

# Syllabus FALL Jour 2.51Z

## MEDIA AND ITS IMPACT ON SOCIETY (4 units)

De Anza College, FALL 2022

Instructor: "Professor Sunny" Malatesta

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- I check my email and Canvas intermittently on Mondays, Wednesdays, and Fridays.
- I am not available on Tuesdays or Thursdays. If you send me an email I will answer it the following day. Allow 24-48 hours for a response.
- I am not available on the weekends.

**My Zoom Office Hour is each Wednesday from 11:00 pm to 12:00 noon** 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. Send me an email if you want to set up an alternative day or time and I'll see if I can accommodate your schedule.

### ASYNCHRONOUS

This means our class is all online. You are not required to attend any weekly Zoom class meetings. All of your curriculum will be available through Canvas modules and you will turn in your assignments through Canvas. See due dates on Homepage (Schedule of Assignment Due Dates).

### 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 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.

# 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 21<sup>st</sup> 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

If you were taking Jour 2 with me in a face-to-face class, you would be spending **almost 4 hours sitting in class** each week. During that time I would be **lecturing**, we would be **watching videos** and **reading material** to enhance your understanding of several genres of media, relevant historical context, and the effect that media has had on domestic and global culture. In addition to the 4 hours a week sitting in class, **you would have homework assignments** to complete on your own time which would allow you to think about and write about the material covered in class.

**#1 – DO THE WORK** --What gets some students into trouble is thinking that because this class is online that it is not as rigorous as it was face-to-face. **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 barely skim – or skip -- my lectures -- or the videos -- or reading materials I have included in each module, and just turn in the assignment for that module, **which 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 almost 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.

**#3 – TAKE NOTES** --Just as in any college-level class, you will be taking notes in this class.

- You will watch my video lectures **and take notes**, just like you would in any college-level class.
- You will read articles I include in each module **and take notes**, just like you would in any college-level class.
- You will watch videos I include in each module **and take notes**, just like you would in any college-level class.
- You will **re-read your notes** so that you can apply what you've written down to your assignments.

**#4 – ACT LIKE A SCHOLAR** -- In our class you will post your thoughts 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 <a href="#">add classes (Links to an external site.)</a>
October 9	Last day to <a href="#">drop classes (Links to an external site.)</a> without a W
November 11	Veterans Day holiday – no classes; offices closed
November 18	Last day to <a href="#">drop classes (Links to an external site.)</a> with a W
November 24-27	Thanksgiving holiday – no classes; offices closed
December 12-16	<a href="#">Final exams (Links to an external site.)</a>

## #6 – TIME MANAGEMENT FOR OUR CLASS

- On my Homepage see 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.***
- Submit assignments through Canvas by 11:59 p.m. on the day it is due. You have the option of submitting any assignment early. I open each module about 10 days before the assignment is due.
- **BEWARE:** The Canvas system may not accept your submission if you wait until 11:59 pm because there are literally thousands of other students submitting assignments and the system may be overwhelmed. **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 available 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 %

# ASSIGNMENTS LIST

DESCRIPTION – <i>Complete instructions are found on each assignment</i>	Points	Extra Credit
<b>Textbook Notes</b> (5 chapters @ 25 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>	125	
<b>Discussion Question</b> (DQ) posts (5 original posts @ 35 points each) <i>Five times this quarter you have Discussion Questions (DQs) or another assignment that requires a post to the class.</i>	175	
<b>Responses to classmates' DQ posts</b> (10 responses @ 10 points each) <i>After you post your initial DQ response, you reply to <b>two classmates'</b> posts for each of these assignments.</i>	100	
<b>Analysis Worksheet – PRACTICE</b> <i>The <b>first Analysis Worksheet</b> is considered to be <b>PRACTICE</b>. It will be completed after you read an article <b>provided by me</b>. You will provide a citation, author evaluation, 5 facts, and critical thinking paragraph. Graded on effort not accuracy—PRACTICE.</i>	50	
<b>Cause Marketing</b> <i>After watching cause marketing videos you apply critical thinking skills to what you have learned in a written assignment.</i>	30	
<b>Research paper: Topic proposal</b> <i>You get to choose the media topic you will be researching, <b>with my approval</b>. After your topic is approved, you will proceed with the research paper assignment.</i>	25	
<b>Research paper: Submission of Scholarly Journal Article for approval</b> <i>You are required to use a scholarly journal article as research for this assignment, submitted for approval.</i>	25	
<b>Research paper: Analysis Worksheet #1 (Scholarly Journal Article)</b> <i>You use the approved scholarly journal article to complete an Analysis Worksheet relevant to your approved topic.</i>	50	
<b>Research paper: Analysis Worksheet #2 (SJA or college-level source)</b> <i>You use an appropriate research source to complete a second Analysis Worksheet relevant to your approved topic.</i>	50	
<b>Research paper: Analysis Worksheet #3 (SJA or college-level source)</b> <i>You use an appropriate research source to complete a second Analysis Worksheet relevant to your approved topic.</i>	50	
<b>Research paper: Findings and Conclusions</b> <i>Assignment consolidates research and critical thinking to explain learning about this topic; includes APA citations and References page.</i>	145	
<b>Positive Impact of Media</b> <i>This one-page assignment will have you explain how a specific media "event" has had a positive impact on you.</i>	25	
<b>FINAL EXAM</b> <i>The FINAL exam contains questions from throughout the quarter's modules.</i>	150	
<b>TOTAL POINTS</b>	<b>1,000</b>	
<i>Extra Credit #1 – professionally formatted emails (5 emails X 5 points each)</i>		25
<i>Extra Credit #2 – class concept/theory in Textbook Notes assignment (5 assignments @ 5 points each)</i>		25
<i>Extra Credit #3 – Response paper on approved media documentary</i>		30
<i>Extra Credit #4 – Response paper on article about a media topic</i>		25
<i>Extra Credit #5 – Attending Zoom office hours (5 office hours [10 minutes] X 5 weeks)</i>		25
<b>TOTAL EXTRA CREDIT POINTS AVAILABLE</b>		<b>130</b>

