

# JOUR 2 Mass Communication and its Impact on Society (4 units) – Spring 2014

## INSTRUCTOR INFORMATION

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**Office Hours:** Mondays and Wednesdays from 1 p.m. to 1:30 p.m.

**Office Location:** L-41 (La Voz Office on campus)

**Textbook web page:** <http://www.mhhe.com/rodman4e>

## 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. degree in journalism. **PREREQUISITE 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 controversies and biases inherent in legal, ethical and impact aspects of the mass media.
- ✓ Investigate career opportunities in the mass media.

## TEXTBOOK:

The required textbook is George Rodman's *Mass Media in a Changing World 4th edition (4E)*, ISBN: 007351201x, published by McGraw Hill. **Make sure you get the 4th 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](http://coursesmart.com)

## COURSE REQUIREMENTS

- Complete the online orientation.
- Access the class and class information in Catalyst (the courseware program where the class resides).
- Complete weekly textbook readings from *Mass Media in a Changing World* (4e) 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.
- Complete three projects: the Internet Search Project, the Media Experience Project, and 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. 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 will NOT be accepted unless previously approved by the instructor. If there are unavoidable circumstances such as a family emergency or illness, the issue will be decided on a case-by-case basis. If you do have an emergency, contact me as soon as possible. It is much easier to be understanding before the fact rather than after. Generally only one late assignment or discussion will be accepted for the quarter.

**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.

**Important Deadlines (all dates are strictly enforced):** **April 19** – Last day to [add](#) quarter-length classes or drop for refund or credit; **April 20** – Last day to [drop](#) a class with no record of grade; **May 2** – Last day to [request pass/no pass](#) grade; **May 30** – Last day to drop with a “W.”

**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.

**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 professor 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. If I don't reply after two days, please nag me.
- 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 Thursday, and replies 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 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.
- Do not aim for exact 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.
- 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 for the last one, which is due on Friday, June 27). 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 at the end of the book to find specific words or names.

**QUIZ MAKE UP:** Students are limited to making up 40 quiz points (two quizzes), unless they have pre-approval from the instructor. 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.

## **GRADING:**

Online Orientation – 10 points

Quizzes (13 quizzes @ 20 points each) – 260 points

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

Internet Research Project – 40 points

Media Experience Project – 75 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!)

## **Grade Scale**

A+\* = 990-1000 points

B+ = 875-899 points

C+ = 775-799 points

D = 600-699 points

F = 600 points or less

A = 926-989 points

B = 826-874 points

C = 700-774 points

A- = 900-925 points

B- = 800-825 points

\*To earn an A+ the 990 points must not include extra credit.

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

## **Catalyst Information**

This course utilizes Catalyst, De Anza's Online Learning Community. Please view the Catalyst website at <https://catalyst.deanza.edu/> to login. Please note that you will be unable to login 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. If you need help logging in or finding your student ID, please view the short instructional video at: <https://catalyst.deanza.edu/?pg=mod1>. Additional instructions and assistance can be found on the [Catalyst website](#).

## **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/>

### **Services of particular interest to off campus students include:**

- Access to the Library Catalog which includes books, DVDs, and course reserves. Here is a link to the library catalog: <http://library.deanza.edu/uhtbin/webcat>
- Article Databases and Research Databases 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 14-digit library number or eight-digit student ID number. These instructions are repeated on the first page of the library website along with descriptions of all the online resources provided.

## COURSE CALENDAR OVERVIEW

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	April 7 – 13	<b>Introduction: Media in a Changing World</b> <ul style="list-style-type: none"> <li>Read Chapter 1</li> </ul>	<b>Practice Quiz</b>
2	April 14 – 20	<b>Media Impact</b> <ul style="list-style-type: none"> <li>Read Chapter 2</li> </ul>	<b>Quiz #1</b> (Chapter 2)
3	April 21 – 27	<b>Books</b> <ul style="list-style-type: none"> <li>Read Chapter 3</li> </ul>	<b>Quiz #2</b> (Chapter 3) <b>Internet Research Project</b>
4	April 28 – May 4	<b>Newspapers</b> <ul style="list-style-type: none"> <li>Read Chapter 4</li> </ul>	<b>Quiz #3</b> (Chapter 4)
5	May 5 – 11	<b>Magazines</b> <ul style="list-style-type: none"> <li>Read Chapter 5</li> </ul>	<b>Quiz #4</b> (Chapter 5)
6	May 12 – 18	<b>Music Recordings</b> <ul style="list-style-type: none"> <li>Read Chapter 7</li> </ul> <b>Radio</b> <ul style="list-style-type: none"> <li>Read Chapter 8</li> </ul>	<b>Quiz #5</b> (Chapter 7) <b>Quiz #6</b> (Chapter 8) <b>Media Experience Project Due</b>
7	May 19 - 25	<b>Movies</b> <ul style="list-style-type: none"> <li>Read Chapter 6</li> </ul> <b>Television</b> <ul style="list-style-type: none"> <li>Read Chapter 9</li> </ul>	<b>Quiz #7</b> (Chapter 6) <b>Quiz #8</b> (Chapter 9) <b>Research Paper Topic Due</b>
8	May 26 – June 1	<b>Journalism</b> <ul style="list-style-type: none"> <li>Read Chapter 11</li> </ul> <b>Public Relations</b> <ul style="list-style-type: none"> <li>Read Chapter 12</li> </ul>	<b>Quiz #9</b> (Chapter 11) <b>Quiz #10</b> (Chapter 12)
9	June 2 – 8	<b>Advertising</b> <ul style="list-style-type: none"> <li>Read Chapter 13</li> </ul>	<b>Quiz #11</b> (Chapter 13) <b>Annotated Bibliography (3 sources) Due</b>
10	June 9 - 15	<b>The Internet</b> <ul style="list-style-type: none"> <li>Read Chapter 10</li> </ul>	<b>Quiz #12</b> (Chapter 10)
11	June 16 – 22	<b>Media Law &amp; Ethics</b> <ul style="list-style-type: none"> <li>Read Chapter 14</li> </ul>	<b>Quiz #13</b> (Chapter 14) <b>Extra Credit Movie Report Due</b>
12	June 23 – 27	<b>Last day of class is Friday, June 27</b>	<b>Final Paper Due 6/27</b>