

INSTRUCTOR:	Farideh Dada
EMAIL:	FARIDEH DADA dadafarideh@fhda.edu
CLASS HOURS:	Mondays and Wednesdays 1:30 p.m. to 3:20 p.m.
OFFICE HOURS:	Mondays and Wednesdays 12:45 p.m. to 1:30 p.m.
CLASS/OFFICE LOCATION:	L-42/L-41 La Voz office or online
REQUIRED TEXTS:	* <i>Mass Communication: Living in 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</i>
REQUIRED SUPPLIES:	* A 1-inch binder (to hold the assignments) * A blue pen, a red pen, and a pencil * Simple note cards (available even at dollar stores) * Access to computer with Internet and email
PREREQUISITE:	Advisory: English Writing 1A or English as a Second Language 5

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:

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.

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 prepared to discuss them. Note cards of each chapter will be collected 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. If you miss more than one class before the last day to drop with a W, the instructor may drop you. Arriving late to class is a distraction. Therefore, three tardies is 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, write JOUR 2 in the subject line so that you won't be confused with spam and explain about your absence.
- 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 the day the reading is due.

5. Complete other assignments: All assignments, including blog entries, Internet Search Project, Research Paper, and note cards, should be completed throughout the term by dates specified, and handed in as instructed.

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:

Internet Search Project:	100
Blog Entries:	120
Attendance, Participation, Note Cards:	180
Presentations (50 chapters, 100 final projects):	150
Quizzes (15 chapters plus 1 comprehensive quiz):	150
Midterm:	40
Annotated Bibliography	30
Research Paper:	130
Final:	100

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

Record your points to calculate your grade.

CLASSROOM POLICIES:

- You must arrive on time
- Be courteous: In class we will talk about interesting, and sometimes volatile, issues. Students are expected to be professional and courteous, to listen to one another, and to show tolerance and respect for varying viewpoints.
- 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: “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. 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,” 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. To plagiarize is to “steal and use (the ideas and writings of another) as one’s own. 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.

ASSIGNMENTS:

- Some assignments should be typed and double-spaced. For those, use 12-point Times New Roman font.
- Submit typed assignments in both hard copy and electronic copy.
- Some assignments need to be handwritten. Submit only hard copies.
- All assignments should be proofread for accuracy, grammar, punctuation, style and spelling. Errors of spelling, punctuation, grammar and style will result in the loss of points and a lower grade. Typos are considered spelling errors.
- Use a dictionary and the APA Publication Manual.
- All assignments are due at beginning of class. Late assignments may not receive credit. If you arrive late, your assignment may not be accepted.
- All deadlines are final. Meeting deadlines is an essential part of journalism.
- The instructor is not responsible for assignments lost because of system failures in your computer or the email network.
- Save all of your assignments in a portfolio.
- Rewrites must be turned in as hard copies with originals attached.
- You are responsible for any missed classes or assignments. It is your responsibility to ask other students or instructor about your assignments.
- Certain assignments must be posted to www.journalismdada.wordpress.com.

BLOG INFO: You should receive an emailed invitation to join the JournalismDada.wordpress.com blog. Before you can accept, you have to create a wordpress.com account. It is quick and almost painless and, best of all, it’s free.

After you create an account and get your password and log in, you can skip the first few screens, which ask you to follow other blogs and find friends. You will then find your way to the Dashboard, which is where you can later figure out how to do stuff on your own blog, if you choose to use your blog.

To accept the invitation, you have to go back to the email with the invitation and click “accept.”

This will take you to the front page of journalismdada.wordpress.com.

Hover your mouse over the JournalismDada icon in the top left corner of your screen, a dropdown menu will allow you to create a post, including a headline.

When you are finished with your post, choose Mass Comm as the Category. Your posts should look like this:

Week number + Headline

Byline (Your name)

Text of your article

Then hit “Submit for review,” and your posts will be reviewed and published.

WARNING: A factual error, such as misspelling someone’s name or not capitalizing words such as i, internet, and proper nouns, will result in a lower grade. A gross error, such as a potentially libelous statement, plagiarism, fabrication, etc., could result in an F for a story.

DROPPING THE CLASS

- Please be aware of the drop dates on the class schedule.
- 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.

IMPORTANT DATES

Monday, Sept. 26: First day of Fall Quarter 2016

Saturday, Oct. 8: Last day to add quarter-length classes.

Sunday, Oct. 9: Last day to drop for a full refund or credit (for 12-weeks, quarter-length classes). Last day to drop for a refund/credit for all other classes is listed inside MyPortal, on the Students Tab under “View Your Class Schedule.”

Sunday, Oct. 9: Last day to drop a class with no record of grade.

Friday, Oct. 14: Last day to request pass/no pass grade.

Friday, Nov. 11: Veterans Day (classes will be held on Nov. 12).

Friday, Nov. 18: Last day to drop with a “W.”

Thursday - Sunday, Nov. 24 - 27: Thanksgiving Holiday Recess (college closed).

Saturday, Dec. 10 - Friday, Dec. 16: Final exams.

Monday, Dec. 12: Final exam – JOUR 2 – from 1:45 p.m.-3:45 p.m.

Friday, Dec. 16: Last day to file for a fall degree or certificate.

Friday, Dec. 16: Last day of Fall 2016 Quarter.

Monday, Jan. 9: First day of Winter 2017 Quarter.

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/studentssuccess> 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: <http://www.deanza.edu/library>
- Can't make it to campus? Use the 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/studentssuccess/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 (**864-8753 DSS main number**) or EDC adviser (**864-8839 EDC main number**).

COURTESY/EQUITY: In the discussions, 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.

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

TENTATIVE COURSE CALENDAR

- The following schedule may change as needed.
- Extra readings, guest speakers, presentations, movie watching, etc. may be added based on the class progress.
- Possible changes to the assignments or due dates listed in the calendar will be announced in class.
- I reserve the right to make changes to the schedule and grading structure.

Wk	Dates	Monday	Wednesday
1	Sept. 26 28	Course Overview <ul style="list-style-type: none"> ▪ Review Syllabus ▪ All students should have the textbook! ▪ Scan ▪ Quiz: Possible practice quiz 	Living in a Media World <ul style="list-style-type: none"> ▪ Read Chapter 1 ▪ Summary on note cards ▪ Quiz #1 ▪ Blog #1 – Media Autobiography due Saturday
2	Oct. 3 5	Mass Communication Effects <ul style="list-style-type: none"> ▪ Read Chapter 2 ▪ Summary on note cards ▪ Quiz #2 	The Media Business <ul style="list-style-type: none"> ▪ Read Chapter 3 ▪ Summary on note cards ▪ Quiz #3 ▪ Blog #2 – Media Impact or Business due Saturday
3	Oct. 10 12	Books <ul style="list-style-type: none"> ▪ Read Chapter 4 ▪ Summary on note cards ▪ Quiz #4 	Magazines <ul style="list-style-type: none"> ▪ Read Chapter 5 ▪ Quiz #5 ▪ Blog #3 – Books or Magazines due Saturday
4	Oct. 17 19	Newspapers and the News <ul style="list-style-type: none"> ▪ Read Chapter 6 ▪ Summary on note cards ▪ Quiz #6 	Audio <ul style="list-style-type: none"> ▪ Read Chapter 7 ▪ Summary on note cards ▪ Quiz #7 ▪ Blog #4 – Newspapers or Audio due Saturday ▪ Due at TurnItIn.com: Internet Search Project
5	Oct. 24 26	Movies <ul style="list-style-type: none"> ▪ Read Chapter 8 ▪ Summary on note cards ▪ Quiz #8 	Television <ul style="list-style-type: none"> ▪ Read Chapter 9 ▪ Summary on note cards ▪ Quiz #9 ▪ Blog #5 – Movies or Television due Saturday Discuss Midterm Exam Topic for Research Paper Due

6	Oct. 31 Nov. 2	The Internet <ul style="list-style-type: none"> ▪ Read Chapter 10 ▪ Summary on note cards ▪ Quiz #10 	Midterm
7	Nov. 7 9	Advertising <ul style="list-style-type: none"> ▪ Read Chapter 11 ▪ Summary on note cards ▪ Quiz #11 	Public Relations <ul style="list-style-type: none"> ▪ Read Chapter 12 ▪ Quiz #12 ▪ Blog #6 – Advertising
8	Nov. 14 16	Media Law <ul style="list-style-type: none"> ▪ Read Chapter 13 ▪ Summary on note cards ▪ Quiz #13 ▪ Annotated Bibliography (3 sources) Due 	Media Ethics <ul style="list-style-type: none"> ▪ Read Chapter 14 ▪ Summary on note cards ▪ Quiz #14 ▪ Blog #7 – Media Law due Saturday
9	Nov. 21 23	Global Media <ul style="list-style-type: none"> ▪ Read Chapter 15 ▪ Summary on note cards ▪ Quiz #15 ▪ Research paper due on Turnitin.com, in class, and on blog 	Research Paper Presentations <ul style="list-style-type: none"> ▪ Blog #8 – Internet due Saturday
10	Nov. 28 30	Research Paper Presentations <ul style="list-style-type: none"> ▪ Comprehensive Quiz# 16 	Research Paper Presentations <ul style="list-style-type: none"> ▪ Blog #9 – Media Ethics due Saturday
11	Dec. 5 7	Research Paper Presentations Group photo either today or Wednesday	Research Paper Presentations <ul style="list-style-type: none"> ▪ Blog #10 – Class highlights due Saturday ▪ Due in class: Possible extra credit, possible makeup quizzes Discuss Final Exam

FINAL EXAM: Monday, Dec. 12, 1:45 p.m.-3:45 p.m.