

COURSE SYLLABUS

Instructor: Dave Madsen, Assistant Professor, Dept. Head, Mass Communication
Office: Mass Communication Office Suite in the HJF Learning Center
Phone: 712-274-5480 (Office) 712-490-3327 (Cell)
Office Hours: M: 9:30-11:00am/ T: 10-11am/TH: 9-10:30am (and by appointment...just call ahead)
Email: madsend@morningside.edu
Class meetings: Monday, Wednesday, Friday 8:00-9:05am, LIBR 110

Required Texts—

- *Mass Communication: Living in a Media World*, Ralph E. Hanson, 7th Edition, 2019, SAGE Publications, Inc.
 - **ISBN 9781544332345 (When purchasing/borrowing a textbook, make sure it is the 7th Edition, copyright 2019.)**
- Bookmark: <http://ralp ehanson.com/> and <https://edge.sagepub.com/hanson7e/student-resources>
- Bookmark: Library citation help: <http://morningside.libguides.com/MLA8>
- Bookmark: <http://nytimes.com>

OVERVIEW

This should be a FUN course! It will be an introduction to mass communication media, including a lot of things you already know something about: newspapers, magazines, books, films, television, and emerging technologies. We will examine the history, content, and functions of various mass media, and we will focus our attention on the social impact of the media. We'll talk about ways to help you assess communications media and analyze its effects on society and on our lives. Assignments, readings, and discussion will introduce students to ethical theories, terminology, and their application to media situations.

This course will require reading, writing and active participation in class. There are guidelines for classroom participation posted on the Moodle site. **Please read these...there will be a quiz on this information.**

OBJECTIVES

Upon successful completion of this course, students will:

- gain factual knowledge (terminology, trends, classifications) about the production of mass media
- understand the nature, purpose and effects of the media on society
- understand the history and role of professionals and institutions in shaping communications
- understand the essential role mass media play in a democracy
- demonstrate knowledge of legal and ethical problems and solutions relevant to mass communication

ETHICAL REASONING & APPLICATION

This course fulfills the requirements for an Ethical Reasoning & Application (ERA) distribution course. Ethical reasoning is the process of creating well-formed judgments regarding what we ought to do in particular situations. The skills required for ethical reasoning which will be addressed in this course include:

1. **Ethical Self-Awareness:** reflective self-awareness regarding one's own assumptions and values;
2. **Understanding Different Ethical Principles/Concepts;**
3. **Ethical Issue Recognitions:** identifying facts relevant to moral decision making;
4. **Application of Ethical Principles/Concepts:** coming to a conclusion about a particular situation by using an ethical principle(s) and morally relevant facts of that situation
5. **Evaluation of Different ethical Perspectives:** identifying the possible areas of disagreement with others regarding one's own conclusion

Due Feb. 12 will be your first draft of a research paper on Media Ethics to address these outcomes. Details of this assignment are available on Moodle.

CRITICAL THINKING & PARTICIPATION

This course is not just a lecture course in which you passively listen to everything the instructor says and then spew it back at exam time. Will you have to learn basic facts and ideas about mass communication and be expected to explain them on an exam? Yes. Will there be items from classroom lectures that will be part of a paper you will write? Of course. But more importantly, I hope you'll start looking at media with a more critical eye than you may have done previously. Rather than just watching a TV newscast, I want you to think "why did the reporter choose to write that news story in that particular way?" Instead of listening to music simply because it sounds great, maybe you'll say to yourself "I wonder if that artist had some specific thought of how he might affect me when he sang that song?"

During this course, I want you to be very intentional about thinking HOW and WHY you use media. There will be an area of our class's Moodle site in which you will keep a "weekly media journal." There's nothing necessarily wrong or right about what you write in this journal, but I may make comments on some of what you've written there. I want to know that you are using some critical thinking skills and applying our class discussions to your thoughts about media. So, that means I will expect that you will be reading, watching and listening to a variety of media and bringing your experiences to share with the class: TV newscasts, newspapers, magazines, radio, etc.

This Weekly Media Journal is worth 10 points each week, and is due each **Friday by 11:59pm**. FYI, usually on the Monday following your submission of this journal, I'll be randomly asking students to share what they wrote about.

As explained later in this syllabus, there will also be participation points each day of class, based on attendance and the degree to which you are a part of the daily discussion, showing your understanding of the reading materials and the topic at hand.

You will be assigned various readings for this course, from the textbook and other sources. You are expected to read the material **before** we have scheduled class discussion on that material. Nobody wants to listen to me lecture all the time when we could be having a stimulating class discussion, with knowledgeable participation by students who have read the material. **For each reading assignment, you will be asked to write a short reflection on the reading.**

CAMPUS MEDIA EXPERIENCE EXERCISE

In addition to learning about Mass Communication in the U.S. and around the world, I want you to experience our on-campus media: The *Collegian Reporter* online newspaper, KMSC Fusion 93 Radio and MCTV (Morningside College Television). To do this, you will be required to spend at least two hours observing one (or more) of those on-campus media sources, then write a paper about your experience. This will be a paper of at least 1,000 words, with an expectation of correct spelling and grammar, inclusion of quotations from some of the other students involved in that medium, etc. Details are available on Moodle. ---**DUE DATE, April 20, 5pm, submitted on Moodle.**

OUTCOME ASSESSMENT:

Grades for this course are based on the following:

(Subject to change)

Participation/Attendance: (43 class periods @ 5 points)	215 points
Weekly Media Journal (8 @ 10 pts; 1 @ 25)	105 points
Chapter Quizzes/Assignments (14 @ 10 pts)	140 points
Reading Quizzes/Posts (10 @ 5 pts)	50 points
Midterm Exam	50 points
Ethics Paper	100 points
Local TV Newscast Report	50 points
Campus Media Experience Report	50 points
Final Exam	<u>50 points</u>
TOTAL:	810 points

	<u>%</u>		
A	93%	-	100%
A-	90%	-	92%
B+	87%	-	89%
B	83%	-	86%
B-	80%	-	82%
C+	77%	-	79%
C	73%	-	76%
C-	70%	-	72%
D+	67%	-	69%
D	63%	-	66%
D-	60%	-	62%
F	59%		

• Mass Communication majors should be aware that a grade of C- or better is required in this course to fulfill major requirements.

Academic Honesty Policy

Morningside College has a very specific Academic Honesty Policy, some of which is paraphrased here. The entire policy is available in the student handbook and it is in the Course Catalog. Students will be expected to read and comply with the policy. Consequences for noncompliance are outlined in the complete published version of the policy.

In an academic community, students are encouraged to work together to help each other learn. Yet all work a student submits or presents as part of course assignments or requirements must be his or her own original work unless expressly permitted by the instructor. This includes individual and group work in written, oral, and electronic forms. In addition, all work for this class must be work originally done for this class. NOTE: you may be assigned some group work in this course, but all written materials submitted must be your own original work unless specifically allowed otherwise.

Plagiarism is a major form of dishonesty and will not be tolerated. When students use another person's ideas, thoughts, or expressions (in writing or other presentations), each instance must give some form of acknowledgement to the source.

Course Policies

- Before I came to Morningside eleven years ago, I worked in the media business for more than 30 years. We worked under very strict deadlines. While most of you are probably not considering the media as a career choice, we will work under similar professional standards. **There are no late assignments in this course without specific advance arrangements being made between you and me.** All writing assignments must be submitted by the deadline provided to be considered handed in on time.
- On-time attendance in class is expected. Plan accordingly to arrive on-time, ready to participate. If you must miss a class, please contact me in advance.
- You are responsible for any class material you miss.
- Each class period will have a potential participation score of 5 points. A late arrival will reduce your participation score by two points for each infraction. An absence will reduce your participation score by five points unless it is an excused absence because you are participating in a Morningside-sanctioned event. **For such an absence to count as an excused absence, you MUST contact me in advance by email, phone, text or in person.**
- Once again, **there are no late assignments in this course without specific advance arrangements being made between you and me.**

Accommodations: Morningside College offers accommodations for students who have documented learning disabilities or Attention Deficit Disorder. Appropriate accommodations for each student are determined from the documentation. For more information, contact Dr. Lillian Lopez, vice president for advising, at lopez@morningside.edu or 712-274-5030.

A Note on Computers and Other Technology: You may bring your laptops to class, however, you should keep them closed unless we are specifically doing a class project involving the computer. If you want to take notes (and you *should* take notes) great, do it the old-fashioned way with a pen and paper. **Cell phones must be turned off, and no other portable electronic devices may be used in class. I WILL call you out on this if I see your phone is out during class.**

Revisions: *The instructor reserves the right to alter this syllabus at any time throughout the semester.*

Class dates and schedule of assignments:

<p>Wednesday, January 8, 2020</p>	<p>Mass Comm FB page and MCTV Basketball help needed Course overview. Intro professor. Class member bingo What is Mass Communication? (see "Glossary") What is Mass Media? Read participation guidelines in class. What will YOU do? Discuss with a neighbor. What do you expect of me?—come up with 1 or 2 things Explain Weekly Media Journal—due 5pm each Friday, starting Jan. 24 Instructor communicates by email, so check regularly. Does everyone understand Moodle? —Explain Moodle gradebook Explain required textbook Syllabus is posted on Moodle site. Before class on Friday, explore our Moodle site. Click on at least four links and make notes on what you found so you can report back to the class. For Friday, read Preface to text, p.xxii-xxiii and "About the Author" p. xxxiii. (Also posted on Moodle) Make notes of at least two things that surprised or interested you in what the author said—post in Moodle Forum and discuss what others in class have written. What is YOUR major media memory? For Friday, read Intro to Chapter 1, p. 3-4. (Also posted on Moodle) -Please pay careful attention to assignment deadlines & instructions</p>
<p>Friday, January 10, 2020</p>	<p>Discuss "Preface" questions/comments Read participation guidelines in class. What will YOU do? Discuss with a neighbor. What do you expect of me?—come up with 1 or 2 things Read and review syllabus. Explain Weekly Media Journal—due 11:59pm each Friday, starting 1/24 Discuss textbook: Learning objectives/key terms/summary/ End notes (p. 437) /glossary (p.431). Suggestion: BEFORE reading a chapter, look at the key terms and summary at the end of the chapter. AFTER reading, go back to concept review and key terms. Discuss intro to Chapter 1 What is Media Literacy?—Kahoot quiz. Before Monday, read "Fact vs. Opinion" on Moodle Explain Timeline Assignment on Moodle—due Monday before class. Assignment formatting: header/double spaced/name on file & paper Explain Media Consumption exercise—due Wed. Jan. 16, before class. For Monday, watch "Introduction to Media Literacy" video, link on Moodle NOTE: Look at future assignments on Feb. 28</p>

<p>Monday, January 13, 2020</p>	<p>Discuss “Intro to Media Literacy” video & “Fact vs. Opinion” reading Chapter 1 pre-quiz/Begin Chapter 1: Living in a Media World pp. 5-11 Discuss Timeline Assignment (due before class today) Reminder: Media Consumption exercise—due Wed. before class. For Wed: Read “Children’s Media Use” and “Evolution of Media Use” on Moodle, in addition to other pages assigned For Fri: Watch video “Discussion #1-The Future” and follow instructions for the assignment For Fri: “3 Video Review” assignment on Moodle For Fri: read assigned blog post about “Seven Secrets” All students arrange meeting with instructor within next two weeks</p>
<p>Wednesday, January 15, 2020</p>	<p>Chapter 1 continued pp. 13-20 Discuss Children’s Media Use & Evolution of Media Use Discuss Media Consumption exercise (pair/share)—due today before class. Ticket out the door: intrapersonal vs. interpersonal communication NOTE: Last day to ADD a class</p>
<p>Friday, January 17, 2020</p>	<p>Discuss “The Future” video Discuss “3 Video Review” assignment Discuss “Seven Secrets” blog post FYI: Extra Credit options...see Moodle...due April 20, 5pm. Finish Chapter 1, pp. 20-28 Test your Media Literacy: Walter Cronkite (p. 27) NOTE: For March 27, bring your LOCAL newspaper to class. If you aren’t going home between now and then, please have someone MAIL your newspaper to you.</p>
<p>Monday, January 20, 2020</p>	<p>Review Chapter 1 using online quiz and take Chapter 1 Quiz (including Participation Guidelines) Assign for Wednesday: “Which Secret is it?” from Moodle What can you find out about Disney and Fox? Begin Chapter 3: The Media Business P. 53-62</p>
<p>Wednesday, January 22, 2020</p>	<p>Return and discuss Chapter 1 quiz Discuss “Which Secret is it?” What is “penny press?” Chapter 3 review Quiz Chapter 3 continued, p. 62-68 Reminder: Campus Media paper is due April 20 Ticket out the door: 7-day review</p>
<p>Friday, January 24, 2020</p>	<p>Finish Chap. 3, p. 69-73 Review ERA outcomes Personal Values online quiz- socrative.com...Room- Madsen5480 Weekly Media Journal #1 due by 11:59pm Bring laptops on Monday</p>
<p>Monday, January 27, 2020</p>	<p>Online ethics quiz...need laptops...morality play Horrific Sports Injuries (from previous book) Reading Quiz: Chapter 14—Aristotle/Mill/Kant/Rawls/ Begin Chapter 14: Media Ethics p. 375-381 Explain Optional Extra Credit: Suicide by Source—due Feb. 5, 5pm. Exit quiz: morals vs. ethics?</p>
<p>Wednesday, January 29, 2020</p>	<p>Handout details of Ethics Paper—1st draft due Feb. 14 for peer review. Bring questions on this assignment to class on Friday. Chapter 14 continued p. 381-388 Video: VW Bomber & Dove Evolution (women and men)</p>

Friday, January 31, 2020	<p>Ethics Paper questions? Do example of Ethics Paper as a class. Audience: as if writing to a friend. Develop rubric. Finish Chapter 14, including Advertising Truthfulness p. 388-397 Assign Ch. 14 Quiz Review in Moodle Forum for Monday Chap. 14 Review & pre-quiz with neighbor Ethical advertising—Suit Supply Company, etc. Super Bowl advertising? Watch for “targeting” Reminder: For March 27, bring your LOCAL newspaper to class. If you aren’t going home between now and then, please have someone MAIL your newspaper to you. Weekly Media Journal #2 due by 11:59pm</p>
Monday, February 3, 2020	<p>Discuss Super Bowl advertising Discuss Journals from last week Review for Chapter 14 Quiz with FORUM questions Take Chap. 14 quiz Begin Chapter 7: Audio p. 165-173 Reminder: First Draft of Ethics Paper due Feb. 12. Reminder: Campus Media paper due April 20 Tonight is IOWA CAUCUSES NOTE: Tomorrow is All Campus Event Day—no daytime classes</p>
Wednesday, February 5, 2020	<p>Hand back & review Ch. 14 quiz Chapter 7 continued, pp. 173-182 Learn Morse Code Extra Credit: Suicide by Source, due 5pm FYI: extra credit opportunities-- NPR and Other Radio Station, due Feb. 10</p>
Friday, February 7, 2020	<p>Madsen out of town—no class No Media Journal this week—work on your Ethics essay</p>
Monday, February 10, 2020	<p>Finish Chapter 7 pp. 183-192 and Take Ch.7 quiz Extra credit opportunities: NPR and Other Radio Station due today. 5pm</p>
Wednesday, February 12, 2020	<p>Hand back & review Chapter 7 quiz Chapter 8: Movies...what do you know? Begin Chapter 8: Movies, pp. 197-203 -Discuss MLA samples</p>
Friday, February 14, 2020	<p>First Draft of Ethics Paper Due—Peer Review in class. Bring 2 hard copies, stapled, to class. NO Weekly Media Journal this week—work on your Ethics paper</p>
Monday, February 17, 2020	<p>Chapter 8 continued , pp. 204-212 Questions about your paper? Schedule a meeting with Madsen. Ethics Paper Second Draft due TODAY 5pm on Turnitin.com via Moodle</p>
Wednesday, February 19, 2020	<p>Chapter 8 continued, pp. 212-223 Watch “Censorship” video Groups Review Chapter 8 (in prep for quiz)</p>
Friday, February 21, 2020	<p>Take Chap. 8 quiz Statue of Liberty story Watch Social Media Revolution video in class. Take notes. Begin Chapter 10: Online Media pp. 257-258, 260-266 For Monday: one of 8 Internet related readings from Moodle, due Mon. 8am. You’ll be assigned a reading. Also for Monday, post a “review” question on Moodle for the Midterm Exam. Also, answer one question from someone else.-due Sun, 5pm. No Weekly Journal this week!</p>

Monday, February 24, 2020	<p>Handback and review Chapter 8 quiz. Discuss Internet reading assignment in groups Finish Chap. 10 p. 266-282 (FYI, Chap. 10 will be on midterm exam) What Chap. 3 info should be on Midterm Exam? Midterm exam review from Moodle forum NOTE: Midterm review sheet is available on Moodle</p>
Wednesday, February 26, 2020	<p>Take Midterm Exam</p>
Friday, February 28, 2020	<p>No Media Journal this week—work on your Ethics paper in class NOTE: For March 23 bring a magazine to class. For March 27, bring your LOCAL newspaper to class. Maybe get these if you go home for Spring break?</p>
Monday, March 2, 2020	<p>Hand back & discuss Midterm exams Discuss--Top 20 Cable vs. Broadcast ratings Begin Chap. 9: Television, pp. 227-234 Ethics Paper Final Draft due 5pm on Moodle</p>
Wednesday, March 4, 2020	<p>Chapter 9 reading quiz Continue Chap. 9, pp. 234-240: look for info on TV Networks, PBS, Ratings and Diversity</p>
Friday, March 6, 2020	<p>Finish Ch. 9, pp. 240-253 Review for and take Chapter 9 Quiz Weekly Media Journal #3 due by 11:59pm Reminder: For March 23, bring a magazine to class. For March 27, bring your LOCAL newspaper to class. Maybe you can get one or both of these if you go home for Spring break next week? Assign: TV Newscast rundown assignment...due April 20, 8am</p>
Monday, March 9, 2020	<p>Spring Break—No class</p>
Wednesday, March 11, 2020	<p>Spring Break—No class</p>
Friday, March 13, 2020	<p>Spring Break—No class</p>
Monday, March 16, 2020	<p>Hand back Ethics papers Begin Chapter 11: Advertising p. 287-293 For Wed: watch “Native Advertising” video clip (on Moodle) For Wed: “internet advertising” assignment Reminder: Campus Media paper is due April 20, 5pm</p>
Wednesday, March 18, 2020	<p>“Native Advertising” reading quiz Discuss “Native Advertising” “Internet Advertising” assignment, due today Chapter 11 continued, p. 293-297 For Monday, bring any magazine to class</p>
Friday, March 20, 2020	<p>Finish Chapter 11, p. 297-308 Review for Chap. 11 Quiz Weekly Media Journal #4 due by 11:59pm</p>
Monday, March 23, 2020	<p>Discuss media journals from last week Take Chap. 11 Quiz Show samples of old magazines Discuss magazines brought by students Look at Chapter 5 key terms Begin Chapter 5: Magazines, p. 109-116 For Wednesday, watch NBC Today Show clip: Diversity in Magazines (Moodle)</p>

Wednesday, March 25, 2020	<p>Reminder: TV Newscast rundown assignment...due April 20, 8am Read/Pair/Share: Alcohol Ads in College Newspapers from Moodle Discuss Diversity in Magazines video clip Continue Chap. 5, pp. 116-128 Reminder: For Friday, bring your local newspaper to class</p>
Friday, March 27, 2020	<p>Finish Chapter 5, Review and take Chap. 5 quiz Everyone bring your local newspaper-compare with neighbor What do you know about the First Amendment?—reading quiz Begin Chapter 6: Newspapers & The News, p. 135-141 Assign: So Long, Again...due Monday. For Wed, April 1: Citizen Journalism—on Moodle Weekly Media Journal #5 due by 11:59pm</p>
Monday, March 30, 2020	<p>Discuss journals from last week Chapter 6 continued, p. 141-148 Discuss “So Long, Again” assignment Distribute progress notes NOTE: Bring laptop Wednesday Reminder for Wednesday: Citizen Journalism—on Moodle</p>
Wednesday, April 1, 2020	<p>Continue Chapter 6, p.148-157 Discuss Citizen Journalism assignment</p>
Friday, April 3, 2020	<p>Finish Chapter 6, Review for Chapter 6 quiz & take Chapter 6 quiz “Mainstreaming” assignment in class (using laptops) Weekly Media Journal #6 due by 11:59pm Reminder: Campus Media paper is April 20, 5pm</p>
Monday, April 6, 2020	<p>Discuss journals from last week Begin Chapter 13: Media Law Discuss Mainstreaming assignment Reminder: TV Newscast rundowns...due April 20, 8am Campus Media Experience Report due April 20, 5pm Media Fast Extra Credit, due April 20, 5pm Career Community Extra Credit due April 20, 5pm. NOTE: Today is Last Day to DROP a class</p>
Wednesday, April 8, 2020	<p>Continue Chap. 13 Mid-Chapter 13 Quiz</p>
Friday, April 10, 2020	<p>No class-Easter Break</p>
Monday, April 13, 2020	<p>No class-Easter Break</p>
Wednesday, April 15, 2020	<p>Palmer Research Symposium—no daytime classes—see extra credit opportunity, due Friday, 5pm</p>
Friday, April 17, 2020	<p>Finish Chap. 13, Review for and take Chapter 13 Quiz Palmer Symposium Extra Credit due 5pm Weekly Media Journal #7 due by 11:59pm</p>
Monday, April 20, 2020	<p>Discuss TV Newscast rundown assignments Begin Chap. 12: Public Relations Media Fast Extra Credit, due today 5pm Campus Media Experience Report due today by 5pm Career Community Extra Credit due today by 5pm. NOTE: Bring laptop next Wednesday</p>
Wednesday, April 22, 2020	<p>Continue Chap. 12 IDEA Course Evaluations</p>

	Discuss Campus Media Experience assignments Assign Moodle Review Forum for Final Exam...due Thurs. April 23, 5pm
Friday, April 24, 2020	Finish Chap. 12 (quiz info will be on Final Exam) Handout Final Exam Review Sheet Moodle Forum Review for Final Exam
Monday, April 27, 2020	Last Day of Class! CBS Sunday Morning Extra Credit due 5pm. Kahoot Review for Final Exam Moodle Forum Review for Final Exam FINAL Weekly Media Journal #8 due by 11:59pm
Friday, May 1, 2020	7:45am--Final Exam—Note different time.