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

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Note: This is a general syllabus, subject to change each quarter.

DESCRIPTION
• 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. Ethical, moral and legal influences of the media on gender and minority issues.

• Four units. 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. Required course for De Anza’s A.A. and A.A.-T. degrees in journalism and mass communication.

• Prerequisite Advisory: EWRT 1A or ESL 5.

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 the controversies and biases inherent in legal and ethical aspects of the media.

TEXTBOOK AND REQUIRED MATERIALS
• Hansen, Ralph E. Mass Communication: Living in a Media World, 5th edition (required).

• Computer with Internet access and your own email address (available on campus if not available at home). Computer labs are available on campus in the lower level of Learning Center West and the Language Arts Computer Lab in the upper level of the Advanced Technology Center. Free refurbished desktop computers may be available to students through the Financial Aid Office. Computers area also available in the Journalism Lab in L41.

• Please bring the textbook to class every day.

COURSE REQUIREMENTS
It is expected that you spend 12 hours a week on 4-unit courses at De Anza: 4 hours in class and 8 hours out of class.

• Read text and any other reading assignments: I generally do not lecture on the textbook readings. During class, I give brief reviews on portions of the readings and the class discuses the content and related issues. Thus, you must read the assignments to participate in class, and you should ask questions about portions of the text you don’t understand. Please read the assignments by the date indicated on the course Assignment Calendar, and come to class prepared to discuss them.
• **Attend Class:** Attendance is required. I make no distinction between “excused” absences and “unexcused” absences, but points lost because of absences can be made up with extra credit assignments. Students are accountable for assigned work if they have been absent. I encourage networking so students can learn what they missed if absent. I would rather students come late than not at all, but will reduce grades for students who consistently are late or who leave early. Students are allowed to miss up to two classes. Subsequent absences will count against your participation grade (-25 points per absence).

• **Participate in Class:** I use active and collaborative teaching methods, requiring participation from all, sometimes as a group and sometimes as individuals. Part of the learning experience happens when students discuss their own observations on and about the media in class. I want students to be active media consumers outside of class and bring in or email me “show and tell” such as articles and videos.

• **Take Quizzes:** Timed quizzes, one per chapter/topic, based on the readings in the textbook and previous class discussions, will be given in class the day the reading is due. A portion of the quizzes may be open book. The final quiz will be comprehensive.

• **Complete blog and other assignments:** Assignments include handouts and a Research Paper that will be done step-by-step. See the Grading section for the list of assignments and their point value.

**CLASS POLICIES**

• In class we will talk about interesting and sometimes volatile issues. There may be content discussed or viewed in class that is X-rated. 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 college classroom behavior will be docked points and/or asked to leave the classroom. Examples of inappropriate behavior during class include disturbing others, talking when someone else is talking, sleeping, texting, working on other class assignments during class, inappropriate touching of others and entering and leaving class excessively while in session.

• 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. Any group work will be announced as group work; quizzes are not group work and must be done by oneself.

• Please try not to submit late assignments. Depending on where I am in the grading process, the assignments will either not be counted, or points will be docked.

**IF YOU MISS A CLASS**

• When sending an email to the professor, write JOUR 2 in the subject line so that you won’t be confused with spam. I will generally respond within 24 hours. After that, feel free to send a reminder.

• Check my blog for a quick review of each class.

• Exchange email addresses and/or phone numbers with one or more buddies in the class for questions.
GRADING:
Points and Grading Scale (out of 1,000):

100 points – Class assignments (10-25 points each)
300 points – Quizzes (15 quizzes - 20 points each)
180 points – Blog entries
100 points – Annotated Bibliography
200 points – Research Paper
100 points – Presentation

950+ points = A+ / 900+ points = A / 850+ points = B+ / 800+ points = B -- 750+ points = C+ / 700+ points = C / 600+ points = D / <600 points = F

Assignment grades are based on accuracy, following directions, thoroughness and quality.

QUIZ MAKE UPS
Students are limited to making up 60 quiz points, unless they have pre-approval from the instructor. There will be two opportunities to make up quiz points, one at mid-term and one at the end of the quarter.

HELPFUL CAMPUS SERVICES

EXTRA HELP AND SUPPORT

• Help with many aspects of life at De Anza is available at Student Health Services, Financial Aid and several tutoring centers.
• Disability Support Services in SCS 141 has a mission to ensure access to the college’s curriculum, facilities and programs and to promote student success in realizing individual educational and vocational goals.
• Other services include:
  o Tutoring (Student Success Center): http://www.deanza.edu/studentsuccess/
  o Counseling: http://www.deanza.edu/counseling/ (Student Services Building)
  o Financial Aid: http://www.deanza.edu/financialaid/ (Student Services Building)
  o Library: http://www.deanza.edu/library