

JOUR 2 Media & its Impact on Society (4 units) – WINTER 2023 (Sec. 01Z Hybrid)

INSTRUCTOR INFORMATION

Name: Gail McElroy

Email: mcelroygail@fhda.edu

Office Hours: Instructor will hold live office hours via Zoom each week on Mondays (before and after class) from 9 to 9:30 a.m. and 11:15 to 11:45 a.m. Students may also email the instructor any time.

Class Meetings: This course is SYNCHRONOUS HYBRID, which means there is a live, synchronous online Zoom meeting on Mondays from 9:30 to 11:15 a.m., plus an online component to complete each week. As long as you meet the deadlines for the online section, when you log in to the Canvas classroom is up to you. (Zoom Link for class will be sent before first class meeting.)

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. (**ADVISORY:** EWRT 1A or 1HA or ESL 5)

OBJECTIVES

In this course, you will:

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

STUDENT LEARNING OUTCOMES

When this course is completed, students should be able to:

1. Evaluate the role, power and influence of mass media industries in the U.S. and globally.
2. Analyze the development history, operation, culture and economics of media industries.
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.

TEXTBOOK

The required textbook is *Media Literacy in Action* by Renee Hobbs. Publisher: Rowman & Littlefield. (ISBN-10: 153811528X; ISBN-13: 978-1538115282) The course uses the entire book. You can buy a copy online from the [De Anza Bookstore](#) or buy/rent an e-textbook at [Vital Source](#). You may also find several sources to rent/purchase the book online. (This is often a less expensive option.)

COURSE REQUIREMENTS:

- **Attend weekly synchronous class meetings** on Mondays, 9:30 to 11:15 a.m. via Zoom.
- **Participate in discussions** during class meetings.
- **Access the online component in Canvas** (the course management system where the class resides). Consult the [De Anza Online Education](#) website as needed for help.
- **Complete assigned textbook readings** from *Media Literacy in Action*.
- **Complete online Quizzes** related to textbook reading.
- **Complete Media Journal Entries (MJE)** which will culminate into a final Media Literacy Research Project.
- **Complete a Media Literacy Research Project** as a final project for the course. (If you do not post the research project, you will forfeit any extra credit earned for the course and may not earn a grade higher than a “C” for the course.)

All requirements have specific due dates. Be prepared to spend a minimum of four hours a week outside of class meetings to read, study and complete assignments.

COURSE SUGGESTIONS FOR ONLINE COMPONENT:

- **ALWAYS** keep a copy of your submissions as backup. 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 it won't be confused with spam.
- **Schedule your time appropriately.** I may take up to 48 hours to respond to queries (except for my office hours on Mondays). If I don't reply after two days, please feel free to 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 journal entry assignments, which may be lengthy and/or require research.

IN-CLASS PARTICIPATION AND DISCUSSIONS (30 points each class): Discussion questions/topics will be assigned during the synchronous Zoom class meetings. Students will be assigned different teams each week and asked to have a group discussion with a specific focus and then report back to the rest of the class. Each student must participate in class discussions to earn the 30 points.

MEDIA JOURNAL ENTRIES (75 points each): The journal entry assignments, due on Thursdays before 11:59 p.m., should be written in paragraph format like an essay. Content will be based on textbook readings and specific instructions are provided for how to complete each entry. Each journal entry is a building block toward the final **Media Literacy Research Project** (see separate instructions).

LATE WORK: Late assignments may not be accepted unless approved by the instructor. Unless the instructor waives it, a late penalty of 10% will be deducted for each calendar day late. If there are unavoidable circumstances, such as a family emergency or illness, the issue will be decided on a case-by-case basis. Generally, only one late assignment or discussion response will be accepted for the quarter. If you do have an emergency, contact the instructor as soon as possible. It is much easier to be understanding and accommodating *before* a deadline rather than after.

EXTRA CREDIT:

Students are limited to a maximum of 70 extra credit points for the quarter. Extra credit opportunities will be posted by the instructor during the quarter. (Students forfeit all extra credit points if Media Literacy Research Project is not completed and posted on time.)

GRADING:

Media Literacy Assessment – 20 points
Discussions/Participation (7 @ 30 points) – 210 points
Quizzes (10 @ 20 points) – 200 points
Media Journal Entries (4 @ 75 points) – 300 points
“Is that a fact?” Podcast Report – 70 points
Media Literacy Research Project

- Proposal – 25 points
- Outline – 50 points
- Final Project – 125 points

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

Grade Scale (Total Points: 1,000)

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 = 600 points or less		

*To earn an A+ you must have a score of 990 or above *excluding* extra credit points.

ZOOM MEETINGS

Please know that our synchronous class session each week is one hour and 45 minutes and will mostly focus on reviewing and discussing assigned topics for the week. You must take responsibility for your own learning and preparation by reading assigned chapters ahead of time, participating in discussions and asking questions.

CANVAS INFORMATION

This course utilizes Canvas for the online component. Students can log on through [My Portal](#). Please note that you will be unable to log into our classroom until our **first day of class**. Additional instructions and assistance can be found on the [Online Education](#) website.

LIBRARY SERVICES

De Anza College Library Services are available for all students, both on and off campus. Please consult the [library website](#) for a complete description of the library services. The library subscribes to several [electronic databases](#) which provide access to thousands of full-text journals, newspapers, and magazine articles. To use the article or research databases from an off-campus computer, log in with your **eight-digit student ID number**. You will need to access the library for your research project.

STUDENTS WITH DISABILITIES: If you have a disability-related need for reasonable academic accommodations or services, contact the instructor during the first week of class and provide her with a Test Accommodation Verification Form (also known as a TAV form) from [Disability Support Services \(DSS\)](#). Students are expected to give a five-day notice of the need for accommodations.

COURSE/COLLEGE POLICIES:

Courtesy/Equity – Classroom discussions may sometimes include volatile or controversial issues. Students are expected to be professional and courteous to one another and to show tolerance and respect for varying viewpoints. Students who exhibit inappropriate behavior may be docked points or have other consequences. All persons, regardless of gender, age, class, race, religion, physical disability, or sexual orientation, shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor via email.

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 (including their own) or lifts information from sources without citing those sources will receive a zero 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 on the college website.

Attendance and Participation – Attendance in the Zoom meetings is mandatory. If you cannot be in class, please communicate ahead of time so that we might try to make other arrangements. This is especially important since there are 30 Discussion Points to earn during each class meeting, which adds up to a total of 210 points for the quarter.

Active participation in the class is mandatory. You should attend all Monday Zoom classes. Also, you should be active on Canvas. The instructor may drop any student who has not attended two consecutive class meetings and/or not logged into the Canvas course site for more than 10 days.

Drops/Withdrawals – Make sure to check the Academic Calendar for deadlines. Students who "disappear" but do not drop the course will receive an "F".

Important Deadlines (dates are strictly enforced):

- **Sunday, January 22, 2023** – Last day to drop the class with no record of grade
- **Friday, March 3, 2023** – Last day to drop with a "W."

General Classroom Etiquette:

In addition to the other items already listed in this syllabus, any student disrupting the class may be asked to leave the class meeting and/or be docked participation points. Examples of inappropriate behaviors during class include (but are not limited to): displays of contempt; raising your voice; disturbing others; being in Zoom class session while in bed; talking when someone else is talking; sleeping; using music players, cell phones and video games; texting and working on other class assignments during class.

Zoom Etiquette:

1. You must be in the Zoom class no later than 9:30 a.m. on Mondays, but you should plan to join at least five minutes early to be settled in and ready to go.
2. Join using a computer or a laptop, but not a phone.
3. Have your video on throughout the meeting.
4. Use your real name to be admitted to the class
5. Write your name in the chat box and say hello once you join.
6. Write your name in the chat box and say bye once you leave.
7. Mute your microphone when not talking.
8. Find a quiet space without interruptions and background noise.
9. Have a plain background – avoid virtual backgrounds. They might be distracting or inappropriate.
10. Professionalism is a must.
11. Avoid backlight from bright windows behind you.
12. Avoid doing other tasks, like checking emails, texting, shopping, eating, sleeping, driving, etc.
13. Leave your phone away from you, so that it won't be distracting.
14. Wear appropriate clothes.
15. Do not bring your pets, children or anyone else to the Zoom meeting.
16. Be prepared, have your textbook handy, as well as a pen and paper to take notes.

ONE FINAL NOTE: You are responsible to read and understand the entire syllabus. This is our class contract for the quarter.