

INSTRUCTOR: Farideh Dada

EMAIL: FARIDEH DADA dadafarideh@fhda.edu

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 and send an 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 978-1-5063-4446-1
Make sure you get the 6th 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.)

TEXTBOOK WEB PAGE: <https://edge.sagepub.com/hanson6e>

CANVAS INFORMATION:

This course utilizes Canvas, De Anza’s Online Learning Community. Please go to the Canvas website: <http://deanza.instructure.com/> 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 Canvas Student Guide: <https://deanza.instructure.com/courses/272> and the Online Education Center site: <http://www.deanza.edu/online-ed/> and 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
- 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 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. Details will be given later.

All requirements have specific due dates that won't be extended.

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 our virtual 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 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. 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.

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."

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

Saturday, April 22: Last day to add quarter-length classes.

Sunday, April 23: Last day to drop for a full refund or credit for all students.

Sunday, April 23: Last day to drop a class with no record of grade.

Friday, May 5: Last day to request pass/no pass grade.

Saturday - Monday, May 27-29: Memorial Day Weekend (no classes).

Thursday, June 1: Last day to file for a spring degree or certificate.

Friday, June 2: Last day to drop with a "W."

Monday - Friday, June 26-30: Spring Final Exams.

Monday June 26: Final exam – JOUR 21A – from 11:30 a.m. to 1:30 p.m.

Friday, June 30: Commencement Ceremony.

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 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.

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 to meet participation requirements.)

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.

EXTRA CREDIT:

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

GRADING:

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 – 25 points
Annotated Bibliography Discussion – 25 points
Research Paper – 150 points
Participation – 105 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.	

TIME MANAGEMENT

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

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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>
The library subscribes to several electronic databases <http://www.deanza.edu/library/articledata.html> which provide access to thousands of full-text journals, newspapers, and magazine articles. To use the article or research databases from an off campus computer, log in with your eight-digit student ID number.
- 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>

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Course calendar overview

- Possible changes to the assignments or due dates listed in the calendar will be announced.
- I reserve the right to make changes to the schedule and grading structure as needed.

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	April 10 - 16	Living in a Media World ▪ Read Chapter 1	Practice Quiz
2	April 17-23	The Mass Communications Effects ▪ Read Chapter 2	Quiz #1 (Chapter 2)
3	April 24-30	The Media Business ▪ Read Chapter 3	Quiz #2 (Chapter 3) Internet Research Project
4	May 1-7	Books: The Birth of Mass Media ▪ Read Chapter 4	Quiz #3 (Chapter 4)
5	May 8-14	Magazines: The Power of Words and Images ▪ Read Chapter 5	Quiz #4 (Chapter 5) Topic for Research Paper Due
6	May 15-21	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 22-28	Movies ▪ Read Chapter 8 Television ▪ Read Chapter 9	Quiz #7 (Chapter 8) Quiz #8 (Chapter 9)
8	May 29-June 4	Advertising ▪ Read Chapter 11	Quiz #9 (Chapter 11) Media Experience Project Due
9	June 5-11	Public Relations ▪ Read Chapter 12	Quiz #10 (Chapter 12) Annotated Bibliography (3 sources) Due
10	June 12-18	The Internet ▪ Read Chapter 10	Quiz #11 (Chapter 10)

11	June 19-25	Media Law <ul style="list-style-type: none">▪ Read Chapter 13	Quiz #12 (Chapter 13) Extra Credit Documentary Report Due
12	June 26-30	Last day of class is Friday, June 30	Final Paper Due 6/30