

# Media in the World

COMA 120-01

Spring 2012

*Please review often*

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**Meeting time: M/W 1:45-3:30 p.m.**

**Ingram 115b**

**Office hours: M/W: Noon-1:45 / p.m.**

**Also available by appointment**

**Ingram 133**

***Please silence cell phones and put away laptops and other electronic devices before class begins. I deduct 5 points for each violation.***

## Course overview

This class will survey the characteristics and history of mass communication in the United States and the world. The focus will be the relationship of media to culture and society. The class is not necessarily concerned with studying the technical aspects of mass media (such as how radio or television actually works) but what roles these media play in shaping and expressing communication, culture and consciousness. As a media consumer, you should already have an opinion about many of these issues we will examine.

## Departmental and University objectives to be addressed:

- \* Critical and reflective thinking
- \* Expression ability
- \* Interaction ability
- \* Valuing
- \* Multiple frameworks

## Format

The format of the class will be primarily discussion. You are required to keep up on the readings, respond to discussion questions and respond to each other's comments regularly and thoughtfully. Learning in this class will depend on personal involvement, **thus attendance is required and attendance will be taken.** *For the first three unexcused absences, I'll drop your final grade one full grade, then one full grade for each unexcused absence after that.* Because of the need for open discussion to fully understand significant principles, any behavior that inhibits an open communication climate will not be tolerated. However, a free exchange of critical thought is encouraged.

## Textbook(s) and readings

Required text:

***Media & Culture: an Introduction to Mass Communication, 8<sup>th</sup> Edition (2012) by Richard Campbell, Christopher R. Martin and Bettina Fabos.***

**Other Readings/Documentaries:** Various additional reading will be posted on Sakai, PLU's electronic content-management site, for this course or distributed in class. It is important that you read all assignments carefully. Class presentations and discussions will undoubtedly move beyond the reading. You may be asked to discuss the meanings of the reading and apply that meaning to what you are learning in class. If you do not read the assignments before class, you will likely be lost during class discussions. This neglect will have a serious affect on your ability to learn and will affect your class participation grade.

In addition, we will watch portions of several documentaries about various media, in keeping with commitments to visual learners. Though we won't have time to view these films in their entirety, they will focus critical in-class discussions, and you may be tested on them in exams (critical analysis only).

**NOTE: Learn how to read critically.** During the course, you will be assigned readings from a variety of authors and media critics. It is important that you learn to assess the purpose and character of the authors of all readings. Be prepared to answer questions in class or on exams about who these authors are and what gives them the authority to make the claims they are making in the readings. You should also be prepared to engage and respond to the authors of all readings presented in this class. It is suggested that when you are reading material for this class, you keep a notebook handy to summarize and reconstruct the writer's arguments. In addition to these notes, you should also be prepared to respond to and question these points orally and/or in writing. By reading this way — with a critical eye — you will be much more prepared for the take home test given in this class.

### **Assignments and assessment**

Assessment in this class will be based on a number of assignments--designed to accommodate various learning styles. No late or makeup work accepted. Please note all course materials will be managed on Sakai. (Go to this link for access: <https://sakai.plu.edu/portal>). Please check your student e-mail periodically for any updates beyond this syllabus.

### **Autobiography:**

Please post to Assignments in Sakai a 1/2- to 1-page, double-spaced Word document the first Thursday of class, Feb. 9. Tell me a bit about your interests in and outside of school and perhaps what you're especially interested in when it comes to media.

### **Media consumption diary:**

You'll follow a template provided in class that allows you to keep track of your entire media consumption the first Friday and Saturday of class. (Bring a hard copy printout of diary to class Monday, Feb. 13, to discuss in small groups.)

### **International Media Journal:**

You'll attend to media products produced by a country OUTSIDE of the United States in a journal you'll keep. It is recommended that you choose a country you know little about for this assignment. If

you have no idea what country to follow, please see me. You will be required to respond to a journal question each day for three days starting the THIRD week of class (questions to be found in SAKAI under ANNOUNCEMENTS) addressing information you've noticed by attending to media in your country of choice. You will turn in by posting to the SAKAI ASSIGNMENTS your international media journal with thoughtful responses to the questions. No extensions.

**Exams:**

These will be designed to assess your understanding of the lectures and readings. Each in-class exam will consist of 10 short-answer questions and 10 fill-in-the-blank questions. Four exams will be given, each about an hour long. They are all open book/open notes/open laptop, etc. but take note: **Wifi generally doesn't work in class, so be sure to download any info you might need before the exam.**

**Final Project**

The final assignment in this class will be a research/critical paper of 1-2 pages (single-spaced) on media issues in a country outside of the United States. You will be required to turn in a rough outline of the international media research study near the end of the term. No final grade for the paper will be given without the outline on file. In addition, you will present your research to the class during the final days of the course. You have the option of completing this assignment with up to three fellow classmates.

**Please note: All required assignments must be completed in order to receive a passing grade in the course.**

**Points allotment:**

<b>International Media Journal .....</b>	<b>15</b>
<b>Exams (4 X 50 points each).....</b>	<b>200</b>
<b>Final Project Outline .....</b>	<b>10</b>
<b>Final Project Paper.....</b>	<b>20</b>
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<b>Total .....</b>	<b>245</b>

**Grading: Your course grade will be based on your point total at the end of the semester and assigned in the following manner:**

Point Total	Grade
245-233	A
232-220	A-
219-211	B+
210-202	B
201-193	B-

Point Total	Grade
192-184	C+
183-175	C
174-166	C-
165-157	D+
156-148	D

Point Total	Grade
147-139	D-
138-130	E

The final course grade represents the following:

- An “A” grade: The student’s body of work is intellectually rigorous, analytical, often creative and shows a thorough knowledge of the materials. The work is communicated in a clear and

concise manner. Few, if any, errors of fact or writing.

- A “B” grade: The student’s body of work has a few errors but shows a good effort at comprehending the material. Clear, understandable writing with some care and expression of knowledge. Discussion needs more clarity, more development and/or more examples. The work may be missing some of the subtleties of the argument.
- A “C” grade: An adequate but superficial completion of coursework. Few examples used. Discussion or argument is unsubstantiated. Sources are poorly cited, some errors of fact, weak writing and grammar.
- A “D” grade: Inadequate completion of many assignments. Many errors of fact, errors in grammar and missed deadlines.
- An “E” Grade: Most or all work not completed, poorly executed and/or turned in extremely late.

Academic Integrity and communication ethics

Please review the link below.

<http://www.plu.edu/academics/integ.html>

You will note that even if you merely witness an abuse of academic integrity at PLU, you may be liable for sanctions if you do not report the abuse. You will be responsible to uphold the university's highest standards of academic integrity in this class. This might be a challenge because of take-home exams and the collaborative efforts of some of the assignments. I will assume you fully understand your responsibilities as an honorable member of this community. The PLU Department of Communication and Theatre takes its ethics seriously. We believe that public communicators have an added responsibility to uphold ethical standards and to tell the truth in every circumstance.

Also, you are responsible to review the article in "Resources" on How to avoid plagiarism.

Special needs If you need course adaptations or accommodations because of disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please see me as soon as possible.

Date	Topic	Reading due today	Assignment Due
Wednesday Feb. 8	Syllabus Introduction Steps to critical analysis	<i>Media Consumption Diary assigned</i> <i>Autobiography assigned</i>	
Monday Feb. 13	Milestones of Human Communication Media Theories <b>HAPPY VALENTINE'S DAY</b>		Media consumption diary (please bring hard copy to class)
Wednesday Feb. 15	Theories (cont.) Marshall McLuhan		Media consumption diary (please bring hard copy to class)
Monday Feb. 20	<b>PRESIDENTS HOLIDAY—NO CLASS</b>		
Wednesday Feb. 22	Taking a stand on media ownership	Reading TWO: "Waging the Media Battle" Reading THREE: "Myth of Media Ownership"	International Media Journal (tell me your choice)
Monday Feb 27	New Technologies  Sound Recording	Textbook: Mass Comm / Internet Reading ONE: "Digital Natives, Digital Immigrants" Textbook: Sound Recording	International Journal Question 1 announced
Wednesday Feb. 29	Sound Recording (cont.) Film: "Hype"	Textbook: Sound Recording	
Monday March 5	Film: "Hype" (concl.)	Textbook: Sound Recording	International Journal Question 2 announced TEST 1 (END OF CLASS)
Wednesday March 7	Radio / "Pirate Radio"	Textbook: Radio	
Monday March 12	Field trip: KPLU studios	Textbook: Radio Station info: <a href="http://www.kplu.org/">http://www.kplu.org/</a>	International Journal Question 3 announced
Wednesday March 14	Television / "Tivo"	Textbook: Television / Cable TV	
Monday March 19	Cable TV / "TV Marti"	Textbook: Television / Cable TV	
Wednesday March 21	Movies / "Bollywood" Film: "Celluloid Closet"	Textbook: Movies	International Media Journal (3 essays completed)
Monday March 26	<b>NO CLASS—SPRING BREAK</b>		
Wednesday March 28	<b>NO CLASS—SPRING BREAK</b>		
Monday April 2	Film: "Celluloid Closet" (concl.)	Textbook: Movies	TEST 2 (END OF CLASS)
Wednesday April 4	Overview of final project Culture of Journalism / "Al Jazeera"	Textbook: Culture of Journalism	
Monday April 9	Peace Journalism / CBC "Psy-Ops"	Reading FOUR: "Peace Journalism"	
Wednesday April 11	Newspapers Film: "News Wars"	Textbook: Newspapers	
Monday April 16	Magazines  Books (begin)	Textbook: Magazines  Textbook: Books	
Wednesday April 18	Books (concl.)  Advertising	Textbook: Books  Textbook: Advertising	Outline of final project (via Sakai)
Monday April 23	Film: "Art & Copy"	Reading FIVE: "Sex, Lies and Advertising"	TEST 3 (END OF CLASS)
Wednesday April 25	Public Relations / Group exercise	Textbook: Public Relations	
Monday	Media effects / "60 Minutes: Do	Textbook: Media Effects	

April 30	Video Games Kill?"		
Wednesday May 2	Media ethics/Group exercise	Textbook: Culture of Journalism (ethics section)	
Monday May 7	Legal controls Course evaluations (end of class)	Textbook: Legal Controls	
Wednesday May 9	Final presentations begin—take notes! (first 8)		
Monday May 14	Final presentations continue—take notes! (next 8)		
Wednesday May 16	Final presentations conclude—take notes! (final 4) <b>LAST DAY OF CLASS</b>		TEST 4
Monday May 21	<b>NO CLASS</b>		FINAL PROJECT (3:30 P.M.)