

**INSTRUCTOR:** Farideh Dada

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**CLASS/OFFICE LOCATION:** Class sessions are all online. “Virtual” office hour each Monday 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. No synchronous or video/Zoom meetings.

**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  
Copyright: 2019  
**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 IF ONLY YOU PURCHASE IT THROUGH DE ANZA BOOKSTORE. 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.

**PURCHASE TEXTBOOK:** <http://books.deanza.edu/CourseMaterials> or [www.deanza.edu/bookstore](http://www.deanza.edu/bookstore)  
Textbook Department email address: [textbookrequests@fhda.edu](mailto:textbookrequests@fhda.edu)

**REQUIRED SUPPLIES:** **Connect Support:** 800-331-5094  
Access to computer with internet and email

**PREREQUISITE:** **Advisory:** English Writing 1A  
or English as a Second Language 5

**IMPORTANT:** This course uses a required online interface with the textbook, Stanley Baran’s Introduction to Mass Communication: Media Literacy and Culture, in which students read and complete immersive quizzes that count for credit. To access the quizzes, click on the chapter name in **Modules on Canvas**, and you will be taken to the

chapter and quiz. If you do the assignment outside Canvas, your grade points won't be recorded. Students are enrolled from Day 1 of the quarter but need to buy an access code from the bookstore online within the first two weeks to keep the book.

**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 "Student Resource Hub": <https://www.deanza.edu/online-ed/students/remotelarning.html> "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 the textbook (10th edition) online in Connect via Canvas and view weekly online video segments.
- Take weekly online comprehensive 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, by responding to at least three other classmates on each discussion question. Professionalism is a must. Contemptuous behavior and disrespectful comments are not tolerated.
- Complete two projects: (1) the Internet Search Project, (2) 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.
- You earn your own grade. If you don't meet the requirements, you won't pass successfully. Deadlines need to be met. Deadlines are final. Don't expect extensions.
- DO NOT ask for extension of deadlines. DO NOT turn in assignments late.

**NOTE:** 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.

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

**LATE WORK:** Assignments and discussions may be submitted early, if the module is open. Late assignments, discussions and quizzes will NOT be accepted. Excuses are not acceptable. Deadlines are final.

**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 five or more consecutive days. 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." Dates are enforced.

**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. 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 had guests from overseas. I didn't have a babysitter for 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.

We are starting the quarter in a strange time of coronavirus crisis and social distancing. Please know that the current situation is hard for all of us, but by enrolling in this course, you are committed to complete the requirements of the course. Please be sure that you can handle the course and manage your time while you are taking care of your mental health and dealing with the current crisis.

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.

**IMPORTANT DATES:**

Last Day for Adds	July 02, 2020
Census Date	July 07, 2020
Last Day for Drops w/ Refund	July 01, 2020
Last Day for Drops w/o W	July 06, 2020
Last Day for Drops	August 07, 2020

### **COURSE GRADING:**

Grading is based on a 1,000-point system. Assignment grades are based on accuracy, following directions, thoroughness and quality. Students must adhere to professional standards, meet deadlines and follow rules of punctuation, grammar, spelling, and style. To earn an A+ in the course, in addition to 990 or more points (excluding extra assignments) a student must turn in all assignments on time and have perfect attendance.

A +	= 990-1,000 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	= 599 points or less

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

### **ACCESS TO SITES WITH PASSWORDS**

Article Databases and Research Databases:

<http://www.deanza.edu/library/articledata.html>

Academic search tools: <http://www.deanza.edu/library>

You must start from the De Anza library home page to access EbscoHost, Proquest, LexisNexis (1) Select article databases, then go to the database you want to use (2) When prompted, type in your eight-digit De Anza student ID number or the number on your DASB card. No passwords needed on campus.

### **ACADEMIC DISHONESTY:**

Original work is required for this class. Papers from other classes are not accepted. Journalists have only one thing to offer: credibility. Making things up and stealing the words of another writer or failing to give proper citation to information obtained from other sources are deadly sins in journalism. There is a zero-tolerance policy in this class regarding plagiarism, fabrication and cheating. To plagiarize is to “steal and use (the ideas and writings of another) as one’s own. Copying/turning in the work of others is plagiarism. Turning in a research paper with portions copied directly from another source without quote marks and citations is plagiarism. Any instances of plagiarism or cheating will result in an F for the assignment. Please view the Academic Integrity section in the [De Anza College Student Handbook](#)

**COURSE HINTS:**

- **ALWAYS** keep a copy of your submissions as backup in case the one posted/sent is lost. This is especially important in an online class since (electronic) stuff happens.
- I teach multiple classes at multiple colleges, when sending an email to me, write **STUDENT** or **JOUR 2 in addition to the Section Number** 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 online office hours).
- **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, which are lengthy and require research.
- **Anticipate emergency situations.**
- Look ahead at the assignments and work ahead if you have the time and if the module is open.

**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 mostly due on Thursdays each week and replies to other classmates by Saturday. If the format is not followed, you will lose points.

- 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, such as "u" for "you," "r" for "are" and "LOL"). Otherwise, you will lose points.
- 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. Your responses should show that you have studied the related chapter.
- 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 per question. **(Three 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. Do not directly go to Connect. Always start from Canvas; otherwise, your grades will not be recorded in the system.

**EXTRA CREDIT:**

You may complete extra credit assignments for extra points as they are posted on Canvas.

**SUPPORT SERVICES**

Many services are available to students online during this social distancing time:

<http://www.deanza.edu/online-ed/students/remoteteaching.html>

**STUDENT SUCCESS CENTER**

Need help with this course? Student Success Center peer tutors are ready for you!

- **SSC tutoring links and schedules:** go to the [SSC homepage](#) and click on the yellow link to add yourself to [SSC Resources Canvas](#). Once there, click on Modules then the SSC area for your course.
- **Support for online learning:** If you'd like to speak with someone about motivation and organization strategies for online classes, talk with a peer tutor or SSC staff member.
- **Need after-hours or weekend tutoring?** See the [Online Tutoring](#) page for information about NetTutor (via Canvas) or Smarthinking (via MyPortal).

**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 adviser (864-8839 EDC main number). Again, all services are available online:

<http://www.deanza.edu/online-ed/students/remoteteaching.html>

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

**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 do not complete the final research project, even if you have 700 points.

**COURSE CALENDAR**

- 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	June 29 – July 5	<p><b>Content orientation &amp; usage assignment</b></p> <p><b>Table of contents, preface, glossary</b></p> <p><b>Mass Communication, Culture, and Media Literacy</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 1</li> </ul> <p><b>Convergence and the Reshaping of Mass Communication</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 2</li> </ul>	<p><b>Comprehensive Quiz #1</b> (Chapter 1)</p> <p><b>Quiz #2</b> (Chapter 2)</p> <p>Discussion question(s)</p>
2	July 6 – July 12	<p><b>PRINT MEDIA</b></p> <p><b>Books</b></p> <ul style="list-style-type: none"> <li>• Read Chapter 3</li> </ul> <p><b>Newspapers</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 4</li> </ul> <p><b>Magazines</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 5</li> </ul>	<p><b>Quiz #3</b> (Chapter 3) <b>Quiz #4</b> (Chapter 4) <b>Quiz #5</b> (Chapter 5)</p> <p>Discussion question(s)</p> <p><b>Internet Research Project</b></p>
3	July 13 – July 19	<p><b>ELECTRONIC MEDIA</b></p> <p><b>Film</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 6</li> </ul> <p><b>Radio, Recording, and Popular Music</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 7</li> </ul> <p><b>TV</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 8</li> </ul>	<p><b>Quiz #6</b> (Chapter 6) <b>Quiz #7</b> (Chapter 7) <b>Quiz #8</b> (Chapter 8)</p> <p>Discussion question(s)</p> <p><b>Topic for Research Paper Due</b></p>

4	July 20 – July 26	<p><b>Video Games</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 9</li> </ul> <p><b>PERSUASIVE MEDIA</b></p> <p><b>The Internet and Social Media</b></p> <ul style="list-style-type: none"> <li>• Read Chapter 10</li> </ul> <p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 11</li> </ul>	<p><b>Quiz #9</b> (Chapter 9) <b>Quiz #10</b> (Chapter 10)</p> <p><b>Quiz #11</b> (Chapter 11)</p> <p>Discussion question(s)</p>
5	July 27 – Aug. 2	<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 12</li> </ul> <p><b>Theories and Effects of Mass Communication</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 13</li> </ul> <p><b>Media Freedom, Regulation, and Ethics</b></p> <ul style="list-style-type: none"> <li>▪ Read Chapter 14</li> </ul>	<p><b>Quiz #12</b> (Chapter 12) <b>Quiz #13</b> (Chapter 13) <b>Quiz #14</b> (Chapter 14)</p> <p><b>Annotated Bibliography (3 sources) Due</b></p> <p>Discussion question(s)</p>
6	Aug. 3 – Aug. 6	<p><b>Turn in your final research project</b></p> <p><b>Class ends Thursday, August 6</b></p>	<p><b>Final Paper Due 8/6</b></p> <p><b>Extra Credit Documentary Report Due</b></p> <p>Discussion question(s)</p>