

Jour 2.01Y HYBRID – De Anza College, Fall 2022

MEDIA AND ITS IMPACT ON SOCIETY (4 units)

Instructor: "Professor Sunny" Malatesta Email: malatestasunny@fhda.edu

My Office Hour is on Mondays from 10:45 am to 11:15 am and 1:20 pm to 1:50 pm in Room L-42.

You can earn 5 **extra credit points** for attending one Office Hour for a 10 minute conversation. Extra credit for office hours is limited to 25 points for attending five Office Hour meetings. After that point, the motivation to attend will be based simply on your desire to talk to me.

CLASS SCHEDULE

Our class is a HYBRID CLASS. This means you will be at De Anza College in Room L-42 on Mondays from 11:30 a.m.-1:20 p.m. and on Wednesdays you will be working at home. The Wednesday class is asynchronous. Asynchronous classes do not require you to login to your virtual class at a specific time. This means you will be required to complete coursework, for example, watch pre-recorded lectures, films or other provided media such as readings, on your own time. **Any assignments due on Wednesdays must be submitted on CANVAS by 11:59 pm unless otherwise noted on the schedule.**

TEXTBOOK INFO

You do not have to buy any textbook. We will be using a Creative Commons textbook that I have spent many hours updating and embellishing. All textbook readings will appear directly within the appropriate module.

DROPPING AND ADDING THE CLASS

You are responsible for understanding the policies and procedures about adds and drops. Go to the De Anza website for information.

AMERICANS WITH DISABILITIES ACT

Students with documented special needs can obtain free assistance from the Disabled Students Center or the Educational Diagnostic Center. Course accommodations will only apply if you have registered with the DSC or EDC and I am provided with paperwork within the first two weeks of the quarter.

PRINTING ASSIGNMENTS

Assignments due on Mondays (in class) must be printed and brought to class. This is because we will be discussing what you have written. **Don't bring your laptop in to show me you have completed the assignment.** You need to have a printed copy of each assignment because you will be self-correcting or peer-correcting in class. There are a number of places on campus where you can print out your assignments [Printing Locations at De Anza](#). B/W copies are \$0.15/each. Your printing cost for Fall quarter should be less than \$3.00 total.

CLASS PARTICIPATION AND IDENTITY

You are an important part of our class. Your experiences in the world, your thoughts, and your questions are all something unique that you will share with us. I will do my best to include you in every class discussion so that your insights can enrich our community. I will learn your name (please correct any mispronunciation) as well as your preferred pronoun. If I make a mistake please know that it is not intentional. A quick reminder from you will rectify the situation.

CELL PHONE USE -- OR CELL PHONE CHECKING -- DURING CLASS

Our class is a No Phone Zone -- no outside electronics zone. In case of an emergency in your life, talk to me BEFORE CLASS for accommodations. Remove your earbuds (any listening devices) before we start class.

- **The first time** you take your phone out you will be given a warning. I make note of this warning in my gradebook.
- **The second time** you take your phone out you lose any points you would have earned that day (participation points and points for the assignment that is due). Note: Making this choice will substantially affect your grade.

COURSE DESCRIPTION

A survey of the mass media's cultural and industrial functions in society. Introduction to methods of studying how media systems developed historically and how they are evolving in the U.S. and globally, as well as how people use and make meaning with media as part of everyday life. Methods and theories to understand media's social, economic and political impact, considering media production, forms, reception, and influence. Ethical and legal implications of media including print, film, recorded music, TV, video gaming and online media. Interplay of media and gender, ethnic and minority communities.

Journalism 2 (there is no Journalism 1 class) is an entry-level, survey class. A “survey class” means we will learn about many types of media, such as social media, music, photography, newspapers, journalism, movies, etc. as well as the “influence industries” that use, support, and promote media products, such as marketing, advertising, and public relations.

Because you are surrounded by media 24/7, you need to understand the power to influence that all forms of media have. You also need to understand that you, as a consumer of media, can affect media producers and the content they create. Learning how to navigate this power is called **media literacy**, and it is a vital skill for all 21st century citizens to be able to use.

COURSE OBJECTIVES

1. Evaluate the role, power and influence of mass media (print, electronic and digital) in society.
2. Examine historical, cultural and consumer-oriented aspects of media in the U.S. and the world, to better understand the impact of the media in contemporary society.
3. Explore interrelationships and synergy between media industries.
4. Analyze various media theories and models and apply them to mass communications issues.
5. Examine the First Amendment and other legal and ethical issues in the media from various perspectives.
6. Interpret and apply ethical philosophies in mass communications contexts.

7. Explore the role, contributions and perception of minorities, ethnic groups, age groups, gender and sexual orientation in the mass media and the effects of the media on those groups.

STUDENT LEARNING OUTCOMES (SLOs) FOR JOURNALISM 2

Upon completion of this course you will be able to:

- SLO#1 - Evaluate the role, power and influence of mass media industries in the U.S. and globally.
- SLO#2 - Analyze the development, history, operation, culture and economics of media industries.
- SLO#3 - Analyze and critique the impact of mass media in society and articulate controversies surrounding each medium, including legal and ethical issues and the role of women and minorities.

TRANSFER INFO

- This course transfers to CSU and UC as a General Education (G.E.) requirement and as a prerequisite for Journalism and related-degree programs. It meets the G.E. requirement for De Anza College, CSUGE and IGETC. It is part of the CTE program and a requirement for the Journalism AA-T degree.

HOW TO BE SUCCESSFUL IN THIS CLASS

Remember that on Mondays you are at De Anza, in Room L-42 from 11:30 a.m. – 1:20 p.m. and for Wednesday's classes you will access it online, asynchronously. In our Monday classes you'll be spending **almost 2 hours sitting in class** listening to my lectures, and also we will be watching videos and reading material to enhance your understanding of various genres of media, relevant historical context, and the effect that media has had on domestic and global culture. In addition to those 2 hours a week sitting in class on Mondays, **you have another 2 hours of lectures, watching videos and reading material to complete for Wednesdays**. This prepares you for the homework assignments (another 1-2 hours per week).

#1 – DO THE WORK --What gets some students into trouble is thinking that because this class is a hybrid that it is not as rigorous as it would be in a regular face-to-face class. **This mistaken thinking will have serious consequences and frustrate you.** The reason that De Anza's motto is **Tops in Transfer** is because the classes you take at De Anza are legitimate, college-level classes, allowing you to transfer to a 4-year college or university with a **freshman/ sophomore level of understanding**. Your classes at De Anza will set you up for success in your junior and senior college years.

Students who were not successful in this class, often thought they could skip class -- or barely skim the materials I have included in each Canvas module, and just turn in the assignment for that module. This thinking is a mistake. This class is one of the most interesting, and important, classes you will take in your entire college career because it covers a topic that *impacts your life on a daily basis*. **Nothing in my class is busy work.**

#2 – DON'T CHEAT... ACADEMIC INTEGRITY – [De Anza College Academic Integrity policy](#)

- I do not tolerate academic dishonesty. You must submit your own work for this course. If you turn in any assignment displaying academic dishonesty, *I am required to notify the College Disciplinary Officer*

- **Academic dishonesty is cheating, copying, or plagiarism.** Academic dishonesty will result in a zero on the specific assignment AND you will also be barred from taking the FINAL EXAM, resulting in an additional deduction of 150 points from your overall grade. Losing points from both of these assignments will severely affect the grade you receive in this class.
- Academic dishonesty examples are:
 - *Using assignments created by a previous student is cheating.*
 - *Working with another student, and turning in basically the same work, is copying.*
 - *Using information from sources without citing those sources is plagiarizing.* You will be learning how to use APA citation style in our class. Info is on my Homepage.
- In our Media and Its Impact on Society class **you will only use APA Citation Style.** I do not expect you to already know how to use this citation style. It is my job to teach you how to use it. There is a lot of information on my Homepage that will answer your questions.
- MLA citation style is NOT the same as APA citation style. **Do not use** MLA citation style on your papers for this class. FYI: When I was a beginning college student I didn't understand there are MANY types of citation styles used in academic work; it depends on the field of study.

For example:

- **APA citation style**—used in Communication classes and Journalism 2 (a mass communication class)
- **MLA citation style**—used in English writing classes
- **AP Associated Press citation style**—used when writing for a newspaper ("working" Journalism)
- **AMA citation style**—used for medical classes
- **Chicago citation style**—used for architectural classes

#3 – TAKE NOTES --Just as in any college-level class, you will be taking notes during both the face-to-face class on Mondays, and the online class on Wednesdays. Sometimes students have the mistaken idea that for the online portion of the class that they don't need to take notes. In this class you'll be bringing your notes to class on Mondays so we can discuss what you learned in the Wednesday Canvas modules.

#4 – ACT LIKE A SCHOLAR -- In our class we will have discussions about interesting, and sometimes controversial, issues. My expectation is that as a community member you will be professional and courteous, showing mutual respect and good manners. Rather than agreeing or disagreeing with a classmate, a more accurate perspective is that you may see issues similarly or differently, meaning that in a scholarly discussion there is room for varying viewpoints. All persons, regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc. will have equal opportunity without harassment in this course. Issues about harassment can be discussed with me confidentially.

#5 – TIME MANAGEMENT FOR DE ANZA – Dates to be aware of for Fall Quarter 2022

September 26	Fall classes begin
October 8	Last day to add classes (Links to an external site.)
October 9	Last day to drop classes (Links to an external site.) without a W
November 11	Veterans Day holiday – no classes; offices closed
November 18	Last day to drop classes (Links to an external site.) with a W
November 24-27	Thanksgiving holiday – no classes; offices closed
December 12-16	Final exams (Links to an external site.)

#6 – MISSING ASSIGNMENTS AND LATE WORK

- On my Homepage click on FALL 2022 SCHEDULE OF ASSIGNMENTS for due dates.
- Each student has **one 24-hour extension** on a due date of their choosing without losing any points on that assignment. Send me an email to request this extension BEFORE the assignment is due.
- After you use this extension, there will be no further extensions available other than an emergency. ***Granting an extension on any assignment is at my discretion.***
- I open each module about 10 days before each assignment is due.
- **WARNING:** If you wait until just before 11:59 pm to submit an assignment through Canvas the system may be overwhelmed because there are literally thousands of other students submitting assignments at that time. **Make sure your submission goes through—don't assume it did.**

#7 – GRADES -- You can figure out your grade on each assignment based on knowing the total points the assignment was worth and the points you earned.

For example: The Textbook Notes assignments are worth 25 points and you earned 20 points $20 \div 25 = .80$ (80%) See 80% on the chart below for grade (B-)

Grade	Points	Percentage
A+	970-1000	97% - 100%
A	930 - 969	93% - 96%
A-	900 - 929	90% - 92%
B+	870 - 899	87% - 89%
B	830 - 869	83% - 86%
B-	800 - 829	80% - 82%
C+	770 - 799	77% - 79%
C	730 - 769	73% - 76%
C-	700 - 729	70% - 72%
D+	670 - 699	67% - 69%
D	630 - 669	63% - 66%
D-	600 - 629	60% - 62%
F	599 or fewer points	59% or lower %

INFORMATION ABOUT ASSIGNMENTS

RESEARCH PAPER -- This is a multi-part assignment for our class. You get to choose the media topic you will be researching, **with my approval**. After your topic is approved you will conduct college-level research, analyze what you have learned, evaluate how you have applied the research to your topic, and explore how you have grown as a scholar through this process. You will follow the conventions of APA citation style, including a References page. The parts add up to the major assignment in our class.

TEXTBOOK NOTES -- You will write one Textbook Notes assignment for each of the chapters you read. This assignment takes the place of reading quizzes. You will locate facts from the chapter and paraphrase that material. Then you will link your thinking from the fact to your own prior knowledge.

MEDIA DIARY--or--MEDIA FAST – You will choose to evaluate your own media usage through either keeping a diary of your media usage or avoiding media altogether. After collecting this data, you will explain what you learned and how you have grown in your media literacy.

POSITIVE IMPACT OF MEDIA – You will summarize one instance of media and explain the positive impact on your life or world view.

FINAL EXAM -- This is a comprehensive test, meaning there will be questions on material we cover throughout the quarter, starting in Module1.1. Details will be provided as we get closer to the date.

EXTRA CREDIT -- Extra credit opportunities are provided. See the Homepage for an explanation of these assignments.

ASSIGNMENTS LIST

DESCRIPTION – <i>Complete instructions are found on each assignment</i>	Points	Extra Credit
Textbook Notes (5 chapters @ 40 points each) <i>You will write one Textbook Notes assignment for each textbook chapter you read. This assignment takes the place of reading quizzes.</i>	200	
Class Participation (11 weeks @ 15 points each) <i>Each Monday class you are expected to participate in class to exhibit that you are prepared for the discussion of the main topic of the class, and enhance our understanding with your insights.</i>	165	
Analysis Worksheet – PRACTICE <i>The first Analysis Worksheet is considered to be PRACTICE. It will be completed after you read an article provided by me. You will provide a citation, author evaluation, 5 facts, and critical thinking paragraph. Graded on effort not accuracy—PRACTICE.</i>	50	
Research paper: Topic proposal <i>You get to choose the media topic you will be researching, with my approval. After your topic is approved, you will proceed with the research paper assignment.</i>	25	
Research paper: Submission of Scholarly Journal Article for approval <i>You are required to use a scholarly journal article as research for this assignment, submitted for approval.</i>	25	
Research paper: Analysis Worksheet #1 (Scholarly Journal Article) <i>You use the approved scholarly journal article to complete an Analysis Worksheet relevant to your approved topic.</i>	60	
Research paper: Analysis Worksheet #2 (SJA or college-level source) <i>You use an appropriate research source to complete a second Analysis Worksheet relevant to your approved topic.</i>	60	
Research paper: Analysis Worksheet #3 (SJA or college-level source) <i>You use an appropriate research source to complete a second Analysis Worksheet relevant to your approved topic.</i>	60	
Research paper: Findings and Conclusions <i>Assignment consolidates research and critical thinking to explain learning about this topic; includes APA citations and References page.</i>	150	
Media Diary or Media Fast <i>This assignment will have you explain you control of your own media use and the impact media has on you.</i>	30	

Positive Impact of Media	<i>This one-page assignment will have you explain how a specific media "event" has had a positive impact on you.</i>	25
FINAL EXAM	<i>The FINAL exam contains questions from throughout the quarter's modules.</i>	150
TOTAL POINTS		1,000
<i>Extra Credit #1</i>	<i>— professionally formatted emails (5 emails X 5 points each)</i>	<i>25</i>
<i>Extra Credit #2</i>	<i>— class concept/theory in Textbook Notes assignment (5 assignments @ 5 points each)</i>	<i>25</i>
<i>Extra Credit #3</i>	<i>— Response paper on approved media documentary</i>	<i>30</i>
<i>Extra Credit #4</i>	<i>— Response paper on article about a media topic</i>	<i>25</i>
<i>Extra Credit #5</i>	<i>— Attending Zoom office hours (10 minutes = 5 points) Maximum points 25</i>	<i>25</i>
<i>TOTAL EXTRA CREDIT POINTS AVAILABLE</i>		<i>130</i>