

COURSE SYLLABUS
COJO 1000: Introduction to Mass Media
Fall 2011
MW 3:45 p.m. – 5 p.m.
CR Building, Room 306

Instructor: Dr. Kristen Landreville
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Office Hours: MW 10 a.m. – 12 p.m.
And by appointment

COURSE DESCRIPTION

This course is an introduction to the study of mass media in today's society. It satisfies the University Studies Social Science (CS) requirement in which students learn to understand the human social condition by examining bodies of knowledge associated with analyzing past and present expressions of cultural beliefs, behaviors, and experiences. We will critically explore media to gain an understanding of the historical, economic, regulatory, and ethical implications of the changing mass media landscape. Much of contemporary societies' expression of cultural beliefs, behaviors, and experiences occur through mass mediated communication; consumers and producers of media must be able to critically examine, interpret, and influence media messages. Through examining mass media in historical and contemporary society we will examine the impact of media on individuals, culture, and social systems.

COURSE OBJECTIVES AND WHAT TO EXPECT

1. Demonstrate an awareness of the history and changing nature of media and its role in society.
2. Recognize how economics, regulation, and technology affect each media industry.
3. Consider media controversy including the legal, ethical, and political issues and the impact of mass media on individuals and society.
4. Understand the profound impact of media practices and messages on public policy and institutions.
5. Be introduced to basic assumptions and methods used to generate media research and to media theory developed from various social science perspectives.
6. Develop media literacy skills to become an informed media consumer.

REQUIRED BOOKS

Sterin, J. Charles. (2012). *Mass media revolution* (1st edition). Boston, MA: Pearson.

Note: Students are expected to have read the assigned articles/chapters prior to the class indicated on the syllabus.

COURSE EVALUATION [1,000 pts]**Exams [600 pts – 60% of your final grade, each exam is worth 150 pts or 15%]**

There will be 4 exams in this course. Each exam is 50 multiple choice questions (each question is worth 4 points each) covering the assigned readings and lecture. You'll need a blue NCS bubble sheet and pencil for exams.

- **Unit 1 Exam is Mon. 9/12** and will focus on the basics of mass media, history, and change (Weeks 1-3, Ch. 1-3).
- **Unit 2 Exam is Mon. 10/10** and will focus on media platforms (Weeks 4-7, Ch. 4-7).
- **Unit 3 Exam is Wed. 11/2** and will focus on information and persuasion industries as well as media bias (Weeks 8-11, Ch. 8, 12, 13, 10).
- **Unit 4 Exam is Wed. 12/7 @ 3:30 p.m.** and will focus on the media industry, media law and ethics, globalized media, and media diversity (Weeks 12-15, Ch. 9, 11, 14, 15, 16)

Content Interaction Papers [300 pts – 30% of your final grade]

There will be 3 content interaction papers in this course. Each paper is worth 100 points. These papers should be 500-1,000 words, 2-3 pages, double-spaced, 12-pt font, and use 1-inch margins. The papers will be submitted by e-Companion dropbox.

- **Content Interaction 1: Media Platforms**
- **Due Wed. 9/28 by 11:59 p.m. in Dropbox**
 - Option 1 (Music and Radio): You will listen to 6 different popular songs from 1890-1925. The songs will all focus on one topic (e.g., love/romance, religion, alcohol/drinking, death/afterlife, war, gender roles, or race/ethnicity). Then, you will compare the historical songs to the popular music of today about the same chosen topic.
 - Option 2 (Television): You will choose a television show from the 1950s to watch, and then answer the questions about it. After you have answered the questions, you will compare a current TV program which is in a similar style or genre and answer the questions about it.
- **Content Interaction 2: Information & Persuasion Industries**
- **Due Wed. 10/19 by 11:59 p.m. in Dropbox**
 - Option 1 (New Media and Strategic Communications): You will watch a 15-minute clip from CSPAN about the 2008 presidential campaign. Then, you'll imagine yourself as the media director of a 2012 presidential candidate and write a proposal for how your campaign will establish itself through public relations, advertising, social media, and the internet.
 - Option 2 (Advertising and Branding): You will watch a 15-minute clip from PBS about the advertising industry. Then, you'll discuss your opinions about emotional branding in advertising, as well as your own experiences with advertising. Finally, you'll imagine yourself as the advertising executive for the University of Wyoming and propose some ideas for an advertising campaign for selling UW to potential students.
- **Content Interaction 3: Media Ethics**
- **Due Mon. 11/21 by 11:59 p.m. in Dropbox**

- Option 1 (Obscenity): You will watch a 9-minute clip from PBS about how current programming for young people is saturated with sex, drugs, and violence. Then, you will watch a 6-minute clip from ABC News about the controversial MTV show *Skins*. You will discuss your opinions about media ethics and sexualized television content that is marketed toward young people.
- Option 2 (Freedom of Expression): You will watch a 10-minute clip from CNN's Anderson Cooper and 5-minute clip from CNN's Larry King Live about the *South Park* Muhammad cartoon controversy. Then, you will discuss your opinions about the controversy, your opinions about the pros and cons of freedom of expression, and your ideas about the future of media ethics.

In-class Assignments [100 pts – 10% of your final grade]

You will regularly be asked to complete in-class assignments. Some in-class assignments will be done individually while others will be completed with one or more other students. Each in-class assignment will be worth 10 points. Thus, expect 10 in-class assignments during the semester. You will not know in advance which days the in-class assignments will occur. Because many of these assignments involve your participation in some discussion or activity, they cannot be made up outside of class unless the absence is University excused, medically excused, or emergency excused.

Activities for in-class assignment include, but are not limited to:

- Individual thoughts and comments about the lecture topic
- Group discussions or activities about the lecture topic

POLICY FOR LATE ASSIGNMENTS

All content interactions are due in the respective e-Companion dropbox on the designated date at 11:59 p.m. Mountain Time. If you fail to upload by 11:59 p.m. Mountain Time on the due date, then you'll receive:

- 25 percent off if delivered after the deadline but less than 24 hours late.
- 50 percent off if delivered more than 24 hours but less than 48 hours late.
- 75 percent off if delivered more than 48 hours but less than 72 hours late.
- 100 percent off if delivered more than 72 hours late.

If you have a University-sanctioned event to attend or have a medical excuse for failing to submit work on time, then you have one week from the due date to make up the work (an extension may be provided if approved by the instructor). If you know about your absence in advance, you must make arrangements in advance.

You have **two weeks** after an assignment grade is posted to contest the grade given.

EXTRA CREDIT

Up to 20 points of extra credit may be earned by participation in media- and communicated-related research. The student must complete **all** IRB-approved activities requested by the

researcher in order to receive extra credit. The amount of extra credit given to the student for research participation may vary according to the amount of time needed for participation. Extra credit opportunities will be announced in class and possibly announced via e-mail or e-Companion.

GRADING SCALE

90%-100%	A
80%-89%	B
70%-79%	C
60%-69%	D
Below 60%	F

If a student's total points include a fraction of 5/10ths or more points, the total will be rounded up to the next highest integer. Thus 89.50% becomes 90 (A), but 89.49% remains a B.

CREATING A LEARNING ENVIRONMENT

Students and Teachers Working Together

The College of Arts & Sciences has outlined specific guidelines for the responsibilities and relationship between students and teachers. The goal is to create the most productive and respective atmosphere possible in order to facilitate learning. Please see the document “Students and Teachers Working Together” at <http://uwadmnweb.uwyo.edu/a&s/Current/default.asp>

Attendance

You are an adult, and what you do with your time is your own business. Having signed up for this class, however, makes attending this class part of your business. This class is based on lecture and intellectual debate. Your attendance, therefore, is crucial to your success and the success of the class. You are expected to be prepared for class—having done the reading and/or assignments for the day before arriving—and attentive during class. Do not plan to multitask during class meetings.

If you must be absent, please notify the instructor in advance and plan to obtain notes from a classmate. Please do not come to class late or leave class early, doing so is disruptive to class.

UNIREG 6-713 states that University-sponsored absences are cleared through the Office of Student Life (OSL). Students with official authorized absences shall be permitted to make up work without penalty in classes missed.

Class Participation

All students are encouraged to **participate in group and class discussion**. The goal of this class is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone about mass media. To a substantial extent, the benefits derived from this course are facilitated by students’ willingness to expose their viewpoints to the scrutiny of the instructor and their peers. Although scrutiny can involve criticism and questioning, you are NOT

permitted to be rude, aggressive, demeaning, disrespectful, condescending, or otherwise have a bad attitude toward others' opinions.

Personal Electronics and Behavior Policy

You may bring a laptop and cell phone to class. However, you must respect your fellow students and the instructor by turning off the sound on your laptop, cell phone, alarms, etc. before class. Additionally, you are not permitted to text, use Facebook, sleep, read non-requested materials, or engage in other distracting behaviors. The first violation of this rule will result in a warning. A second violation of this rule and beyond during the semester will result in 5 points being removed from your final calculated grade in the class for each violation. Moreover, you may be asked to leave the class and you will not be allowed to make up any missed points for that class period for the second violation and beyond.

Student-Teacher Communication Policy

Email operates 24/7, but your instructor does not. I will endeavor to respond within one business day to your email, so please make your email communication with me count. Email is a professional document, so please address me as Dr. Landreville and use complete sentences and correct grammar in all email. I also have a Gmail account: KrisLand@gmail.com, and you are welcome to instant message with me short, quick questions.

I want to emphasize that in-person office hours are the best way to resolve grade issues and assignment questions. Electronic communication via email and IM should be reserved for short, specific, and quick questions only.

I will occasionally email you clarifications to assignments and class announcements or reminders. Please check your email at least once a day and definitely the afternoon/evening before our next scheduled class session.

Statement about Academic Honesty

The University is built upon a strong foundation of integrity, respect, and trust. All members of the University community have a responsibility to be honest and the right to expect honesty from others. Any form of academic dishonesty is unacceptable to our community and will not be tolerated. Students should report suspected violations of standards of academic honesty to the instructor. Refer to UNIREG 6-802, section 3, for more details.

Your written work must be your own. If you wish to use someone else's idea(s) or word(s) in one of your writing assignments, YOU MUST GIVE THAT PERSON CREDIT in your text by correctly citing the source. Failure to do so constitutes plagiarism, a serious academic offense that brings with it such dire consequences as failure of this class, suspension from the University, and worse. If you have questions about citing sources, please ask the instructor. Ignorance and being too busy to do your own work are not defenses for plagiarism. If you have questions about citing sources, please ask the instructor. There are no questions that are "dumb" in regard to plagiarism, cheating, and documenting your sources.

Disability Policy

If you have a physical, learning, or psychological disability and require accommodations, please let me know as soon as possible. You will need to register with and provide documentation of your disability to University Disability Support Services (UDSS) in SEO, Knight Hall, Room 330, 766-6189, TTY: 766-3073.

COJO SOCIAL MEDIA: For current information about internships, scholarships and other news, become a fan of the Communication and Journalism Department's Facebook page and blog. Go to <http://www.facebook.com/uwyo.cojo> and click on the Like button at the top to become a fan of our Facebook page. Go to <http://uwyo-cojo.blogspot.com/> and become a Follower of our blog.

Tentative Daily Schedule

WEEK	DATE	TOPIC	ASSIGNMENT DUE / EXAM
1	Mon. 8/22	Syllabus Review Ch. 1 – Introduction to the Mass Media Revolution	
	Wed. 8/24	Ch. 1 – Introduction to the Mass Media Revolution Ch. 2 – Mass Media: A Brief Historical Narrative	
2	Mon. 8/29	Ch. 2 – Mass Media: A Brief Historical Narrative	
	Wed. 8/31	Ch. 2 – Mass Media: A Brief Historical Narrative	
3	Mon. 9/5	Labor Day – No Class	
	Wed. 9/7	Ch. 3 – Current Trends of Change	
4	Mon. 9/12	Exam 1 – Introduction, History, and Change	Exam 1
	Wed. 9/14	Ch. 4 – Print Media	
5	Mon. 9/19	Ch. 4 – Print Media	
	Wed. 9/21	Ch. 5 – Music and Radio	
6	Mon. 9/26	Ch. 5 – Music and Radio Ch. 6 – Film and TV	
	Wed. 9/28	Ch. 6 – Film and TV	CI #1 in Dropbox by 11:59 p.m.
7	Mon. 10/3	Ch. 7 – New Media	
	Wed. 10/5	Ch. 7 – New Media	
8	Mon. 10/10	Exam 2 – Platforms	Exam 2
	Wed. 10/12	Ch. 8 – Advertising and Public Relations	
9	Mon. 10/17	Ch. 8 – Advertising and Public Relations Ch. 12 – The Power of Photograph in Mass Media	
	Wed. 10/19	Ch. 12 – The Power of Photograph in Mass Media	CI #2 in Dropbox by 11:59 p.m.
10	Mon. 10/24	Ch. 13 – Journalism in the Digital Millennium	
	Wed.10/26	Ch. 13 – Journalism in the Digital Millennium	
11	Mon. 10/31	Ch. 10 – Media Bias	
	Wed. 11/2	Exam 3 – Storytelling	Exam 3

12	Mon. 11/7	Ch. 9 – Media Industry	
	Wed. 11/9	Ch. 9 – Media Industry Ch. 11 – Mass Media Law and Ethics	
13	Mon. 11/14	Ch. 11 – Mass Media Law and Ethics	
	Wed. 11/16	No Class – Instructor Absence	
14	Mon. 11/21	Ch. 14 – Media Impact on a Global Stage	CI #3 in Dropbox by 11:59 p.m.
	Wed. 11/23	Thanksgiving Break – No Class	
15	Mon. 11/28	Ch. 15 – Stories of Diversity in American Media	
	Wed. 11/30	Ch. 16 – Working in the Media in the Digital Age	
Finals Week	Wed. 12/7 @ 3:30 p.m. – 5:30 p.m.	Exam 4 – Industry	Exam 4

*****DISCLAIMER:** I reserve the right to change any of the dates or requirements of this course throughout the semester. An email to your UWYO account will be considered notification of any changes. I will also announce changes in class. If appropriate, I will distribute an addendum to the course syllabus.***