

Introduction to Media COMM 100

Professor Jeremy Sarachan
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Office: Fay 210

Office Hours:

Mondays: Noon-1pm (in Fay 210),

**Thursday: 11:30-12:30 (on Zoom-
see Bb)**

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COURSE DESCRIPTION

People engage with media for substantial periods of time each day: television, internet, and social media video viewing, engagement with social media, playing video games, listening to music, watching films, and consuming news in all its forms. This media exposure influences our beliefs and attitudes, drives our desires, and defines our behaviors. In this class, we will critique media content, study the historical development of media technologies, investigate the effects of economics and law on media industries and policies, and examine the ways in which media representation reflects our perception of race, class, and gender. Contemporary issues such as television viewing habits and streaming, media bias and “fake news,” and the influence of video and social media on media activism are also considered

The course will be a combination of lecture/discussion and small group discussion focused on important writings in media and communication. The course will prepare students to critically engage with media and analyze its role in society, including its effects on behavior and attitudes. Students will also understand how economics drives the media industries and how media influences politics.

Given the number of global issues facing our country and planet (e.g., the pandemic, climate change, racial injustice), we will study how the media influences and is influenced by these topics.

Introduction to Mass Communication is required for the majors in Media and Communication and Media Management. It counts as an elective in the Media and Communication minor.

3 Credits

No Prerequisites

COURSE OBJECTIVES

- Identify the role of economics in decision making in the media industry.
- Analyze media texts which influence attitudes and opinions and validate cultural norms.
- Understand the connection between the media and politics.
- Learn media theories related to ideology and media representation.
- Gain the knowledge needed to effectively analyze media texts and platforms.
- Develop an understanding of the global influence of media, with a focus on social media.

Program Goals (for Media Management and Media and Communication)

- 1a. Students will evaluate media history from cultural, technological, and economic perspectives [MAC/MM]
- 1b. Students will apply research (quantitative/qualitative/legal) to develop skills of critical thinking and analysis in order to solve industry or academic-oriented programs. [MAC]
- 1c. Students will analyze the cultural significance of media texts as they relate to issues of race, class, global cultures, and/or gender. [MAC]
- 2a. Students will analyze ethical decision making in the media industry as it reflects issues of race, class, global cultures, and/or gender. [MM]
- 2a/3a. Students will demonstrate the ability to prepare and present an oral presentation or performance in a way that displays an understanding of their audience and confidence in their delivery. [MAC/MM]
- 4a/5a. Students will develop and understanding of the formal (aesthetic) aspects of design and visual communication.) [MAC/MM]

Assignment	Points	Goals
Exam 1: Multiple Choice and short answer	200	1a
Exam 2: Multiple Choice and Short Answer	200	1a
Exam 3: Take-Home essays	200	2a [MM]
Video Introduction	10	
<i>Cardinal Courier</i> article	90	
Media Text Analysis	100	1c; 4a/5a
Media Issue Presentation	100	1b; 2a/3a
Participation	100	
TOTAL	1000	

Grade Computation Chart

A	930-1000	C	730-769
A -	900-929	C -	700-729
B +	870-899	D +	670-699
B	830-869	D	630-669
B -	800-829	D -	600-629
C +	770-799	F	0-599

Please see Blackboard for the daily schedule and assignment details.

Required Texts.

- Crouteau, David & William Hoyes. *Media/Society (7th edition)*. Sage. ISBN: 978-1-0718-1935-7.
- *Understanding Media and Culture: An Introduction to Mass Communication (Creative Commons license available at <https://open.lib.umn.edu/mediaandculture/>)*
- Additional online readings (see schedule on Blackboard).

Attendance Policy

- You will lose 75 points from your total grade out of 1000 after three unexcused (3) absences, and then 25 additional points for each unexcused absence after that. After eight unexcused (8) absences, you will receive an FA for the class.
- Illness and other situations (e.g., jury duty). should be discussed with the professor. **Do not come to class sick.** Communication is the key to this policy. (Don't just skip class.)
- It is your responsibility to first contact another student (or the professor as necessary) to find out what you have missed and make arrangements to make-up work.
- Absences do not alter your responsibility to hand in assignments on time. (In cases when this is impossible, you must contact the instructor ahead of time.)
- If you will be unable to fulfill requirements, it is your responsibility to drop the class. You may drop the class with no record on your transcript until Monday, October 4.

Classroom Expectations:

All students should strive to be fully committed to be fully engaged in the lectures and discussions that take place. You are expected to:

- Actively participate in all class activities.
- Volunteer contributions on a regular basis.
- Arrive to class on time. Bathroom breaks should be kept to a minimum, and should be taken silently and without class interruption.
- Respect the professor and other students, especially during student presentations.

Also...

- Students should not be using their computers for e-mail, checking social media or pursuing other activities not related to class. Students may use computers for note taking.
- Students should not be texting. (Personal issues are certainly a part of life. An emergency text requires that a student step out of class to handle such an emergency. Such occurrences should be rare.)
- The instructor reserves the right to require that a student leave who is causing a disruption in class. This includes failure to wear a mask as required by current college policy.
- Grades will be posted on Blackboard within a week of submission. Please monitor your grades regularly.
- Assignments are due at the beginning of class on the due date. Late assignments will lose 15% of their value for each class period late. (It is late if not handed in at the start of class.) Assignments more than a week late will NOT be accepted. *The take-home exam will NOT be accepted late. The semester ends during the final exam period when presentations will be given and nothing will be accepted after that.*
- The method for submitting assignments will be included with the assignment. No physical copies will be accepted.
- Lost assignments are never a valid excuse for a late submission. Careful handling of files and rigorous backup procedures should be followed.

College Policy Concerning Students with Disabilities

St. John Fisher College has a continuing commitment to providing reasonable accommodations for students with documented disabilities. Students with disabilities who may need some accommodation in order to fully participate in this class are urged to contact the Student Accessibility Services Office, as soon as possible, to explore what arrangements need to be made to assure access. The Student Accessibility Services Office (Kearney 300) can be reached by phone (585-385-5252) and email (sas@sjfc.edu). Additional information can be found at <https://www.sjfc.edu/student-life/student-accessibility-services/>.

Professor Sarachan's addendum: Please speak to me about anything I can do to help your ability to learn and be successful in class. Individuals learn differently and some methods of teaching can be more or less effective for different people. I'd like to hear about and discuss what I can do to help you achieve success, whether or not this is related to a documented issue.

Statement on Academic Integrity

All students, regardless of level or school, are responsible for following the St. John Fisher College Academic Integrity Policy in addition to any other individual school's or program's academic expectations and/or professional standards. Every student is expected to demonstrate academic integrity in all

academic pursuits at all times. If a student suspects that another student has violated the Academic Integrity Policy, he or she should contact the instructor for that course and provide support for that suspicion. Any finding of responsibility and associated sanctions for a violation of the Academic Integrity Policy is retained per the College records policy.

All students are expected to be familiar with the details of the Academic Honesty Policy (available via <https://www.sjfc.edu/policies/academic-integrity/><https://www.sjfc.edu/policies/academic-integrity/>).

Mental Health Resources: see Blackboard

Source COMM100-01-2020-09 | Destination COMM100-01-2021-09 is complete. To access the detailed log, click here

Schedule

Build Content

Assessments

Tools

Partner Content



Schedule

Date	Topic	Reading	Assignment
9/8	Introduction. Syllabus.		
9/10	Topic: Fake News and Disinformation	"Bad News: Selling the Story of Disinformation" by Joseph Bernstein in <i>Harper's</i> [Blackboard]	
9/13	Models of Media	Chapter 1	
9/15	Journalism Practice	History of Newspapers ; "The Elements of Journalism" ; Death and Life of the Great American Newspapers by John Nichols and Robert W. McChesney in <i>The Atlantic</i>	
9/17	Newspaper Headlines (Activity)	https://docs.google.com/spreadsheets/d/1Z82dMNGhDLJvfc4YCK6WXGUe_t_M95dwrVB001tHtrU/edit?usp=sharing	Video Introduction due
9/20	Media History	Radio History ; Film History ; Television History .	Article Proposal due. NOTE: Each student has different due date for <i>Cardinal Courier</i> article starting in two weeks.
9/22	Media Technology I	Chapter 2	
9/24	The Case of the Telegraph	"Technology and Ideology: The Case of the Telegraph" by James Carey	
9/27	Media Economics	Chapter 3 (start-109)	
9/29	Media Economics: Advertising	Chapter 3 (110-end); "Marvel's Blockbuster Machine" (<i>Harvard Business Review</i>)	
10/1	Media Platforms	"Netflix's War on Mass Culture" by Tim Wu	

10/4	Media and Politics I	Chapter 4 (start-137)	
10/6	Media and Politics II	Chapter 4 (137-end)	
10/8	Media Organizations	Chapter 5	
10/11	EXAM #1		
10/13	Brand 24 Activity		
10/18	Semiotics	Cultural Criticism: Semiotics and Cultural Criticism by Arthur Asa Berger";	
10/20	Media and Ideology I	Chapter 6 (start-231)	
10/22	Media and Ideology II	Chapter 6 (232-end)	
10/25	Fan Culture	Star Trek Rerun, read, rewritten: Fan Writing as Textual Poaching by Henry Jenkins; "'Just Tell Me the Rules, and I Will Follow': Active Viewership, Community Engagement, and Dan Harmon's 'Community'" by Laura Detmering [Blackboard]	
10/27	Media Representation	Chapter 7 (start-274; 281-292)	
10/29	Gender and the Web	Chapter 7 (275-281); " Networked feminism: counterpublics and the intersectional issues of #MeToo " by Verity Trott	
11/1	Race on the Internet	"Race in/For Cyberspace: Identity Tourism and Racial Passing on the Internet" and "Watching White Supremacy on Digital Video Platforms: 'Screw Your Optics, I'm Going In'" [Blackboard] both by Lisa Nakamura	
11/3	Race on Film and Television	"In Hollywood, Representation of Marginalized People Has its Moment" by Michael Harrington [Blackboard]; " Considering Rage and Gender in Donald Glover's 'This is America' " by Deborah J. Cohan	
11/5	Queer Theory and Television	Chapter 7 (292-296); " Queering Queer Eye: The Stability of Gay Identity Confronts the Liminality of Trans Embodiment " by E. Tristan Booth; " Bisexual Erasure in Grace and Frankie " by Jillian Richardson	Take Home Exam #2 due
11/8	Neurodiversity and Television	"Coverage of autism spectrum disorder in the US television news: an analysis of framing" by Seek Kang; " Autistic Representation in Television: A preliminary survey investigation " by Sarah E. Audley	
11/10	Media Issues Presentation Discussion	"Women and Games: Technologies of the Gendered Self" by Royse, Lee ,et al. [Blackboard]	

11/12	Exam #2		
11/15	Social Media and Identity	It's Complicated (chapter 1 and 2) , by danah boyd	
11/17	Audiences I	Chapter 8 (start-281)	
11/19	Audiences II	Chapter 8 (281-end)	Media Text Blogpost
11/22	Media Intimacy	"Information, Crisis, Catastrophe" by Mary Ann Doane [Blackboard]	
11/29	Take Home Exam Presented; Media Influence I	Chapter 9 (start-350); "Why it Feels Like Everything is Going Haywire" by Jonathan Haidt & Tobias Rose-Stockwell	
12/1	Media Influence II	Chapter 9 (351-end)	
12/3	Globalization	Chapter 10 (start-411)	
12/6	Media Activism/Censorship	"Cute Cats to the Rescue? Participatory Media and Political Expression" by Ethan Zuckerman; "Fitting Our Tools to a Small World" from <i>Here Comes Everybody</i> by Clay Shirky (chapter 9; scroll to page 212).	
12/8	Conclusions: Future of Media	Chapter 10 (411-412)	Take Home Exam #3 due
12/10	Media Issues Conferences		
Finals Week	Media Issue Presentations		Presentations due