

JOUR 2 Mass Communication and its Impact on Society (4 units) – Spring 2016

INSTRUCTOR INFORMATION

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Office Hours and Location: “Virtual” office hour each Monday and Wednesday from 10 a.m. to 11 a.m. This means students may go online to the classroom and send a message or email and expect an immediate response from the instructor.

Textbook web page: <https://edge.sagepub.com/hanson5e>

COURSE DESCRIPTION/OBJECTIVES

JOUR 2 is designed to acquaint you with mass media with a particular focus on convergence and how it has changed and continues to change the nature of communication. You are probably already acutely aware of the ubiquitous (pervasive and everywhere) nature of media. The goal of this course is to teach you how to analyze the media and culture within a deliberative, informed context. We will examine print, radio, television, film, and other traditional media — reviewing media history and earlier functions — but mainly to understand the role that technology and digital media play in our mass communication environment. The idea is to help you better understand the world you live in and the changes that are taking place with media.

This course qualifies for the De Anza A.A./A.S. degree in area D, the general education requirement for CSU in area D7, and the general education requirement for UC/CSU (IGETC) in area 4G. It is a requirement for De Anza's A.A. or AA-T degrees in journalism.

PREQUISITE ADVISORY: EWRT 1A or ESL 5

In this course, you will:

- Examine the development and role of media in a changing political and cultural world, within a historical perspective.
- Examine relationships and effects between media and popular culture, including your role as a consumer of the media and participant in mass culture.
- Examine the government regulations of the media as well as the constitutional principles that guide it.
- Examine ethical, philosophical and controversial issues that arise in mass media; discuss a range of viewpoints regarding these issues.
- Examine behind-the-scenes operations, decision-making processes, and careers in the media industries: books, newspapers, magazines, movies, radio, recordings, television, and the Internet.
- Participate in a hands-on experience with producing media.

STUDENT LEARNING OUTCOMES

When this course is completed, students should be able to:

- ✓ Explain and illustrate the basic facets of communication theory.
- ✓ Demonstrate knowledge of the history, operation, and culture of different forms of mass media.
- ✓ Analyze and critique the impact of mass media and articulate controversies surrounding each medium.

TEXTBOOK:

The required textbook is *Mass Communication: Living in a Media World* (5th edition) by Ralph E. Hanson published by SAGE; ISBN-13: 978-1483344751 or ISBN-10: 1483344754. **Make sure you get the 5th edition** -- the quizzes are based on this edition. The course uses the entire book.

You can buy a copy at the De Anza Bookstore or buy an e-textbook at coursesmart.com. You may also find several sources to rent the book online. (This is a less expensive option.)

COURSE REQUIREMENTS

- Complete the online orientation: http://www.deanza.edu/online-ed/show_orientation.html?class=6677
- Access the class and class information in Catalyst (the courseware program where the class resides).
- Complete weekly textbook readings from *Mass Communication: Living in a Media World* (5th edition) and view weekly online video segments.
- Take weekly online quizzes drawn primarily from the readings.
- Answer weekly discussion questions, tying the topics to class readings and viewings.
- Contribute to and participate in class discussions, responding to at least two other classmates each week.
- Complete three projects: (1) **the Internet Search Project**, (2) the **Media Experience Project**, and (3) the **Research Paper** (a minimum of 1,000 words). The Research Paper will look at an aspect of the mass media from a social science perspective, require critical thinking, use concepts from assigned readings, include a bibliography and require students to use an academic or library database. See separate handouts for details on how to complete each project.

All requirements have specific due dates. Be prepared to spend a minimum of 24 hours a week studying and using the course materials.

LATE WORK: Assignments and discussions may be submitted early. Late assignments, discussions or quizzes may NOT be accepted.

NOTE: I understand your possible reasons for not doing your assignments or not being in the class: “My dog was sick. My car broke. I was sick. I had to go to work. I had family emergency. My kid was sick. I was at a hospital. My computer crashed. I didn’t receive emails. I didn’t know it’s due. I forgot. I was pulled over. I was at jury duty. I had guests from overseas. I didn’t have a babysitter for my kid. I had to pick up my kid. I had an appointment,” etc.

You have my complete sympathy, compassion and support, but the class has requirements that need to be met. If, for any reason, you feel you are not ready to complete the course, retake it whenever you feel ready. You earn your own grade. If you don’t meet the requirements, you won’t pass successfully. Deadlines need to be met.

DROPS: Make sure to check the Academic Calendar for deadlines. I will drop any student who has not logged in for seven or more days. Students who “disappear” but do not drop the course will receive an “F.” Please see “How to Drop Classes” at <http://www.deanza.edu/registration/add-drop.html> for regulations, dates and procedures for dropping classes.

PLAGIARISM: Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody's work or lifts information from sources without citing those sources will receive a 0 for that assignment and a grade no higher than a C for the course. If you are uncertain about the college's policy on academic misconduct, please refer to the Academic Integrity section in the [De Anza College Student Handbook](#). An online site about plagiarism with suggestions on how to avoid it is available at the Purdue University Online Writing Lab.

IMPORTANT DATES:

Monday, April 4: First day of Spring Quarter 2016

Saturday, April 16: Last day to add quarter-length classes.

Sunday, April 17: Last day to drop for a full refund or credit.

Friday, April 29: Last day to request pass/no pass grade.

Friday, May 27: Last day to drop with a "W."

Saturday - Monday, May 28-30: Memorial Day Weekend (no classes)

Saturday - Friday, June 18-24: Spring Final Exams

Friday, June 24: Last day to file for a spring degree or certificate

Friday, June 24: Last day of Spring Quarter

Saturday, June 25: Commencement Ceremony

Monday, June 27: First day of Summer Session

STUDENTS WITH DISABILITIES: The instructor will accommodate special needs that are discussed with her during the first week of the course. If you have a disability-related need for reasonable academic accommodations or services, provide the instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give a five-day notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (**864-8753 DSS main number**) or EDC advisor (**864-8839 EDC main number**).

COURTESY/EQUITY: In the online discussions, we will talk about interesting, and sometimes volatile, issues. I expect students to be professional and courteous, to listen to one another, and to show tolerance and respect for varying viewpoints. Students who exhibit inappropriate behavior will be docked points and/or excused from the class. All persons, regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc., shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor.

COURSE HINTS:

- **ALWAYS** keep a copy of your submissions as backup in case the one sent to the instructor is lost. This is especially important in an online class since (electronic) stuff happens.
- When sending an email to the Instructor, write **STUDENT** or **JOUR 2** in all caps in the subject line, along with the subject. That way you won't be confused with Spam.
- Schedule your time appropriately; I may take up to two working days (M-F) to respond to queries.

- **Don't procrastinate.** Start work early in the week. Sometimes the Internet may be down later in the week or you may have some other emergency. Plan ahead, especially for the three projects, which are lengthy and require research.
- Look ahead at the assignments, and **work ahead** if you have the time.

DISCUSSION POSTS (30 points each): Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Discussion posts are due on Thursdays each week, and replies to other classmates by Saturdays.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use uppercases for the word "I," "Internet," for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language like "u" for "you" and "r" for "are.")
- Read the instructions carefully -- usually students need to choose **only one** of the topics.
- Read/view any resources needed to respond to the question.
- Pay attention to word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
- Do not run more than 50 words OVER the word count.
- Replies do not have to be structured as formally as initial posts, but should show some thought (more than just "good post" or "I agree").
- You are welcome to reply to more than two classmates' posts. (Two is the minimum.)

QUIZZES (20 points): Quizzes are due by Sunday night each week (except maybe the last one, which might be due on Friday). Here are some hints to improve quiz grades:

- Read the chapters carefully before you start.
- Use sub-headings and margin definitions to help you locate the information you're looking for.
- Use the index and glossary to find specific words or names.

QUIZ MAKE UP: Students are limited to making up 40 quiz points (two quizzes). You are allowed to make up a quiz that you missed or scored poorly on. These scores will replace the score for that week's quiz, not be added in as extra credit. See separate handout posted on Make-Up Quiz Instructions.

EXTRA CREDIT:

You may complete an extra credit documentary report (in Week 11) for 50 points. In addition, the instructor may post extra credit DQs throughout the course. Students are limited to a maximum of 75 extra credit points.

GRADING:

Online Orientation – 10 points

Quizzes (12 quizzes @ 20 points each) – 240 points

Weekly Discussion Questions (1 @ 10 points and 11 @ 30 points) – 340 points

Internet search Project – 40 points

Media Experience Project – 75 points

Topic for Research Paper – 20 points
Annotated Bibliography Discussion – 25 points
Research Paper – 150 points
Participation – 100 points

Participation includes thoroughness and excellence in discussion assignments, showing you are an engaged, active and punctual learner (e.g., doing more than the minimum participation, showing quality research in answers), watching all videos. (Catalyst is like Big Brother: it keeps track of your activities!) Replying to at least two of your classmates each week (Weeks 2-11) will give you 10 points. Each response post is worth 5 points.

Assignment grades are based on accuracy, following directions, thoroughness and quality. Points will be taken off for grammar, typos and/or punctuation errors.

Grade Scale

| | | |
|------------------------|--------------------|---------------------|
| A+* = 990-1000 points | A = 926-989 points | A- = 900-925 points |
| B+ = 875-899 points | B = 826-874 points | B- = 800-825 points |
| C+ = 775-799 points | C = 700-774 points | |
| D = 600-699 points | | |
| F = 600 points or less | | |

*To earn an A+ you must have a score of 990 or above excluding extra credit.

Catalyst Information

This course utilizes Catalyst, De Anza's Online Learning Community. Please view the Catalyst website at <https://catalyst.deanza.edu/> to log in. Please note that you will be unable to log into our classroom until the **first day of class**. Be sure you are using your correct username and password -- do not use your social security number or international "99" number. Additional instructions and assistance can be found on the Online Education Center at:

http://www.deanza.edu/online-ed/student_resources.html

Library Services

De Anza College Library Services are available for all students and faculty, both on and off campus. Please consult the library website for a complete description of the library services and hours:

De Anza College Library: <http://www.deanza.edu/library/>

Article Databases and Research Databases <http://www.deanza.edu/library/articledata.html>

The library subscribes to several electronic databases which provide access to thousands of full-text journals, newspapers, and magazine articles. Research databases include: LEXIS NEXIS Academic, Encyclopedia Britannica Online and a Practice Test Database which contains Nursing Exams, TOEFL Preparation, College Entrance Exams, and many more. To use the article or research databases from an off campus computer, log in with your eight-digit student ID number.

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COURSE CALENDAR OVERVIEW

| Wk | Dates | Topics/Reading Assignments | Quizzes/Assignments |
|----|------------------|---|---|
| 1 | April 4 - 10 | Living in a Media World ▪ Read Chapter 1 | Practice Quiz |
| 2 | April 11 – 17 | The Mass Communications Effects ▪ Read Chapter 2 | Quiz #1 (Chapter 2) |
| 3 | April 18 - 24 | The Media Business ▪ Read Chapter 3 | Quiz #2 (Chapter 3) Internet Research Project |
| 4 | April 25 – May 1 | Books: The Birth of Mass Media ▪ Read Chapter 4 | Quiz #3 (Chapter 4) |
| 5 | May 2 - 8 | Magazines: The Power of Words and Images ▪ Read Chapter 5 | Quiz #4 (Chapter 5) Topic for Research Paper Due |
| 6 | May 9 – 15 | Newspapers and the News ▪ Read Chapter 6 Audio: Music and Talk Across America ▪ Read Chapter 7 | Quiz #5 (Chapter 6) Quiz #6 (Chapter 7) |
| 7 | May 16 - 22 | Movies ▪ Read Chapter 8 Television ▪ Read Chapter 9 | Quiz #7 (Chapter 8) Quiz #8 (Chapter 9) |
| 8 | May 23 - 29 | Advertising ▪ Read Chapter 11 | Quiz #9 (Chapter 11) Media Experience Project Due |
| 9 | May 30 – June 5 | Public Relations ▪ Read Chapter 12 | Quiz #10 (Chapter 12) Annotated Bibliography (3 sources) Due |
| 10 | June 6 – 12 | The Internet ▪ Read Chapter 10 | Quiz #11 (Chapter 10) |
| 11 | June 13 – 19 | Media Law ▪ Read Chapter 13 | Quiz #12 (Chapter 13) Extra Credit Documentary Report Due |
| 12 | June 20 – 26 | Last day of class is Friday, June 24 | Final Paper Due 6/24 |