

**MEDIA 1: Survey of Mass Media Communications (Winter 2015)**

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<b>Section #:</b> 1635	Monday through Thursday, 10:15am-12:20pm HSS 106
<b>Email:</b> Lange_Julia@smc.edu	<b>Office Hours:</b> Mondays, 12:30pm-1:30pm, Cayton Center Cafeteria and by appointment. I will be at one of the tall tables in the main room of the cafeteria. Feel free to bring your lunch or grab coffee before we meet!

**Course Blog:** [media1winter2015.wordpress.com](http://media1winter2015.wordpress.com)

Syllabus, homework and in class activity prompts, reading, notes, links, extra credit, and exam study guides will be posted online on our course blog. Be sure to review the blog regularly.

**Course Description**

This course introduces aspects of communications and the impact of mass media on the individual and society. The survey includes newspapers, magazines, radio, television, cable, motion pictures, online media, advertising, public relations, theories of communication, and mass communication modes, processes and effects.

**Student Learning Outcomes**

1. Demonstrate familiarity with basic mass communication and media industry knowledge (terminology, history, ownership, economics, regulations, laws, programming, convergence, and technologies).
2. Identify multiple theories of mass communication and the roles of media in society, and analyze and apply these theories in the use and presentation of images and information.

**Required Reading**

- 1) Student must read, watch, or listen to the news each day for this class. If you have an iPhone, Android, or tablet, I suggest downloading the “Flipboard” app. This section of the class is called “**Tell Me Something I Do Not Know**” which is mandatory and will start each class period.
- 2) All reading will be posted on the blog under the “Read” tab.

**Optional Reading**

Richard Campbell, *Media and Culture*, 8<sup>th</sup> edition (print or digital)

### Required Twitter

- 1) In order to complete the extra credit and participate in several class exercises, you will need to set up your own **Twitter account** (if you don't already have one) using your full name (i.e. @johnsmith). I will go through the steps of setting one up and how to use Twitter for all those who haven't used it before.
- 2) Follow me on Twitter: **julialange1**
- 3) Whenever you tweet something related to the class, be sure to include **@julialange1** in your tweet and the related **#hashtag** that is listed for that day under the course schedule on the syllabus. You must also use the hashtag **#media1smc** every time you tweet.
- 4) For example: @julialange1 news update on net neutrality <http://on.recode.net/1xf1r0p>  
**#netneutrality #media1smc**
- 5) This must be an original tweet, not a retweet.

### Required Supplies

Students must purchase 6 scantrons (882-E) during the first week of class, as you will need one for each quiz and exam. You must also bring a sharpened #2 pencil to quizzes and exams. The instructor will NOT give out any scantrons or pencils day of. Be sure to bring a pen/pencil to class daily, as there will be a number of in class exercises.

## POLICIES

**Laptop/Cell Phone Policy:** Laptops, tablets, and/or phones may be used during class for note taking purposes and class related searches ONLY. Phones are to be set to VIBRATE or SILENT for the duration of class.

**Email Policy:** Outside of class/office hours, email is the best way to communicate with me. You can expect a response within 24 hours to emails sent on weekdays and 48 hours on weekends.

**Attendance:** Attendance is **mandatory** and will be recorded. Students must arrive on time for class and remain in class for the entire session to be counted as present. **Students not in attendance during the first week and/or during the second week will be dropped from the class. If you miss 3 unexcused classes at any point in the term and DO NOT inform me, you will be dropped from the class.**

In the case of an *unforeseeable* conflict with class, the student must let me know by e-mail as soon as possible after learning of the conflict. Acceptable reasons, for which you must provide documentation, include: illness, death/injury/serious illness of immediate family member, religious holidays, jury duty or official participation in recognized athletic events.

**Participation:** Students are expected to attend class regularly and to participate knowledgeably and thoughtfully in class discussions. This includes participating in the "Tell Me Something I Don't Know" portion of the class, and any activities. Thus students are expected to have read the assigned materials and completed any assigned work in advance of each class.

**Ground Rules for Class Participation:**

1. Respect others' rights to hold opinions and beliefs that differ from your own. Challenge or criticize the idea, not the person.
2. Listen carefully to what others are saying even when you disagree with what is being said. Comments that you make should reflect that you have paid attention to the speaker's comments.
3. Be courteous. Don't interrupt or engage in private conversations while others are speaking.
4. Support your statements. Use evidence and provide a rationale for your points.
5. Allow everyone the chance to talk. If you have a lot to say, try to hold back a bit; if you are hesitant to speak, look for opportunities to contribute to the discussion.
6. Have fun! 😊

**Accommodations:** Please notify me if you require special accommodations due to learning disabilities, religious practices, physical requirements, or medical needs. Students who need disability-related accommodations should contact The Center for Students with Disabilities (<http://www.smc.edu/student-services/disability-resources/Pages/default.aspx>).

**Academic Honesty:** All students are responsible for understanding and following campus policies on academic honesty as described in the schedule of classes and the school catalog. Any student caught cheating or plagiarizing will receive a failing grade for that assignment and may be reported to campus officials.

**About My Teaching Style:**

I use a critical cultural teaching style in creating a relevant, relatable, and participatory classroom environment. Rather than lecturing the entirety of each session, classes will include lecture, discussion, and activities. Through engaging with material that is current and relevant to you, my goal is for you to become informed, critical, media consumers and producers. If an open, participatory class makes you uncomfortable, this may not be the class for you. I am also quite strict about my policies and deadlines, and expect excellence in both your work and my teaching.



GEMMA CORRELL

## GRADING

<b>Grade Breakdown:</b> Class participation/attendance (10%) Homework 1 (5%) In Class Exercises (15%) Sum of 4 quizzes (20%) Exam 1 (25%) Exam 2 (25%)	<b>Grading Scale:</b> A: 90-100% B: 80-89% C: 70-79% D: 60-69% F: 59% and below
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## ASSIGNMENTS

### General Guidelines:

- Homework 1 is due by 11:59pm on the due date to the corresponding folder in the eCompanion Drop Box. Simply type your homework into the text box (no Word/pdf attachments)
- In class exercises are due as hard copies at the end of the class period

### Homework/In Class Assignments:

There are a total of 3 in class exercises and 1 homework assignments during the term. They due on Thursdays with the exception of In Class Exercise 3, which is due on a Tuesday. Details TBA in class.

- **In Class Exercise 1, Due 1/8**, Narrative Analysis
- **Homework 1, Due 1/15**, Narrative Analysis of Reality TV Episode
- **In Class Exercise 2, Due 1/29**, New Media & Identity
- **In Class Exercise 3, Due 2/10**, Analysis of Advertisements

## QUIZZES AND EXAMS

**General Guidelines:** Do not forget to bring a scantron and #2 pencil. **If you are more than 15 minutes late to Exam 1 or Exam 2 you WILL NOT be allowed to take the exam.** Quizzes and exams are curved.

### Quizzes:

There will be a total of **4 multiple choice quizzes (10 questions each)**. Quizzes are on the assigned reading and will be on Thursdays during the last 15 minutes of class. **Quizzes are closed book/closed notes. Each quiz is NOT cumulative.**

### Exams:

There are **2 exams**. You are allowed to bring in **1 page (double-sided) of notes** to each exam. **Exam 1 and Exam 2 are multiple choice (50 questions each)** and will cover reading, lectures, activities, and discussions. **Each exam is NOT cumulative.**

## EXTRA CREDIT

You can earn up to 5% extra credit. This can be accomplished by sending tweets with useful links to related course material (such as articles, videos, images). One tweet= .5% extra credit. In other words, the max amount of tweets for points is 10 (you are welcome to tweet more as this counts as class participation, too). Simply tweeting “class today was cool” will not suffice. See above example under the “Twitter” portion of the syllabus.

### CLASS BUDDIES

It is to your advantage to make friends with someone in class (exchange emails on the first day of class) to keep up with assignments if you miss a class.

Name	Email	Phone #
1.		
2.		

### COURSE SCHEDULE

This schedule serves as a general guideline for the course. At the instructor's discretion, dates of lecture, for assignments and reading material will be announced during class, on the blog, and via email. All reading can be found under the "Read" tab on the blog.

Date	Agenda	Reading Due/Assignment Due
<b>Week 1</b> 1/5	Intro to the Course/Syllabus <b>#beeskneesitem9</b>	
1/6	Why Study the Media? <b>#criticalprocess</b>	Read for 1/6
1/7	Intro to Semiotics <b>#sign</b>	Read for 1/7
1/8	Narrative Analysis Narrative Analysis Activity <b>#itssaturday</b>  <b>QUIZ 1</b>	Read for 1/8 <b>Due:</b> <b>1) Selection of reality TV show for Homework 1 (Announce verbally during attendance)</b> <b>2) In class activity 1 (hard copy)</b>
<b>Week 2</b> 1/12	Media Law & Freedom of Expression Media Law Debate <b>#theinterview</b>	Read for 1/12
1/13	Media Theories & Methods Theories & Methods Activity <b>#boyband</b>	Read for 1/13
1/14	Media Economics/Ownership View: <i>The Internet Must Go</i> <b>#netneutrality</b>	Read for 1/14
1/15	Music, Remix & Copyright View: <i>RIP: A Remix Manifesto</i> <b>#girltalk</b> <b>QUIZ 2</b>	Read for 1/15 <b>Due: Homework 1 (eCompanion DropBox)</b>
<b>Week 3</b>	<b>NO CLASS</b>	

1/19		
1/20	Music & Social Change Popular Music Activity <b>#didmyprofjustrap</b>	Read for 1/20
1/21	Exam 1 Jeopardy Review <b>#winning #yolo</b>	<b>Due:</b> <b>(OPTIONAL) Post any questions about Exam 1 to Twitter using the #winning #yolo hashtags. This is not for extra credit.</b>
1/22	<b>EXAM 1</b>	
<b>Week 4</b> 1/26	News, Newspapers & Journalism News Activity <b>#worldin22mins</b>	Read for 1/26
1/27	Public Relations, Magazines PR Activity <b>#luckystrike</b>	Read for 1/27
1/28	Texting & Communication <b>#texting</b>	Read for 1/28
1/29	New Media & Identity View: <i>Generation Like &amp; Catfish</i> <b>#goffman</b> <b>QUIZ 3</b>	Read for 1/29 <b>Due: In class activity 2 (hard copy)</b>
<b>Week 5</b> 2/2	New Media & Trust View: <i>Craigslist Joe</i> <b>#craigslist</b>	Read for 2/2
2/3	Advertising <b>#4formats</b>	Read for 2/3
2/4	Masculinity <b>#machoman</b>	Read for 2/4
2/5	View: <i>Hip Hop Beyond Beats &amp; Rhymes</i> <b>#tipdrill</b> <b>QUIZ 4</b>	
<b>Week 6</b> 2/9	Femininity <b>#spicegirls</b>	Read for 2/9
2/10	View: <i>Miss Representation</i> Gender & Advertising Activity <b>#thinideal</b>	<b>Due: In class activity 3 (hard copy)</b>
2/11	Exam 2 Jeopardy and Course Wrap Up <b>#winning #yolo</b>	<b>Due: (OPTIONAL) Post any questions about Exam 2 to Twitter using the #winning #yolo hashtags. This is not for extra credit.</b>
2/12	<b>EXAM 2</b>	