

**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:** \* *Introduction to Mass Communication, 10<sup>th</sup> Edition, By Stanley Baran*  
By McGraw-Hill Education at <http://connect.mheducation.com>  
ISBN10: 1260397254  
ISBN13: 9781260397253  
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**Make sure you get the 10th edition.** The course uses the entire book.

**NOTE:** The textbook is a low-cost Smart eBook. The textbook and online Connect ([connect.mheducation.com](http://connect.mheducation.com)) cost \$50. You will be automatically enrolled from Day 1 of the quarter and must pay within two weeks to stay in the class. You can also supplement with a hard copy of the textbook to be delivered to your house for about an additional \$40.

**TEXTBOOK WEB PAGE:** <https://www.mheducation.com/highered/product/introduction-mass-communication-baran/M9781260397253.html> and <http://connect.mheducation.com>

**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/>

**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.

This course instructs and engages students on the topics of mass media. Media literacy and critical thinking are emphasized. It transfers to CSU and UC as a General Education requirement and as a prerequisite for journalism and related degree programs. This course meets a general education requirement for De Anza, CSUGE and IGETC. It is part of the CTE program and a requirement for the Journalism AA-T degree.

### **STUDENT LEARNING OUTCOMES:**

Students will be able to:

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

### **COURSE 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 the U.S. and the world, to better understand the impact of the media in contemporary society.
- Explore 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 in 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 media on those groups.

### **COURSE REQUIREMENTS:**

- Access the class and class information in Canvas (the courseware program where the class resides).
- Complete weekly textbook readings from Mass Communication (10th edition) online in Connect and view weekly online video segments.
- Take weekly online quizzes drawn primarily from the readings in Connect.
- Answer weekly discussion questions, tying the topics to class readings and viewings.  
Please note: A brief answer without explanations or supportive statements that link to the activity/chapter content is considered a poor answer.
- 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.

Please note: You need to complete all three projects in addition to other weekly assignments in order to pass the course.

**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.

**You may lose points if you don't follow instructions and the required formats closely.**

**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. Your success is my goal.

### **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, but you are responsible for dropping if you decide not to attend the class. Please see "How to Drop Classes" at [https://www.deanza.edu/apply-and-register/register/add\\_drop.html](https://www.deanza.edu/apply-and-register/register/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 [https://www.deanza.edu/policies/academic\\_integrity.html](https://www.deanza.edu/policies/academic_integrity.html)

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

### **IMPORTANT DATES**

SEPT. 23: First day of fall quarter

OCT. 5: Last day to add classes

OCT. 6: Last day to drop classes for full refund or credit and without a W

OCT. 18: Last day to request "Pass/No Pass" for 12-week classes

NOV. 11: Veterans Day holiday, Campus closed

NOV. 15: Last day to drop classes with "W"

NOV. 28-DEC. 1: Thanksgiving holiday, Campus closed

DEC. 1: Last day to file for fall degree or certificate

DEC. 9-13: Final exams

DEC. 13: Last day of fall quarter

**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 ONLINE 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 during our online "class" or office hours). If I don't reply after 48 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:** 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, most of the times.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use uppercases for the word "I," for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language such as "u" for "you," "r" for "are" and "lol.")
- 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.
- A brief answer without explanations or supportive statements is not acceptable.
- 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:** The Quizzes are comprehension quizzes in Connect online and are due by Sunday night each week. You need to read chapters and take the quizzes while reading. Read the chapters carefully.

**EXTRA CREDIT:**

You may complete an extra credit documentary report, do extra reading and quizzes of Chapter 15, or complete an extra magazine proposal. In addition, the instructor may post extra credit assignments throughout the course. Students are limited to a maximum of 75 extra credit points.

**GRADING:**

- Connect Orientation and Usage Assignment – 5 points
- Quizzes (14 chapter reading and comprehension quizzes: 30 points each) – 420 points
- Weekly Discussion Questions and two comments on classmates’ posts: (first one: 5 points, last one: 10 points and 10 others: each 30 points) – 315 points
- Internet search Project – 30 points
- Media Experience Project – 40 points
- Topic for Research Paper – 20 points
- Annotated Bibliography Discussion – 20 points
- Research Paper – 150 points
- Extra credit – Maximum of 75 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 will give you 10 points. Each response post is worth 5 points in most cases.

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/discussion questions and completing assignments.

**IMPORTANT NOTE: You are required to complete all assignments in order to pass the course. Missing a project will result in failing the class. You will not pass if you don't complete the final research project, even if you've earned 700 points.**

## **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 face 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.

## **SUPPORT SERVICES**

- 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/>

## **STUDENT SUCCESS CENTER**

De Anza's Student Success Center offers free online and on-campus tutoring and workshops. Visit <http://www.deanza.edu/studentssuccess/> for hours and information, or just stop by to chat or sign up.

- Academic Skills Center for workshops and adjunct study skills courses in ATC 302
- General Subject tutoring in ATC 304
- Listening & Speaking and World Language support in ATC 313
- Math, Science and Technology tutoring in S43
- Writing and Reading tutoring in ATC 309
- Student Success Center Resources are available online to all De Anza students on Canvas:  
<https://deanza.instructure.com/enroll/MAF7Y8>

**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).

**NOTE: You are responsible to read and understand the syllabus entirely.**

## **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. 23 to Sept. 29	<b>Mass Communication, Culture, and Media Literacy</b> <ul style="list-style-type: none"> <li>Read Chapter 1</li> </ul>	<b>Quiz</b> Chapter 1 Discussion Question
2	Sept. 30 to Oct. 6	<b>Convergence and the Reshaping of Mass Communication</b> <ul style="list-style-type: none"> <li>Read Chapter 2</li> </ul>	<b>Quiz</b> Chapter 2 Discussion Question
3	Oct. 7 to Oct. 13	<b>Books</b> <ul style="list-style-type: none"> <li>Read Chapter 3</li> </ul>	<b>Quiz</b> Chapter 3 Discussion Question <b>Internet Research Project</b>
4	Oct. 14 to Oct. 20	<b>Newspapers</b> <ul style="list-style-type: none"> <li>Read Chapter 4</li> </ul> <b>Magazines</b> <ul style="list-style-type: none"> <li>Read Chapter 5</li> </ul>	<b>Quiz</b> Chapter 4 <b>Quiz</b> Chapter 5 Discussion Question <b>Extra Credit: Magazine Proposal</b>
5	Oct. 21 to Oct. 27	<b>Film</b> <ul style="list-style-type: none"> <li>Read Chapter 6</li> </ul> <b>Radio, Recording, and Popular Music</b> <ul style="list-style-type: none"> <li>Read Chapter 7</li> </ul>	<b>Quiz</b> Chapter 6 <b>Quiz</b> Chapter 7 Discussion Question <b>Topic for Research Paper Due</b>
6	Oct. 28 to Nov. 3	<b>TV</b> <ul style="list-style-type: none"> <li>Read Chapter 8</li> </ul>	<b>Quiz</b> Chapter 8 Discussion Question
7	Nov. 4 to Nov. 10	<b>Video Games</b> <ul style="list-style-type: none"> <li>Read Chapter 9</li> </ul> <b>The Internet and Social Media</b> <ul style="list-style-type: none"> <li>Read Chapter 10</li> </ul>	<b>Quiz</b> Chapter 9 <b>Quiz</b> Chapter 10 Discussion Question

8	Nov. 11 to Nov. 17 Nov. 11 Campus closed	<b>Public Relations</b> <ul style="list-style-type: none"> <li>Read Chapter 11</li> </ul>	<b>Quiz</b> Chapter 11 Discussion Question <b>Media Experience Project Due</b>
9	Nov. 18 to Nov. 24	<b>Advertising</b> <ul style="list-style-type: none"> <li>Read Chapter 12</li> </ul>	<b>Quiz</b> Chapter 12 Discussion Question <b>Annotated Bibliography (3 sources) Due</b>
10	Nov. 25 to Dec. 1 Nov. 28 to Dec. 1 campus closed	<b>Theories and Effects of Mass Communication</b> <ul style="list-style-type: none"> <li>Read Chapter 13</li> </ul>	<b>Quiz</b> Chapter 13 Discussion Question
11	Dec. 2 to Dec. 8	<b>Media Freedom, Regulation, and Ethics</b> <ul style="list-style-type: none"> <li>Read Chapter 14</li> </ul>	<b>Quiz</b> Chapter 14 Discussion Question <b>Extra Credit Documentary Report Due</b>
12	Dec. 9 to Dec. 11	<b>Last day of class is Wednesday, Dec. 11</b>	<b>Final Paper Due 12/11</b> Discussion Question <b>Extra Credit Reading and Quiz of Chapter 15</b>