

**COMM 642: MASS COMMUNICATION AND SOCIETY**  
 Summer 2010 MW: 11:30 to 1:18

Instructor: Jay Hmielowski  
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 Office Hours: MW 1:30 to 2:30

**REQUIRED READINGS**

Harris, R.J. (2009). A cognitive psychology of mass communication (5<sup>th</sup> edition). Hillsdale, NJ: Lawrence Erlbaum Associates.

\*Additional readings will be posted on Carmen at least one week in advance.

**COURSE DESCRIPTION**

This course will analyze the uses and effects of the mass media (and especially television). Individuals will learn over the course of the quarter how the media affects individuals and how the media can fulfill certain psychological or social needs. Thus, the class will cover two differing perspectives about the mass media and society. Students will be encouraged to think critically about the influence of mass media. Also, students will learn how to read and critically evaluate a research article.

**Assignments**

**Assignment 1: Media diary (20 points)**

Students will keep track of all media consumption for one-week. This includes TV, movies, internet, phone, etc. **(note: if you do not do assignment 1, you cannot do assignment 2- no exceptions to this rule)**

**Assignment 2: Analysis of media diary (60 points)**

Later in the quarter, students will analyze their media diary and make connections to their media consumption and media effects. You will provide explanations of what you consumed and explain what theories from class apply to your media use in terms of uses and effects (approximately 4 to 5 pages).

**Exams x 2 (60 points)**

There will be two exams (Midterm & Final) both are worth 60pts and will include both multiple choice and short answer. The exams will cover the material discussed in lecture and the readings. It is important to note that the lectures will contain information not covered in the readings and that not all the readings will be discussed in lecture. Thus, it is essential that you attend all of the lectures and do all the readings. If you must miss a class, be prepared to get notes from a classmate. Students should come to class prepared to discuss the readings assigned for that day. **Slides for class will not be posted on Carmen.**

**Article critique: (70 points)**

There will be a final paper worth 70pts. In this paper (approximately 4-6 pages) you will describe and respond to one research article dealing with the uses or effects of mass media. Students should find additional evidence beyond class material to support their point and offer future directions for the study you review. I will provide you a list of a list of articles to critique. It is up to you to find additional information to support your position. More information about this assignment will be provided later in the quarter.

**Attendance: (30 points)**

During the course of this quarter, I will randomly ask you to write short papers at the end of class. These will count as an attendance grade. This is to encourage attendance to class and get you to think about topics discussed in class. They will be particularly useful in helping you prepare for the short answer portion of the exam. These will be graded papers with 5 points each. You will not simply receive the 5-points for showing up that day. The papers must show that you have read the content and a reasonable understanding of course material.

**(note: If you miss class you miss the points. There are no way to make these up, even with a doctors note. If you miss these points, then you can make up points with the bonus opportunities).**

**Bonuses: Not Required****1. Participation Bonus (Up to 15 Points)**

In a class that suppose to be large (60 ppl), it isn't reasonable to require participation; however, class is more enjoyable when people participate in discussion.

Different forms of bonus:

- 1 pointer - Ask a question or make a relevant comment regarding course content (Maximum 1 point awarded per class)
- 2 pointer - Occasionally, the instructor will want comments from the class and no one will speak up. At these points, the instructor will call a student's name at random to respond. The student may respond for two points or say "pass." If you pass, you will not have another opportunity until everyone has had an opportunity.

**Note: As with any time you speak in front of a group of strangers, say who you are!**

**2. Entertainment Media Artifact Bonus (5 Points each- max of 35 points)**

-Find a media artifact that captures an idea within course content (examples: scene from a TV show or movie, song, part of a chapter in a fictional book, etc). (If you can, include the artifact- i.e. youtube link).

-Write a short **typed** essay describing how the artifact applies to the content that includes three **LABELED** sections:

- Source** (examples: book title with author, show with episode, movie with year)
- Summary** (No more than 3 sentences)
- Explanation** of application that includes chapter or reading from where the content came (At least 18 and no more than 24 lines of 12 pt. text with 1 inch margins).
  - TTL. About 1 to 1.5 pgs.

-This bonus may be repeated up to 5 times, with the following conditions:

1. An artifact may only be used once per quarter by the class. If one student uses a TV show, book, or movie once, neither that student nor anyone else in the class may use the same source again. Example: If one student uses an episode from Boston Legal, no one else may do anything from Boston Legal. A list will be posted on Carmen showing the sources that have been used. If two are submitted with the same source on the same day, the one I happen to read first will receive credit. **Best Advice: Submit Early**
2. A student may only use a piece of content once (i.e. you can't use the same you-tube clip over and over again). In addition, you may only use a theory/concept from class once (Example: If you do one based on "the effects of violence on children" you must base later submissions on something else). The instructor reserves the right to deny credit if it is his determination that the target content is overly similar.
3. Finally, these must be handed in by the end of the day on 8/20. There will be no other extra

credit offered during the course of the quarter.

**IMPORTANT- Just because you hand in a bonus assignment does not mean you will get full credit. Must Still be well written, make sense, appropriate use of theory, etc.**

**Assignment grid**

Assignment 1: 20 points	
Assignment 2: 60 points	
Exam 1: 60	
Exam 2: 60	
Article critique: 70	
Attendance: 30	
Bonus:	
<b>Total:</b>	

Class is worth a total of 300pts

300 – 278pts	A
277 – 269pts	A-
268 – 260pts	B+
259 – 248pts	B
247 – 239pts	B-
238 – 230pts	C+
229 – 218pts	C
217 – 209pts	C-
208 – 200pts	D+
199 – 179pts	D
178 or lower	E

**POLICIES**

Both exams are to be taken on the designated exam dates. It is your responsibility to note the day/time of exams/assignments NOW and make sure you will be able to attend all the exams and complete the assignments. If you have any schedule conflicts, you should either rearrange your schedule so that you can complete all of the work or drop the class. No make-ups are allowed except in the case of an extreme emergency. In the rare event that an emergency arises, it is the student's responsibility to 1) inform the instructor prior to the exam time, and 2) provide the instructor with written documentation of the emergency (e.g., medical note from certified physician).

In extreme situations, there may be accommodations for death or illnesses. These will only be handled through the Student Affairs Office.

**Student Affairs:**

Open 8 - 5 M-F, (614) 292-1111

<http://studentaffairs.osu.edu/advocacy/>

Assignments will be handed in using the Carmen drop box. It is your responsibility to hand in your assignment by the due date. All assignments will be due before midnight of the due date. That means if a paper is due Tuesday, it must be in the Carmen drop box by 11:59. Anything later than that will be considered late. Double check that your assignment has been downloaded to the Carmen drop box. If it is not in the Carmen Drop Box before the time it is

due it will be considered late, and 15% will be deducted from the grade on your assignment. After the second day, I will no longer accept the assignment. I will not check on you if I don't have an assignment.

**ACADEMIC MISCONDUCT:** Cheating and plagiarism in any form will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct at [http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp).

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact the instructor or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

Students should familiarize themselves with the Code of Student Conduct ([http://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)). Instances of misconduct will be prosecuted through the appropriate university channels.

**Commenting on Papers:** I am more than happy to comment on papers before you hand in a final draft. I look forward to helping students, particularly if you need help on an assignment. However, given my time constraints I have a few rules for how to deal with commenting on papers. I will take a look at your papers via email. However, I will only do so if you submit them two days before the due date. That means if the paper is due on Thursday, you need to send me your paper on Tuesday- if the paper is due on Wednesday, you need to send me your paper by Monday. I will not comment on papers sent less than two days before the due date via email. However, I will be willing to meet with you in person and comment on your paper less than two days before the due date. Therefore, if you don't send me your paper via e-mail on Monday and the paper is due Wednesday, you can make an appointment to talk to me and we can go over your paper together in person.

**Note: I will look at assignment papers, but will not look over bonus papers before handing them in.**

**Seeking Help:** If you're not doing well on assignments it is in your best interest, and your responsibility, to meet with me as soon as possible!!!! I can only help you before the assignment is due. I cannot help you once you have handed in your final draft.

**E-MAIL AND COMPUTER WORK:** We will use electronic mail for class updates. Please read your mail regularly (at least 2-3 times per week) so you can keep up-to-date on upcoming assignments. In some cases, you may also be required to turn in assignments in electronic format (you will always be notified at least one week in advance when this is the case). Let me know if you need help with this.

**REASONABLE ACCOMMODATION POLICY:** Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs (when possible, documentation should be provided no later than the second week of class). The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; Phone 292-3307; TDD 292-0901; <http://www.ods.ohio-state.edu/>.

#### **Cell Phones, PDA's, I-Pods, etc...**

Out of respect and common courtesy for the instructor and fellow classmates, you are required to turn OFF any of your electronic devices once you enter the classroom. If you cannot turn off these devices for at least a minimum of one hour each day, while attending this course you may have a psychological problem and should seek counseling. The Ohio State University has a Counseling and Consultation Services. The Office is located on the 4th Floor of Younkin Success Center (1640 Neil Avenue, Just South of 11th Avenue). This is not a joke; if you cannot turn off these simple devices for a short amount of time you may have a severe psychological attachment disorder and may need counseling. **Note: If use of electronic devices becomes a problem I reserve the right to lower your grade if need be. I will warn you once. After the warning, I will start taking 1 point off your grade each time you use technology in a way that is distracting to your classmates or myself.**

#### **Hours of Operation for the Younkin Success Center:**

2008 Summer quarter when classes are in session:

Monday - Tuesday, 7:30 AM to 4:30 PM

Wednesday, 7:30 AM to 7:30 PM

Thursday - Friday, 7:30 AM to 4:30 PM

Phone: 614-292-5766

FAX: 614-688-3440

\*This syllabus is available in alternative formats upon request. Students with disabilities are responsible for making their needs known to the instructor and seeking available assistance in a timely manner. Any student who feels he/she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the office for disability services at 292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

#### **Tentative Nature of this Syllabus**

This syllabus represents a contract in the works. Events that transpire over the quarter may, and in rare circumstances, require me to modify the syllabus. I will announce the modification in class on the course website on Carmen. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

## Schedule

<u>Date</u>	<u>Topic/Reading Assignment</u>
6/21 & 6/23	Introduction/Effects/Research on Mass Comm. Harris Chapter 1 & pgs. (23-33) McQuail introduction (pgs 4-17) (Link to book preview on Carmen)
6/28 & 6/30	Theories of Mass Media Usage & Effects Harris Ch 3 Read about following theories on 'theory website' posted on Carmen- Media dependency, uses and gratification, semiotics (Carmen) McQuail (1985) (Carmen)
7/5 & 7/7	<b>7/5- No Class( 4<sup>th</sup> of July);</b> Theories of media effects Reading: Harris 33-44 Read about following theories on 'theory website': priming, framing, hyperdermic needle, knowledge gap, spiral of silence, two step flow, social cognitive theory, elaboration likelihood model, gatekeeping (Carmen) <b>(Media diary due 7/7)</b>
7/12 & 7/14	Media Violence: Television & Video Games Harris Chapter 9 Insight on the news (Carmen) Anderson & Bushman (2002)
7/19 & 7/21	Review & catch up; <b>exam 1</b>
7/26 & 7/28	Advertising; Stereotypes (Chapters 4 & 5) On advertising- Jhally vs. Twitchell (Carmen) Newsweek on consequences of stereotypes (Carmen)
8/2 & 8/4	<b>No Class- work on diary analysis and article critique;</b> New technologies Faulkner and Culwin (2005) Wired article (Carmen) NYT article on new technology (Carmen) <b>(Media diary analysis due 8/4)</b>

8/9 & 8/11	Pornography; Sports & Music (Chapters 10 & 6) Bridges article (Carmen) Effects of rap (Carmen) Effects of heavy metal (Carmen) Effects of pro wrestling (Carmen)
8/16 & <b>8/18</b>	News; Politics ( <b>Article critique due 8/18</b> ) (Chapters 7 & 8) McLeod et al. (2009) Entman (2002) (Carmen)
8/23	Review & catch-up
<b>8/24</b>	<b>Final Exam (same time, same room)</b>