

JOUR 2 (4 units) Hybrid  
Mass Communication and its Impact on Society

De Anza College  
Winter 2017

- INSTRUCTOR:** Farideh Dada
- EMAIL:** FARIDEH DADA [dadafarideh@fhda.edu](mailto:dadafarideh@fhda.edu)
- CLASS HOURS:** Mondays 11:30 a.m. to 1:20 p.m.
- OFFICE HOURS:** “Virtual” office hour each Monday and Wednesday from 9:45 a.m. to 10:45 a.m. This means students may go online to the Catalyst classroom and send a message or email and expect an immediate response from the instructor.
- CLASS/OFFICE LOCATION:** L-42/L-41 La Voz office or online
- REQUIRED TEXTS:** \* *Mass Communication (6th edition) by Ralph E. Hanson published by SAGE. ; ISBN-13: 978-1483344751 or ISBN-10: 1483344754.*  
***Make sure you get the 6th edition***
- TEXTBOOK WEB PAGE:** <https://edge.sagepub.com/hanson6e>
- REQUIRED SUPPLIES:**
- \* A 1-inch binder (to hold the assignments)
  - \* A blue pen, a red pen, and a pencil
  - \* Simple note cards or notebooks (available even at dollar stores)
  - \* Access to computer with Internet and email
- PREREQUISITE:** **Advisory:** English Writing 1A  
or English as a Second Language 5

**CATALYST INFORMATION:**

This course utilizes Catalyst, De Anza’s Online Learning Community. Please go to the Catalyst website: <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. Additional instructions and assistance can be found on the Online Education Center site:

<http://www.deanza.edu/online-ed/> and  
[http://www.deanza.edu/online-ed/student\\_resources.html](http://www.deanza.edu/online-ed/student_resources.html)

**COURSE DESCRIPTION:**

The course presents a survey of the mass media and measurement of its impact on society; mass media effects on global and American institutions; theories of mass communication in the context of the media: radio, television, recordings, magazines, newspapers, books, films and the Internet; and ethical, moral and legal influences of the

media on gender and minority issues. 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. and AA-T degrees in journalism and mass communication.

### **STUDENT LEARNING OUTCOMES:**

Students will be able to:

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

### **COURSE OBJECTIVES:**

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 the media.

### **COURSE REQUIREMENTS:**

- Complete the online orientation: [http://www.deanza.edu/online-ed/show\\_orientation.html?class=6677](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 (6th edition) and view weekly online video segments.
- Take weekly quizzes (online or in-class) drawn primarily from the readings.
- Write weekly Media Journal posts, 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' Media Journal posts each week.
- Complete five project assignments.

- Complete 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.

All requirements have specific due dates.

**LATE WORK:** Assignments and discussions/Media Journals may be submitted early. Late assignments, discussions and quizzes may NOT be accepted.

**1. Read text and any other reading assignments:** Don't expect lectures on the textbook readings. Brief reviews on portions of the readings will be given. Students are required to contribute to class discussions and do presentations. You must read the assignments and summarize key points of chapters on note cards to participate in class, and you must ask questions about portions of the text you don't understand. Please read the assignments by the date indicated on the Course Calendar, and come to class (online or on-campus) prepared to discuss them. Note cards of each chapter will be collected/viewed in the class. Part of the class time is allocated to your presentations and watching related movies, video clips and documentaries.

**2. Attend class:** Attendance is mandatory. In this class, there is no distinction between "excused" absences and "unexcused" absences. Students are accountable for assigned work if they have been absent. Each absent will reduce 25 points from your participation grade. You must attend every class for the first two weeks of the quarter or you may be dropped. Arriving late to class is a distraction. Therefore, three late arrivals or early departures are considered to be the equivalent of one absence. If you cannot be in class, please communicate ahead of time so that we might try to make other arrangements.

**If you miss a class:**

- Send an email to the instructor.
- Exchange email addresses and/or phone numbers with one or more buddies in the class for questions and updates.

**3. Participate in class:** Group and individual participations are required. You need to be active media consumers outside of class and bring in newspaper and magazine clippings, videos, or other "show and tell" items about the media, as well as discuss your own observations on and about the media in class.

**4. Take quizzes:** Timed quizzes, one per chapter/topic, based on the readings in the textbook and class discussions, will be given in class and/or online the day the reading is due.

## COURSE HINTS

- **Always** keep a copy of your submissions as backup in case the one posted/sent to the instructor is lost. This is especially important in an online/hybrid class since (electronic) stuff happens.
- When sending an email to the Instructor, write **JOUR 2** in all caps in the subject line, along with the subject. That way it won't be confused with spam.
- Schedule your time appropriately; I may take up to 24 hours to respond to queries (except during our online "class" or office hours). If I don't reply after 24 hours, please feel free to resend your email.
- **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 Projects and the Research Paper, which are lengthy and require research.
- Look ahead at the assignments, and work ahead if you have the time.

**Media Journal Posts** (15 points each): Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Generally, discussion posts are due on Thursdays each week, and replies to other classmates by Saturday.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use upper case for the word "I", for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language such as "u" for "you" and "r" for "are.")
- Read the instructions carefully – grading is based on responding to the prompt.
- Read/view any resources needed to respond to the question.
- Most MJ posts should be 200-300 words. If your post seems too short, consult the prompt and resources more closely, or think more deeply, to come up with more ideas to write about.
- Replies to your classmates do not have to be structured as formally as initial posts, but should show some thought (more than just "good post" or "I agree") and respect for others' opinions.
- You are welcome to reply to more than two classmates' posts. (**Two is the minimum to meet participation requirements.**)

**Quizzes** (20 points): Online quizzes are due by Monday midnight most weeks. Here are some hints to improve quiz grades:

- Read the chapters carefully before you start.
- Write summaries on your note cards/note book before you start.
- Use sub-headings and margin definitions to help you locate the information you're looking for.
- Use the index at the end of the book to find specific words or names.

**Quiz Make Ups:** 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 be added in as extra credit. See Week 12 for instructions.

**Extra Credit:**

You may complete an extra credit reports (due in Week 11) for up to 75 extra points. In addition, the instructor may post more extra credit opportunities throughout the course.

**COURSE GRADING:**

Grading is based on a 1,000-point system. Assignment grades are based on accuracy, following directions, thoroughness and quality. Students must adhere to professional standards, meet deadlines and follow rules of punctuation, grammar, spelling, and style.

To earn an A+ in the course, in addition to 990 or more points, a student must turn in all assignments on time, and have perfect attendance.

A +	= 990-1,000 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	= 599 points or less

Your grade will be determined as follows:

Quizzes (10 quizzes @ 20 points each)	200 points
Weekly Media Journal posts (10 @ 15 points)	150 points
Media Journal replies (20 @ 5 points)	100 points
Project Assignments:	
Internet Search	50 points
Article Summary/Citation	25 points
Magazine Proposal	50 points
Presentations (3 in-class)	75 points
Research Paper Assignments:	
Topic for Research Paper	25 points
Annotated Bibliography	25 points
Research Paper	150 points (100 for paper, 50 for citations/Reference)
Participation/readiness	50 points
Final exam	100 points (25 online, 75 in-class)
Record your points to calculate your grade.	

**Assignment grades** are based on accuracy, following directions, thoroughness and quality. Points will be taken off for an excessive number of grammar, spelling and/or punctuation errors.

Your **participation score** is based on replying to at least two of your classmates each week. Each response post is worth 5 points.

**ALL AREAS MUST BE COMPLETED IN ORDER TO PASS THE COURSE.**

**CLASSROOM POLICIES:**

- You must arrive on time
- Be courteous, in class and online.
- Turn off cell phones and other electronic devices, unless you are instructed to use them for class-related activities. Otherwise, you may be asked to leave the class.
- Do not schedule personal appointments that conflict with the time the class meets.
- Do not disrupt the class by leaving early or coming late.
- No food or drink allowed in the classroom.
- Any student disrupting the class may be asked to leave the class and may lose grade points. Administrative follow-up may result. Examples of inappropriate behaviors during class include displays of contempt, disturbing others; talking when someone else is talking; sleeping, using music players, cellphones and video games; texting; working on other class assignments during class, inappropriate touching of others; disrespectful remarks that may offend others; outbursts of temper; harassment; and entering and leaving class excessively while in session.
- For every class session, you are required to bring note cards and a notebook, pens and pencil, the syllabus, textbook, handouts, binder and your assignments.
- There may be content discussed or viewed in class that is R-rated. If you or your parents (if you are under age) are uncomfortable with this, please let me know during the first week of class.
- DO NOT ask for extension of deadlines. DO NOT turn in assignments late.

**NOTE:** I understand your possible reasons for not doing your assignments or not being in the class: "I was sick. My dog was sick. My car broke. 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 have Internet access. My printer died. I didn't receive emails. My ride didn't show up. My paper got wet. 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. I have a full-time job. I had to take care of my family. I was evicted," 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.

## **ACCESS TO SITES WITH PASSWORDS**

ACADEMIC SEARCH TOOLS: <http://www.deanza.edu/library>. You must start from the De Anza library home page to access EbscoHost, Proquest, LexisNexis (1) Select article databases, then go to the database you want to use (2) When prompted, type in your eight-digit De Anza student ID number or the number on your DASB card. No passwords needed on campus

## **ACADEMIC DISHONESTY:**

Original work is required for this class. Papers from other classes are not accepted. Journalists have only one thing to offer: credibility. Making things up and stealing the words of another writer or failing to give proper citation to information obtained from other sources are deadly sins in journalism. There is a zero-tolerance policy in this class regarding plagiarism, fabrication and cheating. Plagiarism (copying work of others or cheating) is grounds for probation and/or suspension from the college. Copying/turning in the work of others is plagiarism. Turning in a research paper with portions copied directly from another source without quote marks and citations is plagiarism. Any instances of plagiarism or cheating will result in an "F" for the assignment. 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](#)

## **IMPORTANT DATES**

**Monday, Jan. 9:** First day of Winter Quarter.

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**Saturday, Jan. 21:** Last day to add quarter-length classes.

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**Sunday, Jan. 22:** Last day to drop for a full refund or credit (quarter-length classes).

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**Sunday, Jan. 22:** Last day to drop a class with no record of grade.

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**Friday, Feb. 3:** Last day to request pass/no pass grade.

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**Friday, March 3:** Last day to drop with a "W."

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**Monday, Jan. 16:** Holiday: Observance of Martin Luther King's Birthday.

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**Friday-Monday, Feb. 17-20:** Holiday: Presidents' Day Weekend (no classes).

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**March 25-31:** Final Exams.

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**Friday, March 31:** Last day to file for a winter degree or certificate.

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**Friday, March 31:** Last day of Winter Quarter.

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**Monday, April 10:** First day of Spring Quarter.

## **DROPPING THE CLASS**

- **Drops:** Make sure to check the Academic Calendar for deadlines. I may drop any student who has not attended class or logged into the classroom for seven or more consecutive days. Please see "How to Drop Classes" at <http://www.deanza.edu/regISTRATION/add-drop.html> for regulations, dates and procedures for dropping classes.
- Students who have excessive absences or are not keeping up with assignments may be dropped by the instructor.
- Students who disappear and do not drop by the final "Drop with W" deadline will receive an "F."

## **SUPPORT SERVICES**

- Need help? Visit De Anza's Student Success Center for peer tutoring and workshops. The Student Success Center offers free tutoring (funded in part by your DASB fees) for many De Anza classes.  
Visit <http://www.deanza.edu/studentsuccess> for hours and information about workshops, group, drop-in and online tutoring, and to apply for (limited) weekly individual tutoring. Or stop by in person to check out the centers.  
General Subject tutoring in ATC 305  
Listening & Speaking and World Language support in ATC 313  
Math, Science and Technology tutoring in S43  
Writing and Reading tutoring in ATC 309
- Language Arts lab: The lab has computers and Microsoft Office and Internet Connection, located in MQ 3 off the tennis courts, near the Stelling Parking garage/Parking Lot C. It's open 9 a.m. to 8 p.m. for student use.
- Disability Support Programs and Services (SCS 141) offers an array of services for disabled students, including students with learning disabilities.  
<http://www.deanza.edu/dsps/>
- Counseling: <http://www.deanza.edu/counseling/> (Student Services Building)
- Financial Aid: <http://www.deanza.edu/financialaid/> (Student Services Building)
- Library services are available on and off campus: <http://www.deanza.edu/library>
- Free online tutoring. Login to MyPortal, go to the students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, visit <http://deanza.edu/studentsuccess/onlinetutoring.html>

**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 (**408-864-8753 DSS main number**) or EDC adviser (**408-864-8839 EDC main number**).

**COURTESY/EQUITY:** In the online or class 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 and/or face other consequences. 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.

### TIME MANAGEMENT

College guideline: For each unit of credit, you should expect to spend three hours per week outside of class time. JOUR 2 is a four-unit class, so you should expect to spend 12 hours outside of class time. Total: 16 hours per week or 960 minutes.

Function	Minutes	Hours	Total Points
Class (Mondays)	120	2	10
Viewing/reading online	60	1	
Media Journal/replies	60	1	25
Reading/Quiz	240	4	20
Assignments/RP	500	8	55
<b>Total Minutes</b>	<b>980</b>	<b>16</b>	<b>100</b>

**NOTE:** You are responsible to read and understand the syllabus entirely.

### TENTATIVE COURSE CALENDAR

- The following schedule may change as needed.
- Extra readings, movie watching, etc. may be added based on the class progress.
- I reserve the right to make changes to the schedule, due dates and grading structure.

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	Jan. 9 - 15	<b>Living in a Media World</b> <ul style="list-style-type: none"><li>▪ Chapter 1</li></ul>	<b>Media Journal 1</b> – A Day in the Life -- Create or update Catalyst profile & photo <b>Quiz #1</b>
2	Jan. 16 - 22	<b>The Mass Communications Effects</b> <ul style="list-style-type: none"><li>▪ Chapter 2</li></ul>	<b>MJ2</b> – Keeping in Touch <b>Quiz #2</b>

3	Jan. 23 - 29	<b>Democratic expression and the mass media</b> <ul style="list-style-type: none"> <li>Chapter 6 – <b>News</b></li> <li>Chapter 10 – <b>Internet</b></li> </ul>	<b>Quiz #3</b> <b>MJ3 – Politics OR</b> <b>Journalistic Values</b> <b>Internet Search Project</b>
4	Jan. 30 – Feb. 5	<b>Media Law</b> <ul style="list-style-type: none"> <li>Chapter 13</li> </ul>	<b>Quiz #4</b> (Chapter 13) <b>MJ4 - First Amendment</b> <b>Article</b> <b>Summary/Citation</b>
5	Feb. 6 – Feb. 12	<b>Media Ethics</b> <ul style="list-style-type: none"> <li>Chapter 14</li> </ul>	<b>Quiz #5</b> (Chapter 14) <b>MJ5 – Media ethics</b> <b>Research Paper Topic</b>
6	Feb. 13 – Feb. 19	<b>Words and Pictures</b> <ul style="list-style-type: none"> <li>Chapter 4 – <b>Books</b></li> <li>Chapter 5 – <b>Magazines</b></li> </ul>	<b>Quiz #6</b> <b>MJ6 – Ebooks or</b> <b>Magazines</b> <b>Magazine Proposal</b>
7	Feb. 20 – Feb. 26	<b>Sounds and Images</b> <ul style="list-style-type: none"> <li>Chapter 7 – <b>Audio</b></li> </ul>	<b>Quiz #7</b> <b>MJ7 – Identifying with</b> <b>music</b> <b>Annotated Bibliography</b>
8	Feb. 27 – March 5	<ul style="list-style-type: none"> <li>Chapter 8 – <b>Movies</b></li> <li>Chapter 9 – <b>TV</b></li> </ul>	<b>Quiz #8</b> <b>MJ8 – Escaping</b> <b>Media Experience</b>
9	March 6 – March 12	<b>Advertising</b> <ul style="list-style-type: none"> <li>Chapter 11</li> </ul>	<b>Quiz #9</b> <b>MJ9 – Propaganda</b> <b>Research Paper</b>
10	March 13 – March 19	<b>Public Relations</b> <ul style="list-style-type: none"> <li>Read Chapter 12</li> </ul>	<b>Quiz #10</b> <b>MJ10 – Feeling Hyped</b>
11	March 20 – March 26	<b>Presentations</b>	<b>Extra Credit</b> <b>Makeup quiz</b>
12	March 27		<b>Final Exam</b>

**FINAL EXAM: Monday, March 27, 11:30 a.m. – 1:30 p.m. Room L42**