable: The Power of Visual Culture	Chapter 6
Wednesday, 10/12	Television and Cable: The Power of Visual Culture	

Week 9: Media Power

Monday, 10/17	Movies and the Impact of Images	Chapter 7
Wednesday, 10/19	Movies and the Impact of Images	

Week 10: The Media Playground

Monday, 10/24	Digital Gaming and the Media Playground	Chapter 3
Wednesday, 10/26	Digital Gaming and the Media Playground	

UNIT 4: MEDIA PROFESSIONS

Week 11: Reporting the News

Monday, 10/31	The Culture of Journalism: Values, Ethics, and Democracy	Chapter 14
Wednesday, 11/2	The Culture of Journalism: Values, Ethics, and Democracy	<i>Journalism Assignment DUE</i>

Week 12: Framing Media Messages

Monday, 11/7	Public Relations and Framing the Message	Chapter 12
Wednesday, 11/9	Public Relations and Framing the Message	<i>Public Relations Assignment DUE</i>

Week 13: Commercial Culture

Monday, 11/14	Advertising and Commercial Culture	Chapter 11
Wednesday, 11/16	Advertising and Commercial Culture	<i>Advertising Assignment DUE</i>

UNIT 5: MEDIA LAW AND REGULATION

Week 14: Approaches to Research

Monday, 11/21	Media Effects and Cultural Approaches to Research	Chapter 15
Wednesday, 11/23	Media Effects and Cultural Approaches to Research	<i>Media Effects Assignment DUE</i>

Week 15: Freedom of Expression

Monday, 11/28	Legal Controls and Freedom of Expression	Chapter 16
Wednesday, 11/30	Legal Controls and Freedom of Expression	Chapter 16

Week 16 – Media Analysis Assignment due in Blackboard Sunday, 12/4, 11:59 pm

– Self-Analysis Assignment due in Blackboard Tuesday, 12/6, 11:59 pm

Wednesday, 12/7	<i>Oral Presentations of Self-Analysis</i>	10:00 am – 12:00 pm
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Key Dates

Please take note of the following key dates for the fall 16-week session:

08/21/16 Last Day for 100% Tuition Refund

08/22/16 First Day of Class

08/26/16 Last Day for 80% Tuition Refund

09/02/16 Last Day for 70% Tuition Refund

09/05/16 Labor Day – No Classes

09/07/16 Census Day

09/07/16 Last day to drop a class without a “W”

09/12/16 Last Day for 50% Tuition Refund

09/19/16 Last Day for 25% Tuition Refund

11/18/16 Last day to drop a class with a “W”

11/24-11/27/16 Thanksgiving Break – No Classes

12/7-12/13/16 Final Exams

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

1. **Participation and In-Class Exercises (150 points):** In-class exercises will occur daily and CANNOT be made up, even if you have an excused absence. You must be in class on the day we complete exercises. Failure to appear in class will result in a participation grade of 0 for the day.

2. **Syllabus Quiz (50 points):** There will be a syllabus quiz the second week of class.

3. **Quizzes (100 points):** There will be 5 quizzes for each chapter in the book throughout the course (10 points each). The top ten grades will be taken in the final grade calculation. Quizzes will be available through Blackboard from the first day of class and close at 11:59 pm on the scheduled date below. This allows you to take each quiz at your leisure. Quizzes will cover multiple chapters of the text and may include multiple choice and true/false questions to probe your understanding of the main points of the reading. Quizzes are not cumulative. To prepare for quizzes, keep up with your readings and regularly review notes. Because of the extensive time allowed to take quizzes, there are no make-up quizzes.

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|---|-----------------|
| • UNIT 1: THE BIG PICTURE | Closes: Sept 7 |
| • UNIT 2: PRINT MEDIA INDUSTRIES | Closes: Sept 9 |
| • UNIT 3: AUDIO/VISUAL MEDIA INDUSTRIES | Closes: Sept 21 |
| • UNIT 4: MEDIA PROFESSIONS | Closes: Sept 28 |
| • UNIT 5: MEDIA LAW AND REGULATION | Closes: Sept 30 |

4. **Short Written Assignments (400 points):** At four points during the semester, you will write up brief media analyses/reaction papers (two-page reactions) that will test your knowledge of concepts discussed in class or ask you to apply media literacy and critical thinking skills.

5. **Media Analysis (200 points):** Using the handout on consumerism as an ideology posted on Blackboard, select an advertising message from print media (newspapers or magazines) and write a 3-4-page media analysis paper, citing course materials and qualified scholarly sources (minimum 3 sources), discuss how the text and images in the ad convey at least two of the underlying messages discussed in class. Please attach the ad to your answer sheet.

6. **Self-Analysis (100 points):** The final paper and presentation for the course will reflect on what you have learned from the course materials and experience of working with the content from this course. You will share briefly in a two-minute impromptu discussion at the final class meeting about your reflections. Failure to appear at the last class meeting will result in a 0 for this assignment.

Extra Credit Opportunities

Extra credit is given at the discretion of the instructor and may include, but is not limited to:

- There will be five quizzes administered this semester, four of which will be taken for a grade. If you complete all five quizzes, the points earned on your lowest grade quiz will be counted for extra credit (**maximum 25 points**).
- Complete up to 3 of the following options for extra credit points (**maximum 75 points**). Full assignment descriptions will be provided on Blackboard.
 - Watch the Charlie Chaplin film *Modern Times* and identify three symbols used by the filmmaker to present a critical view of **modern** industrial society and its values. Comment on how each symbol relates to an idea or argument regarding modern values.
 - Listen to the program *Counterspin* on through their archives on their website, <http://fair.org/counterspin/> and write a commentary on two topics discussed during the program that you considered most important for the public to be aware.

- Watch the television documentary *Frontline* on KERA Channel 13 (PBS) on Tuesdays at 8 p.m. (go online to verify schedule). Write a commentary on the difference between news programs like this one and other news magazines like *20/20* or *60 Minutes*. Go to <http://www.pbs.org/wgbh/pages/frontline/> to see titles of the program scheduled for at this time.
- You may choose any lecture on campus that **relates to journalism, public relations, advertising, film, freedom of speech, media in general or popular culture** and write a brief report on the main arguments presented by speakers and your reaction to them.

PLEASE NOTE: Receiving extra credit means you do **EXTRA** work. If you fail to complete any assignment in the course, **YOU WILL LOSE ALL EXTRA CREDIT**. Evaluation is based upon the quality of work submitted. Simply submitting a completed assignment does not guarantee you will receive extra credit. You should apply the same effort on written extra credit work as you would on regular graded assignments.

Grading Matrix:

Each of the following assignments will be detailed thoroughly on Blackboard. Be sure to access Blackboard frequently for assignment guidelines and other important class documents.

Participation and In-Class Exercises	150 points
Syllabus Quiz	50 points
5 Quizzes (25 points each, highest 4 grades calculated in final grade)	100 points
Short Written Assignments	400 points
Media Analysis	200 points
Self-Analysis	100 points
Total	1000 points

Your final grade is based on a total out of 1000 points.

900-1000 = A 800-899 = B 700-799 = C 600-699 = D 599 ↓ = F

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untDallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent. Additionally, please be prepared to present on your assigned presentation date. Please note that because time is limited for makeup assignments, if you miss class the day you are expected to deliver a presentation, you may not be able to make up the presentation. Make-ups will be considered only for major emergencies or serious illnesses when properly documented. If you should arrive late, please do not enter the classroom while a student is speaking. You could disrupt their train of thought and you certainly would distract the audience. Wait outside until that student has finished, and then enter. Better yet, come on time!

Exam Policy: Quizzes and exams should be taken as scheduled. No makeup quizzes/examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity (Policy 7.002) at http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untDallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: *"On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy."*

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to <http://www.untDallas.edu/police/resources/notifications>

Attendance and Participation Policy: Attendance in class is required. In each 15-week semester, students may have up to four (4) unexcused absences. After these four absences, each additional absence (regardless of reason) will lower your final course grade by 2%. After six (6) unexcused absences, the student may fail the class due to an absences failure. Coming late to class or leaving early may be considered a whole or partial absence. If you have more than the acceptable number of absences due to serious illness or similar causes, discuss the possibility of makeup work with me as early as possible. Attendance will be tracked daily. **If you are late to class, it is your responsibility to ensure you are counted present for the day (sign in/respond when roll is called). Otherwise, you will be counted absent.**

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untDallas.edu/hr/upol>

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

Class Policies and Expectations

Active Learning

You are expected to take an active role in learning. If you are having trouble, come and see me – I will be glad to help. If there are things you do not understand, raise questions in class, as others may benefit from your inquiry. If you are hesitant to speak up in class, stop by after class or send me an email. I am here to assist in your learning, so do not hesitate if you need clarification or assistance.

Missing Class

To help you get information about any class that you miss, you can use the ‘buddy system.’ Choose two classmates as your buddies. Exchange contact information so that if you are absent, you can contact one or both of your buddies for notes, assignments, and announcements.

Buddy Name: _____ Buddy Name: _____

Email: _____ Email: _____

Phone: _____ Phone: _____

Plagiarism

Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Cheating, plagiarizing, falsification, misrepresentation or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under college regulations.

Grade Disputes

Grades will be discussed only during the instructor’s office hours. Please do not ask grade questions during class time. If you have an issue with your grade, please wait 24 hours, but no later than 48 hours before submitting an email articulating your concern about your grade. Please include a reference to the work in question. This will give both the instructor and the student time to carefully review all of the information. After 48 hours, your grade will not be changed.

Inclusive Language and Intercultural Diversity

Please use non-sexist language and appropriate cultural terms when speaking and writing. Since the language we use shapes the way in which we see the world, the words we use matter. For example, use “he or she” instead of “he” when referring to a hypothetical person. Similarly, use “everybody” instead of “you guys,” “people” instead of “man” or “mankind.” Use, “Asian” instead of “Oriental,” etc. Encouraging different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities fosters understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Citizenship

Each of us is responsible for creating a positive learning environment. Respectful class participation includes contributing ideas that relate to the topic, asking questions to clarify understanding, responding thoughtfully when called upon, and giving respectful attention to the instructor and classmates. Good communication skills include listening carefully to diverse opinions, analyzing what is said, clearly stating opinions without personal put-downs, encouraging classmates, synthesizing new information, and applying it. Disrespectful communication includes interrupting or attacking others, monopolizing the conversation, carrying on side conversations, and using personal technology for purposes other than classroom activity. A positive classroom environment improves learning for both the individual student and for the class as a whole.

Mobile Phone Policy

Please **TURN OFF AND PUT AWAY** all mobile phones. It is disrespectful and distracts from community-building to use digital devices in class for any purpose other than class learning. If your digital device sounds off (rings, chirps, vibrates) in class, or if you are caught (by me or one of your peers) text messaging, surfing the internet, or listening to music through earphones, you will be asked to leave the class and will lose participation points for the day.

Drop/Withdrawal Policy

Withdrawing from a course is a formal procedure which **YOU** must initiate; the instructor cannot do it for you. You may withdraw from a class in either Admissions or Advising. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of "F." Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw.

College-Level Reading, Writing, and Speaking Skills

College-level reading, writing, and speaking are expected. If your outlines or presentations do not meet college-standards, you will not receive credit for them. If you find you need help correcting grammatical and word choice errors, I strongly advise you to meet with a tutor in The Learning Center (M-216). I am happy to work with you to prepare and rehearse presentations to improve your fluency and articulation.

In addition to specific requirements for each paper assignment, please note the following guidelines in preparing all assignments:

- All written assignments must be typed.
- Format: Double-spaced, 12pt font, Times New Roman, 1" Margins, adhering to the APA Style Guide.
- All assignments must be submitted through Blackboard **before** 11:59 pm the day they are due.
- Be sure to proof read your written work before submitting in order to correct any grammatical errors or spelling mistakes. **Please note that grammar and spelling are considered in grading. Knowing how to write properly is an essential part of communication.**

*****If these requirements are not met, points will be deducted from your paper grade.*****

Presentation Policies

No profanity or content of a graphic nature. No children, animals, weapons, fire, grease (cooking) or dangerous objects. Any props you choose to use **MUST** be pre-approved by the instructor. Any prop used that has not been pre-approved will automatically reduce your grade for the presentation. All presentation topics must also be approved. Please be considerate and sensitive when choosing presentation topics. Please also be sensitive to the topic choices of others. It is important that this be a **SAFE** environment for everyone. Dress appropriately and professionally for each of your presentations. Do not interrupt your peers' presentations. If you interrupt a peer for any reason (phone sounding off, leaving/entering the room, talking), you will receive a zero on your presentation grade.

Presentation Completion Requirement

Please note that failure to complete the informative and persuasive presentation assignments results in an automatic F for the course, regardless of points accumulated.

Additional Resources for Students

I am happy to make reasonable accommodations when appropriate, provided that you notify me in timely fashion. All personal information will be kept in strict confidentiality. Below is a list of additional support services for students:

Disability Services Founders Hall, 204 972.338.1777	Financial Aid & Scholarships Administration Bldg. 972.780.3662	Career Services Founders Hall, 205 972.338.1782
Library & Resources Founder's Hall, 117 972.338.1616	Academic Advising Administration Bldg., 1st Floor 972.338.1645	Counseling & Wellness Founders Hall, 200 972.338.1779
Leadership & Multicultural Center Administration Bldg. 972.780.3662	Learning Commons DAL 1, 3 rd Floor http://www.untdallas.edu/aas/tutoring	Campus Police Founder's Hall, 131 972.780.3009

Reminders

- Grades cannot be based on effort. Teachers cannot measure time or energy expended; only outcomes can be gauged. If you work hard at something and do not achieve the desired outcomes, a teacher cannot give you the grade you want or the higher grade because of your effort.
- Grades cannot be assigned because a student needs/wants a particular grade. If you desire the A, you will need to fulfill the conditions needed to earn an A.
- Grades are based on announced standards. Therefore, consideration of grade fairness must center on the application of those standards to student work, instead of comparisons to other student's work.
- Generally, teachers are more experienced at assessing student work than the students themselves.
- Teachers, on average, are objective and are not out to "nail" their students. Most teachers want to give their students the highest grade possible and the benefit of the doubt.
- Students are entitled to emotional reactions to assessment of their work; however these expressions should occur in private, NOT public.
- Any discussion of grades should be impartial, unemotional, and characterized by mutual respect, courtesy, and professionalism.

COMM 1010

I have read and understand the course expectations, division, and college policies and procedures, and the assignments and grades required for successful completion of this course outlined in this syllabus.

NAME

DATE