

JOUR 2 Mass Communication and its Impact on Society (4 units) – Fall 2017

INSTRUCTOR INFORMATION

Name: Gail McElroy

Email: mcelroygail@fhda.edu

Office Hour: Instructor will hold a “virtual” office hour each week on Mondays from 10 to 11 a.m. This means students may go online to the classroom and send a message and/or an email and expect an immediate response from the instructor.

Textbook Web Page: <https://edge.sagepub.com/hanson6e>

COURSE DESCRIPTION

A survey of the mass media and measurement of its impact on culture and society. Mass Media effects on global and American institutions. Theories of mass communications in context of each medium: books, newspapers, magazines, movies, radio, recordings, television and the internet. Ethical and legal implications of media and their effects on the individual and society. Influences of the media on gender, ethnic and minority issues.

PREREQUISITE ADVISORY: EWRT 1A or 1HA or ESL 5

OBJECTIVES

In this course, you will:

- Define the nature and importance of mass communications media (books, newspapers, magazines, movies, radio, recordings, television and the internet) within the larger communication field.
- 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 legal and ethical issues within the media from various perspectives.
- Interpret and apply ethical philosophies in mass communications contexts.
- Explore career possibilities and interests in the mass communication field.
- Explore role 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:

- ✓ Explain and illustrate the basic facets of communication theory.
- ✓ Demonstrate knowledge of the history, operation, culture and legal and ethical issues of different forms of mass media.
- ✓ Analyze and critique the impact of mass media and articulate controversies surrounding each medium.
- ✓ Investigate career opportunities in the mass media.

TEXTBOOK

The required textbook is *Mass Communication Living in a Media World (6th edition)* by Ralph E. Hanson published by SAGE; ISBN-13: 978-1506344461 or ISBN-10: 1506344461. **Make sure you get the 6th edition** -- the quizzes are based on this edition. The course uses the entire book. You can buy a copy at the De Anza Bookstore or buy an e-textbook at coursesmart.com. You may also find several sources to rent the book online. (This is a less expensive option.)

COURSE REQUIREMENTS

- Access the course and class information in Canvas (the course management system where the class resides). Consult the De Anza Online Education Site for more information: <http://deanza.edu/online-ed/>
- Complete weekly textbook readings from *Mass Communication Living in a Media World* (6th edition) and view weekly online video segments listed under each block.
- Take weekly online quizzes drawn from the readings.
- Answer weekly discussion questions (DQ), tying the topics to class readings and links.
- Contribute to and participate in class discussions, responding to at least two other classmates each week.
- Complete three projects: (1) **the Internet Search Project**, (2) the **Media Experience Project**, and (3) the **Research Paper** (a minimum of 1,000 words). See separate handouts for details on how to complete each project.

All requirements have specific due dates. Be prepared to spend a minimum of 24 hours a week studying and using the course materials.

LATE WORK: Assignments and discussions may be submitted early. Late assignments, discussions and quizzes will NOT be accepted unless previously approved by the instructor. If there are unavoidable circumstances, such as a family emergency or illness, the issue will be decided on a case-by-case basis. 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. Generally, only one late assignment or discussion response will be accepted for the quarter.

DROPS: Make sure to check the Academic Calendar for deadlines. I will drop any student who has not logged into the classroom for seven or more consecutive days. Students who “disappear” but do not drop the course will receive an “F.” Please see "How to Drop Classes" at <http://www.deanza.edu/registration/add-drop.html> for regulations, dates and procedures for dropping classes.

Important Deadlines (all dates are strictly enforced): **Saturday, October 7** – Last day to [add](#) quarter-length classes; **Sunday, October 8**– *last day to drop for refund or credit and no record of grade*; **Friday, October 20** Last day to [request pass/no pass](#) grade; **Friday, November 17** – Last day to drop with a “W.”

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 or lifts information from sources without citing those sources will receive a 0 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 in the [De Anza College Student Handbook](#)

COURTESY/EQUITY: In the online discussions, we will talk about interesting, and sometimes volatile, issues. 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 may be docked points or have other consequences. 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 via email.

COURSE HINTS:

- **ALWAYS** keep a copy of your submissions as backup in case the one posted/sent to the professor is lost. 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 office hour on Monday). 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 the three projects, which are lengthy and require research.
- Look ahead at the assignments, and work ahead if you have the time.

DISCUSSION POSTS (30 points each): Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Generally, discussion posts are due on Thursdays each week, and replies to other classmates by Saturday.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use upper case for the word "I", for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language like "u" for "you" and "r" for "are.")
- Read the instructions carefully -- usually students need to choose **only one** of the topics.
- Read/view any resources needed to respond to the question.
- Most DQ posts should be 200-300 words. Do not aim for exact word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
- Replies to your classmates do not have to be structured as formally as initial posts, but should show some thought (more than just "good post" or "I agree").
- You are welcome to reply to more than two classmates' posts. (**Two is the minimum each week to meet participation requirements.**)

QUIZZES (20 points): Quizzes are due by Sunday night each week. Here are some hints to improve quiz grades:

- Read the chapters carefully before you start.
- Use sub-headings and margin definitions in textbook to help you locate the information you're looking for.
- Use the index at the end of the book to find specific words or names.

QUIZ MAKE UPS: Students are limited to making up 40 quiz points (two quizzes), unless they have pre-approval from the instructor. You are allowed to make-up a quiz that you missed or scored poorly on. These scores will replace the score for that week's quiz, not be added in as extra credit. See separate post in online classroom with Make-Up Quiz Instructions.

EXTRA CREDIT:

You may complete an extra credit documentary report (in Week 12) for 50 points. In addition, the instructor may post extra credit DQs throughout the course. Students are limited to a maximum of 75 extra credit points. (Note: students forfeit all extra credit points if final paper is not turned in.)

GRADING:

Online Orientation Quiz – 10 points

Quizzes (12 quizzes @ 20 points each) – 240 points

Weekly Discussion Questions (1 @ 10 points; 11 @ 30 points) – 340 points

Internet Search Project – 40 points

Media Experience Project – 75 points

Topic for Research Paper – 20 points

Annotated Bibliography Discussion – 25 points

Research Paper – 150 points

Participation – 100 points

Assignment grades are based on accuracy, following directions, thoroughness and quality.

Points will be taken off for an excessive amount of grammar, typos and/or punctuation errors.

Your **participation score** is based on replying to at least two of your classmates each week (Weeks 2-11).

Each response post is worth 5 points.

Grade Scale

A+* = 990-1000 points

B+ = 875-899 points

C+ = 775-799 points

D = 600-699 points

F = 600 points or less

A = 926-989 points

B = 826-874 points

C = 700-774 points

A- = 900-925 points

B- = 800-825 points

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

Canvas Information

This course utilizes Canvas. Students can log in by going to <https://deanza.instructure.com> and using you're My Portal credentials. Please note that you will be unable to log into our classroom until the **Friday before our first day of class**. Additional instructions and assistance can be found on the distance learning site: <http://deanza.edu/online-ed/>

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 and hours:

De Anza College Library: <http://www.deanza.edu/library/>

Article Databases and Research Databases <http://www.deanza.edu/library/articledata.html>

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**.

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) 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 advisor (**864-8839 EDC main number**).

COURSE CALENDAR OVERVIEW

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	September 25 – Oct. 1	Living in a Media World <ul style="list-style-type: none"> Read Chapter 1 	Practice Quiz
2	Oct 2 – 8	The Mass Communications Effects <ul style="list-style-type: none"> Read Chapter 2 	Quiz #1 (Chapter 2)
3	October 9 – 15	The Media Business <ul style="list-style-type: none"> Read Chapter 3 	Quiz #2 (Chapter 3)
4	October 16 – 22	Books: The Birth of Mass Media <ul style="list-style-type: none"> Read Chapter 4 	Quiz #3 (Chapter 4) Internet Research Project
5	October 23 – 29	Magazines: The Power of Words and Images <ul style="list-style-type: none"> Read Chapter 5 	Quiz #4 (Chapter 5) Topic for Research Paper Due
6	October 30 – November 5 (Daylight Savings Ends Nov 5 at 2 a.m.)	Newspapers and the News <ul style="list-style-type: none"> Read Chapter 6 Audio: Music and Talk Across America <ul style="list-style-type: none"> Read Chapter 7 	Quiz #5 (Chapter 6) Quiz #6 (Chapter 7)
7	November 6 – 12	Movies <ul style="list-style-type: none"> Read Chapter 8 Television <ul style="list-style-type: none"> Read Chapter 9 	Quiz #7 (Chapter 8) Quiz #8 (Chapter 9)
8	November 13 – 19	Advertising <ul style="list-style-type: none"> Read Chapter 11 	Quiz #9 (Chapter 11) Media Experience Project Due
9	November 20 – 26 Thanksgiving	Public Relations <ul style="list-style-type: none"> Read Chapter 12 	Quiz #10 (Chapter 12)
10	November 27 – December 3	The Internet <ul style="list-style-type: none"> Read Chapter 10 	Quiz #11 (Chapter 10) Annotated Bibliography (3 sources) Due
11	December 4 – 10	Media Law <ul style="list-style-type: none"> Read Chapter 13 	Quiz #12 (Chapter 13) Final Paper Due 12/10
12	December 11 – 15	Last day of class is Friday, December 15	All Extra Credit Due 12/15