

**INSTRUCTOR:** Farideh Dada

**EMAIL:** FARIDEH DADA [dadafarideh@fhda.edu](mailto:dadafarideh@fhda.edu)

**OFFICE HOURS:** “Virtual” office hour each Monday and Wednesday from 9:45 a.m. to 10:45 a.m. This means students may go online and send an email and expect an immediate response from the instructor.

**CLASS/OFFICE LOCATION:** L-42/L-41 La Voz office or online

**REQUIRED TEXTS:** \* *Mass Communication (6th edition)* by Ralph E. Hanson published by SAGE. ; ISBN 978-1-5063-4446-1  
*Make sure you get the 6th 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](http://coursesmart.com). You may also find several sources to rent the book online. (This is a less expensive option.)

**TEXTBOOK WEB PAGE:** <https://edge.sagepub.com/hanson6e>

### **CANVAS INFORMATION:**

This course utilizes Canvas, De Anza’s Online Learning Community. Please go to the Canvas website: <http://deanza.instructure.com/> to log in. Please note that you will be unable to log into our classroom until the first day of class. Additional instructions and assistance can be found on the Canvas Student Guide: <https://deanza.instructure.com/courses/272> and the Online Education Center site: <http://www.deanza.edu/online-ed/> and [http://www.deanza.edu/online-ed/student\\_resources.html](http://www.deanza.edu/online-ed/student_resources.html)

### **COURSE DESCRIPTION:**

The course presents a survey of the mass media and measurement of its impact on society; mass media effects on global and American institutions; theories of mass communication in the context of the media: radio, television, recordings, magazines, newspapers, books, films and the Internet; and ethical, moral and legal influences of the media on gender and minority issues. This course qualifies for the De Anza A.A./A.S. degree in area D, the general education requirement for CSU in area D7, and the general education requirement for UC/CSU (IGETC) in area 4G. It is a requirement for De Anza’s A.A. and AA-T degrees in journalism and mass communication.

### **STUDENT LEARNING OUTCOMES:**

Students will be able to:

1. Explain and illustrate the basic facets of communication theory.
2. Demonstrate knowledge of the history, operation and culture of different forms of mass media.
3. Analyze and critique the impact of mass media and articulate controversies surrounding each medium.

### **COURSE OBJECTIVES:**

In this course, you will:

- Examine the development and role of media in a changing political and cultural world, within a historical perspective.
- Examine relationships and effects between media and popular culture, including your role as a consumer of the media and participant in mass culture.
- Examine the government regulations of the media as well as the constitutional principles that guide it.
- Examine ethical, philosophical and controversial issues that arise in mass media; discuss a range of viewpoints regarding these issues.
- Examine behind-the-scenes operations, decision-making processes, and careers in the media industries: books, newspapers, magazines, movies, radio, recordings, television and the Internet
- Participate in a hands-on experience with the media.

### **COURSE REQUIREMENTS:**

- Complete the online orientation: [http://www.deanza.edu/online-ed/show\\_orientation.html?class=6677](http://www.deanza.edu/online-ed/show_orientation.html?class=6677)
- Access the class and class information in Canvas (the courseware program where the class resides).
- Complete weekly textbook readings from Mass Communication (6th edition) and view weekly online video segments.
- Take weekly online quizzes drawn primarily from the readings.
- Answer weekly discussion questions, tying the topics to class readings and viewings.
- 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). The Research Paper will look at an aspect of the mass media from a social science perspective, require critical thinking, use concepts from assigned readings, include a bibliography and require students to use an academic or library database. Details will be given later.

*All requirements have specific due dates that won't be extended.*

**LATE WORK:** Assignments and discussions may be submitted early. Late assignments, discussions or quizzes may NOT be accepted.

**NOTE:** I understand your possible reasons for not doing your assignments or not being in our virtual class: "I was sick. My dog was sick. My car broke. I had to go to work. I had family emergency. My kid was sick. I was at a hospital. My computer crashed. I didn't receive emails. I didn't know it's due. I forgot. I was pulled over. I was at jury duty. I had guests from overseas. I didn't have a babysitter for my kid. I had to pick up my kid. I had an appointment. I have a full-time job. I had to take care of my family. I was evicted," etc. You have my complete sympathy, compassion and support, but the class has requirements that need to be met. If, for any reason, you feel you are not ready to complete the course, retake it whenever you feel ready. You earn your own grade. If you don't meet the requirements, you won't pass successfully. Deadlines need to be met.

### **DROPPING THE CLASS:**

- Drops: Make sure to check the Academic Calendar for deadlines. I may drop any student who has not attended class or logged into the classroom for seven or more consecutive days. Please see "How to Drop Classes" at <http://www.deanza.edu/registration/add-drop.html> for regulations, dates and procedures for dropping classes.
- Students who have excessive absences or are not keeping up with assignments may be dropped by the instructor.
- Students who disappear and do not drop by the final "Drop with W" deadline will receive an "F."

**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

An online site about plagiarism with suggestions on how to avoid it is available at the Purdue University Online Writing Lab.

### **IMPORTANT DATES**

**Saturday, Oct. 7:** Last day to [add](#) quarter-length classes.

**Sunday, Oct. 8:** Last day to [drop](#) a class with no record of grade and a full [refund or credit](#) (for 12-weeks, quarter-length classes). Last day to drop for all other classes is listed inside [MyPortal](#), on the Students Tab under "View Your Class Schedule."

**Friday, Oct. 20:** Last day to [request pass/no pass](#) grade.

**Friday, Nov. 10:** Veterans Day

**Friday, Nov. 17:** Last day to [drop](#) with a "W."

**Thursday - Sunday, Nov. 23- 26:** Thanksgiving Holiday Recess (college closed)

**Saturday, Dec. 9 - Friday, Dec. 15:** [Final exams](#)

**Friday, Dec. 15:** Last day to [file for a fall degree or certificate](#).

**Monday, Jan. 8:** First day of winter 2018 quarter

**STUDENTS WITH DISABILITIES:** The instructor will accommodate special needs that are discussed with her during the first week of the course. If you have a disability-related need for reasonable academic accommodations or services, provide the instructor 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).

**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 will be docked points and/or excused from the class. 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.

**COURSE HINTS:**

- Always keep a copy of your submissions as backup in case the one posted/sent to the instructor is lost. This is especially important in an online/hybrid class since (electronic) stuff happens.
- When sending an email to the Instructor, write 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 24 hours to respond to queries (except during our online "class" or office hours). If I don't reply after 24 hours, please feel free to resend your email.
- 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 Projects and the Research Paper, 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. Discussion posts are due on Thursdays each week, and replies to other classmates by Saturdays.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use uppercases for the word "I," "Internet," 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.
- Pay attention to 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.
- Do not run more than 50 words OVER the word count.
- Replies 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 to meet participation requirements.)

**QUIZZES** (20 points): Quizzes are due by Sunday night each week (except maybe the last one, which might be due on Wednesday). Here are some hints to improve quiz grades:

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

**EXTRA CREDIT:**

You may complete an extra credit documentary report (in Week 11) for 50 points. In addition, the instructor may post extra credit assignments throughout the course. Students are limited to a maximum of 75 extra credit points.

**GRADING:**

Quizzes (12 quizzes @ 20 points each) – 240 points  
Weekly Discussion Questions (1 @ 10 points and 11 @ 30 points) – 340 points  
Internet search Project – 40 points  
Media Experience Project – 75 points  
Topic for Research Paper – 25 points  
Annotated Bibliography Discussion – 25 points  
Research Paper – 150 points  
Participation – 105 points

Participation includes thoroughness and excellence in discussion assignments, showing you are an engaged, active and punctual learner (e.g., doing more than the minimum participation, showing quality research in answers), watching all videos. (Canvas is like Big Brother: it keeps track of your activities!) Replying to at least two of your classmates each week (Weeks 2-11) will give you 10 points. Each response post is worth 5 points.

Assignment grades are based on accuracy, following directions, thoroughness and quality. Points will be taken off for grammar, typos and/or punctuation errors.

**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+ the 990 points must not include extra credit.

## TIME MANAGEMENT

College guideline: You should plan to spend three to four hours per week per unit of credit. JOUR 2 is a four-unit class, so you should expect to spend 12-16 hours or 960 minutes per week on class activities – reading, taking quizzes, interacting with online resources, completing media journals and completing assignments. Here’s how that might look (averaging over the 11-week course because we don’t have an assignment every week).

Function	Minutes	Hours	Total Points
Viewing/reading online material	60	1	
Media Journal discussions/replies	60	1	25
Reading textbook	240	4	0
Taking quiz	120	2	20
Assignments	480	8	45
<b>Total Minutes</b>	<b>960</b>	<b>16</b>	<b>90</b>

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## SUPPORT SERVICES

- Need help? Visit De Anza’s Student Success Center for peer tutoring and workshops. The Student Success Center offers free tutoring (funded in part by your DASB fees) for many De Anza classes. Visit <http://www.deanza.edu/studentsuccess> for hours and information about workshops, group, drop-in and online tutoring, and to apply for (limited) weekly individual tutoring. Or stop by in person to check out the centers.  
General Subject tutoring in ATC 305  
Listening & Speaking and World Language support in ATC 313  
Math, Science and Technology tutoring in S43  
Writing and Reading tutoring in ATC 309
- Language Arts lab: The lab has computers and Microsoft Office and Internet Connection, located in MQ 3 off the tennis courts, near the Stelling Parking garage/Parking Lot C. It’s open 9 a.m. to 8 p.m. for student use.

- Disability Support Programs and Services (SCS 141) offers an array of services for disabled students, including students with learning disabilities.  
<http://www.deanza.edu/dsps/>
- Counseling: <http://www.deanza.edu/counseling/> (Student Services Building)
- Financial Aid: <http://www.deanza.edu/financialaid/> (Student Services Building)
- Library services are available on and off campus: <http://www.deanza.edu/library>  
 The library subscribes to several electronic databases <http://www.deanza.edu/library/articledata.html> 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.
- Free online tutoring. Login to MyPortal, go to the students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, visit <http://deanza.edu/studentsuccess/onlinetutoring.html>

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**Course calendar overview**

- Possible changes to the assignments or due dates listed in the calendar will be announced.
- I reserve the right to make changes to the schedule and grading structure as needed.

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	Sept. 25 – Oct. 1	<b>Living in a Media World</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 1</li> </ul>	<b>Practice Quiz</b>
2	Oct. 2 – 8	<b>The Mass Communications Effects</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 2</li> </ul>	<b>Quiz #1</b> (Chapter 2)
3	Oct. 9 – 15	<b>The Media Business</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 3</li> </ul>	<b>Quiz #2</b> (Chapter 3) <b>Internet Research Project</b>
4	Oct. 16 – 22	<b>Books: The Birth of Mass Media</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 4</li> </ul>	<b>Quiz #3</b> (Chapter 4)
5	Oct. 23 – 29	<b>Magazines: The Power of Words and Images</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 5</li> </ul>	<b>Quiz #4</b> (Chapter 5) <b>Topic for Research Paper Due</b>
6	Oct. 30 – Nov. 5	<b>Newspapers and the News</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 6</li> </ul> <b>Audio: Music and Talk Across America</b>	<b>Quiz #5</b> (Chapter 6) <b>Quiz #6</b> (Chapter 7)

		<ul style="list-style-type: none"> <li>▪ Read Chapter 7</li> </ul>	
7	Nov. 6 – 12	<b>Movies</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 8</li> </ul> <b>Television</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 9</li> </ul>	<b>Quiz #7</b> (Chapter 8) <b>Quiz #8</b> (Chapter 9)
8	Nov. 13 – 19	<b>Advertising</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 11</li> </ul>	<b>Quiz #9</b> (Chapter 11) <b>Media Experience Project Due</b>
9	Nov. 20 –26	<b>Public Relations</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 12</li> </ul>	<b>Quiz #10</b> (Chapter 12) <b>Annotated Bibliography (3 sources) Due</b>
10	Nov. 27 – Dec. 3	<b>The Internet</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 10</li> </ul>	<b>Quiz #11</b> (Chapter 10)
11	Dec. 4 – 10	<b>Media Law</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 13</li> </ul>	<b>Quiz #12</b> (Chapter 13) <b>Extra Credit Documentary Report Due</b>
12	Dec. 11 – 13	<b>Last day of class is Wednesday, Dec. 13</b>	<b>Final Paper Due 12/13</b>