

# JOUR 2 Mass Communication and its Impact on Society (4 units) – Summer 2019

## INSTRUCTOR INFORMATION

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**Office Hour:** Instructor will hold a “virtual” office hour each week on Monday 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. However, students should feel free to contact the instructor anytime.

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

## OBJECTIVES

In this course, you will:

- Define the nature and importance of mass communications media (books, newspapers, magazines, movies, radio, music 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 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, and 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](http://coursesmart.com). You may also find several sources to rent the book online. (This is a less expensive option.)

## COURSE REQUIREMENTS

- Complete the online orientation.
- Access the class and class information in Canvas (the courseware program where the class resides).
- Complete weekly textbook readings from *Mass Communication Living in a Media World* (6th edition) and view weekly online video segments/web links.
- Take weekly online quizzes based on textbook readings.
- Answer weekly Discussion Questions (DQs), tying the topics to class readings and viewings.
- Contribute to and participate in class discussions, responding to at least three other classmates' posts each week.
- Complete two projects: **Web Search Project** and the **Research Paper** (a minimum of 1,200 words). See separate handouts for details on how to complete each project.

*All requirements have specific due dates. **The content of this course is condensed from a 12-week regular quarter into a six-week concentrated summer course.** Be prepared to spend several hours a week reading, studying, participating and completing quizzes and assignments.*

**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 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.” All add/drop and other important dates for summer are by course section. Please view your class schedule in [MyPortal](#) for deadlines for your summer classes. All deadlines are enforced.

**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 of the website:

[https://www.deanza.edu/policies/academic\\_integrity.html](https://www.deanza.edu/policies/academic_integrity.html)

**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 my office hour on Monday). If I don't reply after two days, please feel free to follow up.
- **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 two 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. 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.
- 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 three classmates' posts. (**Three is the minimum 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 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 6) for 50 points. In addition, the instructor may post extra credit DQs during 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 (30 points each) – 360 points  
Web Search Project – 40 points  
Topic for Research Paper – 10 points  
Annotated Bibliography – 20 points  
Research Paper – 150 points  
Participation – 180 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 three of your classmates' posts each week (Weeks 1-6). Each response is worth 10 points (total possible 180)

## **Grade Scale**

A+* = 990-1000 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.

## **Canvas Information**

This course utilizes Canvas. Students can log in by going to <https://deanza.instructure.com> and using your 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	July 1 – 7	<b>Living in a Media World</b> <ul style="list-style-type: none"> <li>Read Chapter 1</li> </ul> <b>The Mass Communications Effects</b> <ul style="list-style-type: none"> <li>Read Chapter 2</li> </ul>	<b>Practice Quiz</b> (Chapter 1)  <b>Quiz #1</b> (Chapter 2)
2	July 8 – 14	<b>The Media Business</b> Read Chapter 3	<b>Quiz #2</b> (Chapter 3)  <b>Web Search Project</b>
3	July 15 – July 21	<b>PRINT MEDIA</b> <b>Books: The Birth of Mass Media</b> <ul style="list-style-type: none"> <li>Read Chapter 4</li> </ul> <b>Magazines: Power of Words &amp; Images</b> <ul style="list-style-type: none"> <li>Read Chapter 5</li> </ul> <b>Newspapers and the News</b> <ul style="list-style-type: none"> <li>Read Chapter 6</li> </ul>	<b>Quiz #3</b> (Chapter 4) <b>Quiz #4</b> (Chapter 5) <b>Quiz #5</b> (Chapter 6)  <b>Topic for Research Paper Due</b>
4	July 22 – July 28	<b>ELECTRONIC MEDIA</b> <b>Audio: Music and Talk Across America</b> <ul style="list-style-type: none"> <li>Read Chapter 7</li> </ul> <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 #6</b> (Chapter 7) <b>Quiz #7</b> (Chapter 8)  <b>Quiz #8</b> (Chapter 9)
5	July 29 – August 4	<b>PERSUASIVE MEDIA</b> <b>The Internet/Social Media</b> <ul style="list-style-type: none"> <li>Read Chapter 10</li> </ul> <b>Advertising</b> <ul style="list-style-type: none"> <li>Read Chapter 11</li> </ul> <b>Public Relations</b> <ul style="list-style-type: none"> <li>Read Chapter 12</li> </ul>	<b>Quiz #9</b> (Chapter 10) <b>Quiz #10</b> (Chapter 11) <b>Quiz #11</b> (Chapter 12)  <b>Annotated Bibliography (3 sources) Due</b>
6	August 5 – 9	<b>Media Law</b> <ul style="list-style-type: none"> <li>Read Chapter 13</li> </ul> <b>Class ends on Friday, August 9</b>	<b>Quiz #12</b> (Chapter 13)  <b>Final Paper Due 8/9</b>  <b>Extra Credit Documentary Report Due</b>