

**Journalism 1050 (Class no.: 5271): Introduction to Mass Communication
Spring 2018-19**

Time: Tu, Th (1:30 p.m. – 2:50 p.m.)
Venue: 450, Schoonover Center
Instructor: Jatin Srivastava
Office: 248, Schoonover Center
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Office Hours: T, TH (12:30 p.m. – 1:30 p.m.)

Course Description

The primary objectives of this course are as follows:

1. Develop understanding and critical awareness of media environment consisting of both the media and the audience.
2. Develop understanding of the history of Mass media and how it may inform our understanding of the present and future media environment.
3. Develop understanding of prominent theories and frameworks explaining the function, use, and influence of mass media.
4. Develop understanding of diversity (e.g., gender, race, sexual orientation) with respect to mass communication.
5. Develop understanding of prominent principles and laws in relation to Communication environments (e.g., freedom of speech and press, privacy).
6. Develop understanding of principles and issues related to media ethics.
7. Developing understanding of different functions of mass media (e.g., Journalism, Public Relations, Advertising) and of professional careers in respective functions.

Course Material

Required Text:

Book title: Mass Communication: Living in a media world
Edition: 6th edition
Author: Ralph E. Hanson
ISBN: 9781506344461
Publisher: Sage. ©2017

It is important that you purchase the textbook. I may not cover all the chapter content in my lectures. However, the quizzes and the exam will require you to read the complete book chapters.

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Online resources: In addition to the texts mentioned above, I may provide you additional material and readings through Blackboard.

Class Policies

Assignments and grades:

The breakup of the grade points is as follows:

Final Exam: 300 (30 %)

Online quizzes: 700 (70%)

Total Number of Points: 1000 (100%)

Final Exam (30% of total grade): The final exam will take place during the Finals week and will be worth 300 points (30% of total grade). The exam will involve responding to *Multiple Choice* and *True/False* type questions and may include content from all the chapters covered in the class during the semester. It will be an open notes exam; you can bring all your notes/notebooks (paper only, no textbooks) to the classroom for this exam.

Online Quizzes: There will be seven online take home quizzes, each worth 100 points, during the semester. You will take the quizzes outside the classroom using the Blackboard website. Each quiz will cover material from two/three chapters and will be accessible online for at least two days during which you can log on to blackboard to take the quiz. The opening and closing time and dates for each quiz and details about chapters covered are provided in the course calendar. You can use all your notes and the textbook for these quizzes.

Grading scheme:

A	940-1000	B-	800-839	D+	670-699
A-	900-939	C+	770-799	D	640-669
B+	870-899	C	740-769	D-	600-639
B	840-869	C-	700-739	F	0-599

Extra Credits: Depending on their availability, I may offer some extra credit opportunities during the semester.

Challenging a grade: 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.

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Attendance Policy: 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 six class sessions without any penalty. Any more missed classes after that will incur loss of one letter grade for each missed class. For example, if you missed seven classes and your final grade is A, it will become A- after incorporating the attendance penalty.

Beyond the six-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 such as prescription receipts and obituaries from newspaper are more likely to be unacceptable. You have been given six excused days to address such eventualities.

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

Week 1		Online Quizzes
January 15	Class overview and Syllabus	
January 17	Chapter 1: Living in a media world	
Week 2		
January 22	Chapter 1: Living in a media world	
January 24	Chapter 2: Mass Communication Effects: How society and media interact	
Week 3		
January 29	Chapter 2: Mass Communication Effects: How society and media interact	
January 31	Chapter 3: The media business: Consolidation, Globalization, and the long tail	Quiz 1 opens at 8:00 p.m. (Ch. 1 & 2)
Week 4		
February 5	Chapter 3: The media business: Consolidation, Globalization, and the long tail	Quiz 1 closes at 11:59 p.m.
February 7	Chapter 4: Books: The birth of mass media	
Week 5		
February 12	Chapter 4: Books: The birth of mass media	
February 14	Chapter 5: Magazines: The power of words and images	Quiz 2 opens at 8:00 p.m. (Ch. 3 & 4)
Week 6		
February 19	Chapter 5: Magazines: The power of words and images	Quiz 2 closes at 11:59 p.m.
February 21	Chapter 6: Newspaper and the news: Reflection of a democratic society	
Week 7		
February 26	Chapter 6: Newspaper and the news: Reflection of a democratic society	
February 28	Chapter 7: Audio: Music and talk across media	Quiz 3 opens at 8:00 p.m. (Ch. 5 & 6)
Week 8		
March 5	Chapter 7: Audio: Music and talk across media	Quiz 3 closes at 11:59 p.m.
March 7	Chapter 8: Movies: Mass producing entertainment	

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Week 9 (March 11 – March 15)	<i>Spring Break: Class Not in Session</i>	
Week 10		
March 19	Chapter 8: Movies: Mass producing entertainment	
March 21	Chapter 9: Television: Broadcast and beyond	Quiz 4 opens at 8:00 p.m. (Ch. 7 & 8)
Week 11		
March 26	Chapter 9: Television: Broadcast and beyond	Quiz 4 closes at 11:59 p.m.
March 28	Chapter 10: The internet: Interactive and mobile media	
Week 12		
April 2	Chapter 10: The internet: Interactive and mobile media	
April 4	Chapter 11: Advertising: Selling a message	Quiz 5 opens at 8:00 p.m. (Ch. 9 & 10)
Week 13		
April 9	Chapter 12: Public relations: Interactions, relationships, and the news	Quiz 5 closes at 11:59 p.m.
April 11	Chapter 12: Public relations: Interactions, relationships, and the news	Quiz 6 opens at 8:00 p.m. (Ch. 11 & 12)
Week 14		
April 16	Chapter 13: Media Law: Free speech and fairness	Quiz 6 closes at 11:59 p.m.
April 18	Chapter 14: Media ethics: Truthfulness, fairness, and standards of decency	
Week 15		
April 23	Chapter 14: Media ethics: Truthfulness, fairness, and standards of decency	
April 25	Chapter 15: Global media: Communication around the world	Quiz 7 opens at 5 p.m. (Chapters 13, 14, 15)
Finals Week		
April 29		Quiz 7 closes at 11:59 p.m.
Tuesday, April 30	Final Exam (12:20-2:20 pm)	

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