

**Journalism 8030 (Class no.: 6883): Seminar in Mass Communication Theory
Fall 2019**

Time: M, W, F 2:00 p.m. – 2:45 p.m.

Venue: 215, Radio and Television Building

Instructor: Jatin Srivastava

Office: 248, Schoonover Center

Office phone: 740.597.3136

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Office Hours: M, W: 1:00 p.m. – 2.00 p.m.

Course Objectives:

- To provide an overview of Important Mass Communication theories & other theoretical perspectives.
- To develop understanding of application of theories to real life contexts.
- To critically evaluate articles/readings from mass communication literature.
- To use academic tools and technologies to access and evaluate academic literature.
- To develop basic understanding of academic writing appropriate to the field of mass communication research.
- To develop a basic understanding of ways statistical and analytical techniques are used in mass communication literature.
- To Understand and apply concepts and theories in the use and presentation of content across different media.
- To develop an understanding of diversity with respect to mass communication from domestic and global perspectives.

Study Material:

Textbook (Required):

Author: Melvin L. DeFleur

Title: Mass Communication Theories: explaining origin, processes, and effects

ISBN: 9780205331727

Supporting material and readings:

The course will also require studying academic research articles as exemplars of theory application. I will provide these academic research articles through blackboard.

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Evaluation/Grading:

Break up of grades (total points: 1000)

- Research Proposal: 500 points
- Alternate introduction project: 100 points
- Reaction Papers: 200 points
- Individual presentation/Discussion leadership: 200 points

Final project (Research Proposal): The proposal will be due at the end of the semester and will involve developing theoretically grounded research questions/hypotheses supported by a review of relevant literature.

Alternate introduction project: You will write the introduction section for a proposal that will use a topic and a theoretical framework that is different from the topic and the theoretical foundation for your final project. This paper will be worth 100 points.

Reaction Papers: Overall, you will write 4 reaction papers. Each reaction paper will be worth 50 points.

Individual presentation/Discussion leadership: Each student will have to be the discussion leader for two consecutive classes during the semester. For one class, the discussion leader will discuss a theory and in the next class, the discussion leader will discuss one research paper that applies that particular theory to a research problem. The discussion leader will provide an overview of the assigned theory/ies and reading, will create questions for class discussions, and lead/facilitate the discussion. For some theories that are not covered in the book, the discussion leader will discuss the theory based on the readings provided on blackboard for both the days. Each discussion leadership assignment will be worth 100 points.

Attendance/Participation: Since this is a seminar, class participation is an essential element of learning. Attendance is mandatory. I do understand that there might be valid reasons that make it impossible for you to attend the class. You can miss up to nine classes without any penalty. Any more missed classes after that may incur loss of five points for each missed class from the total points scored in the class.

Beyond the nine-day limit, attendance may be excused if acceptable documented proof is presented. I reserve the right to decide what is acceptable. I would like to point out that documents like advisor's note, prescription receipts, and obituaries from newspaper are more likely to be unacceptable. You have been given nine excused days to address such eventualities.

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Grading scheme:

A	921-1000	B-	791-820	D+	661-690
A-	891-920	C+	761-790	D	621-660
B+	861-890	C	721-760	D-	591-620
B	821-860	C-	691-720	F	0-590

Challenging a grade: For each assignment/project, I will provide a grading rubric. I will provide you break up of your grades according to this rubric after I have assigned a grade to your work. In case you are not satisfied with the grade you received, please provide me in writing a reason for your dissatisfaction. Please also include a statement about the grade you expect and why you think you deserve that grade. I will not entertain any verbal request for reconsideration/alteration of grades.

Late submission policy: Assignments should be uploaded on blackboard within the posted deadline. If you face uploading troubles, it's your responsibility to get the document to me within time or notify me of the difficulty. You will be penalized for delay in document submission. For each day of delay, a penalty of five points may be applied. The penalty may be waived off or reduced in case of an acceptable, documented excuse.

Academic Misconduct: Two primary forms of academic misconduct are cheating and plagiarism. Cheating involves responding to assignments/quizzes from sources not authorized for use for the assignment/quiz. Using information or material from a source and not crediting it is plagiarism. If you are not sure about crediting a source, please ask me. Not being aware of what constitutes plagiarism is not an excuse. In Cases of plagiarism, I may apply a grade penalty. I may also file a complaint with the Office of Community Standards and Student Responsibility, and university Judiciary may impose additional sanctions. If you are charged with academic misconduct, you can avail of the appeal process and also seek services of Students Defending Students, a voluntary organization. For more details, please refer to the following web link:

<http://www.ohio.edu/communitystandards/academic/students.cfm>

Accommodations for disability: Any student who suspects s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student Accessibility Services. If the student is not yet registered as a student with a disability, s/he should contact the Office of Student Accessibility Services.

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Course Calendar

	Theoretical Topic	Class activity/Readings	Assignment & Due date
Week 1			
August 26	Discussion about syllabus	Additional discussion: discussion leading	
August 28	Nature of a theory and the modern philosophy of science	(Ch.2 &3) Additional discussion: Using APA style	
August 30	The concept of “Mass Society” and the Magic bullet theory	(Ch. 6 & 9) Additional Discussion: Reaction paper	
Week 2			
September 2	Labor Day (Class not in session)		
September 4	Press and Public opinion: Walter Lippmann	(Ch. 4 &8) Additional Discussion: Research proposal and Alternate introduction paper	
September 6	Uses and Gratifications (Theory)	(Ch. 14)	
Week 3			
September 9	Uses and Gratifications (Reading)	Additional readings on blackboard	
September 11	Two-step flow (Theory)	(Ch. 13)	
September 13	Two-step flow (Reading)	Additional readings on blackboard	
Week 4			
September 16	Diffusion of Innovation (Theory)	(Ch. 18)	
September 18	Diffusion of Innovation (Reading)	Additional readings on blackboard	
September 20	Gatekeeping (Theory)	(Ch. 11)	

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Week 5			
September 23	Gatekeeping (Reading)	Additional readings on blackboard	
September 25	Agenda-setting (Theory)	(Ch. 12)	Reaction paper 1 on Gatekeeping
September 27	Agenda-setting (Reading)	Additional readings on blackboard	
Week 6			
September 30	Framing (Theory and reading)	(Ch. 24; p. 345-347) Additional readings on blackboard	Reaction paper 2 on Agenda-setting
October 2	Framing (Reading)	Additional readings on blackboard	
October 4	Fall Break (Class not in session)		
Week 7			
October 7	Spiral of Silence (Theory and reading)	(Ch. 24; p.. 341) Additional readings on blackboard	Reaction paper 3 on Framing
October 9	Spiral of Silence (Reading)	Additional readings on blackboard	
October 11	Social Learning (Theory)	(Ch. 16) Additional readings on blackboard	
Week 8			
October 14	Social Learning (Reading)	Additional readings on blackboard	
October 16	Social Cognitive theory (Reading)	Readings from blackboard	
October 18	Social Cognitive theory (Reading)	Readings from blackboard	
Week 9			
October 21	Identity and message creation (Reading)	Readings from blackboard	
October 23	Identity and message creation (Reading)	Readings from blackboard	
October 25	Limited capacity theories (Reading)	Readings from blackboard	
Week 10			

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October 28	Limited capacity theories (Reading)	Readings from blackboard	
October 30	Perspectives from Media Economics (Reading)	Readings from blackboard	
November 1	Perspectives from Media Economics (Reading)	Readings from blackboard	Alternate introduction project
Week 11			
November 4	Media Convergence (Reading)	Readings from blackboard	
November 6	Media Convergence (Reading)	Readings from blackboard	
November 8	Cultivation analysis (Theory)	(Chapter 24: p. 337-341) Readings from blackboard	
Week 12			
November 11	Veterans Day (Class not in session)		
November 13	Cultivation analysis (Reading)	Readings from blackboard	
November 15	Critical Cultural Theories (Theory)	(Ch. 21)	
Week 13			
November 18	Critical Cultural Theories (Reading)	Readings from blackboard	Reaction paper 4 on Critical Cultural theories
November 20	Third Person and Hostile Media effect (Theory and reading)	(Ch. 24, P. 347) Additional readings on blackboard	
November 22	Third Person and Hostile Media effect (Theory and reading)	Additional readings on blackboard	
Week 14			
November 25	Open hour to work on research proposal		
November 27	Thanksgiving Break (classes not in session)		
November 29	Thanksgiving Break (classes not in session)		

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Week 15			
December 2	Open hour to work on research proposal		
December 4	Open hour to work on research proposal		
December 6	Open hour to work on research proposal		
Finals week			
December 9, 12:20 p.m.	Open hour	Discussion and consultation for final project	Final project: Research Proposal (due at 2:20 pm)

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