

JOURNALISM 1 – INTRO TO MASS COMMUNICATION

Syllabus, Fall 2012, Class #53158

Portable 2, MW 8 – 9:15 a.m.

Instructor Information

Nicole Cooper

Office hours: By appointment only

Contact: Nicole.cooper@reedleycollege.edu

Course Description

A critical and historical study of American mass media. Course survey, books, newspapers, magazines, television, radio, film, press services, the internet, and the systems of advertising and public relations after reviewing communication theory and journalistic ethics. 3 units.

(A, CSU, UC) *Advisory: Eligibility for English 125 and 126 or ESL 67 and 68 recommended.*

Required Materials

1. Textbook by Stanley J. Baran. *Introduction to Mass Communication: Media Literacy and Culture*. Customized 7th edition, published in 2012. ISBN 0077532961.
2. Access to the Baran 7e website – <http://www.mhhe.com/baran7e>
3. Access to Blackboard – <http://blackboard.fresnocitycollege.edu>
4. Access to SCCCD email – <http://www.fresnocitycollege.edu/studentemail>
5. Scantron 882-E forms for quizzes. You will need 15.
6. Pencils, pens, and paper as needed for taking notes; printer ink and paper for printing out writing assignments; one single-subject notebook for writing class notes and activities.

Course Assignments

Details will be posted to Blackboard by 6 p.m. on Fridays. *It is your responsibility to read the updates and get the materials.* Extra credit assignments are rare and will be offered at the instructor's discretion.

Homework Responses – Covers the week's readings and current events. Should be 450-500 words. Must be submitted as a typewritten hard copy to the instructor. *Formatting is not important, but you must use an easy-to-read font and make it double-spaced.* No handwritten submissions. No e-mails.

Reading Quizzes – Covers the week's readings, including key terms and historical details. You must use a Scantron.

Midterm and Final Exam – A midterm and final exam will be administered. The midterm will be on the first 7 chapters and the final exam will cover the last 8 chapters. Both exams will be multiple choice, true/false, and essay questions. You must use a Scantron and a blue book.

Grading Scale

Homework responses	14 @ 30 points each	390 points	(one HW dropped)
Reading quizzes	14 @ 20 points each	260 points	(one quiz dropped)
Midterm Exam		50 points	
Final exam		<u>50 points</u>	
TOTAL		750 points	

Letter grades: A = 675-750 points, B = 600-674, C = 525-599, D = 450-524, F = 449 and below.

Policies and Rules

The instructor's policies must be followed and are in addition to the college's standard academic policies.

Attendance – *You must be on time every day, prepared to work.* Roll will be called every day. All absences, tardies, and early departures will be reported to the college. Prior to midterm, the instructor will drop you if you miss more than four classes in a row. Students participating in college activities during class times will be excused, but they must provide the instructor with written notification in advance.

Illness and Makeup Work – *There is no makeup work in the class, even if you are absent or excused.*

All assignments are due at the start of class on the due date. For students with a serious illness or family emergency, the instructor may consider exceptions on a case-by-case basis and at her discretion. To be considered for an exception, students must notify the instructor in advance and provide legitimate documentation. *Clear and prompt communication is the key.* Situations caused by personal commitments, work or business affairs, transportation delays, or computer problems will not be excused.

Cheating and Plagiarism – Cheating, plagiarism, fabrication, or academic dishonesty is never permitted. Don't cut corners or make things up because an assignment is "just for class." *If you have questions, consult the instructor before turning in the work.* Cheating is defined as the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Cheating includes any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is defined as a specific form of cheating that consists of the misuse of the published and/or unpublished works of others by misrepresentation of the material as one's own. *All work generated for this class must be original work created by you for this class during this semester.* Your own work from other classes or from previous semesters will not be accepted and will be considered plagiarism. All work that is not your own must be fully cited. Even accidental plagiarism, regardless of intent, is still plagiarism. Penalties for cheating and plagiarism range from an F grade on an assignment, through an F grade for the course, to expulsion from the college. *All cases of cheating and plagiarism will be reported to the college.*

Classroom Behavior – Students should behave in ways that support the learning environment. Work collaboratively. Do not disrupt the work of others. Do not read, sleep, listen to headphones, do other class work, or talk to your neighbor while others are speaking. Respect the rights of the instructor and other students in the class. The exploration of controversial ideas is an essential component of college courses. The instructor will ask you to leave the classroom (early departure) if you do not comply.

Electronic Devices – *Cell phones and electronic devices must be turned off and put away during class.* The instructor will ask you to leave the classroom (early departure) if you do not comply.

Students with Disabilities – If you have a verified need for an academic accommodation or materials in alternative media (i.e. Braille, large print, electronic text, etc.) per the Americans with Disabilities Act or Section 504 of the Rehabilitation Act, please identify yourself to the instructor immediately so that reasonable accommodations for learning and evaluation within the course can be made. For additional assistance, contact Disabled Student Programs & Services.

Children and Guests – College policy does not permit children to attend class. People who are not enrolled in the class may also not be in the classroom.

Food and Drink – No food or drinks are allowed in the classroom.

Disclaimer – Due to unforeseen circumstances, the instructor may need to change, add, or delete course assignments or materials. If you are absent, it is your responsibility to check on changes, assignments, and announcements you may have missed.

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Tips for Success in the Course

1. Read and study the assigned Baran textbook chapters every week. The students who get the most out of the class are those who buy, rent, or borrow the book and use it consistently.
2. Use the Baran 7e website as an online resource that complements the book – not replaces it. The practice quizzes and glossaries are particularly helpful.
3. Check the Blackboard site and your SCCCD email regularly for updates. The Bb site is divided into three easy-to-use parts: announcements, assignments, and course docs.
4. Make sure to produce all of the homework assignments and to arrive on time for all quizzes. Missed points add up quickly! Remember that there's no makeup work later.
5. Be here on time every day, ready to work. You are an adult, so there are no point penalties for attendance problems. However, there's no late work, and attendance is a big mark of professionalism.
6. Take good notes throughout the semester, both from your readings and in class. A complete set of notes will be invaluable to you on the final comprehensive exam.
7. Clear and prompt communication is the key when it comes to absences and illnesses. Contact the instructor in advance every time. Also, understand the exceptions for excuses.
8. Be a good citizen in class! Please work collaboratively, focus on the assigned activities, and be good to each other at all times.
9. Let the instructor know if you need to talk about your progress. She will try to respond to emails promptly. She's also willing to meet before or after class, by appointment.
10. Remember that media literacy – the ability to effectively and efficiently comprehend and use mass communication – is an ongoing, life-long process. Bring your curiosity and energy to the class every day, while remaining open to new experiences and different perspectives.

Course Objectives

In the process of completing this course, students will:

- A. Recognize slants, biases, and propaganda devices in mass communication presentations.
- B. Discuss current news events and coverage by all mass media outlets.
- C. Identify cultural biases and sensitivities.
- D. Map links between media messages, individual action, and social change.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- A. Evaluate all forms of media (historical and current) according to news values and societal impact.
- B. Appraise emerging professional opportunities in Mass Communications.
- C. Assess key elements in historical and emerging media ethics.

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Tentative Course Schedule

All classes will be in a lecture/activity format and will cover that week's readings. *It is important that you read, study, and produce the day's scheduled materials and assignments before coming to class.*

Date		Topic	Required Reading
8/13	Monday	Course Introduction, Syllabus, and introduction speeches	
8/15	Wednesday	Laying the Groundwork	Quiz #1 Chapter 1
8/20	Monday	Laying the Groundwork	Response #1 Due Chapter 1
8/22	Wednesday	Convergence and reshaping of mass media	Quiz #2 Chapter 2
8/27	Monday	Convergence and reshaping of mass media	Response #2 Due Chapter 2
8/29	Wednesday	Books	Quiz #3 Chapter 3
9/3	Monday	No Class: Labor Day	
9/5	Wednesday	Books	Response #3 Due Chapter 3
9/10	Monday	Newspapers	Quiz #4 Chapter 4
9/12	Wednesday	Newspapers	Response #4 Due Chapter 4
9/17	Monday	Magazines	Quiz #5 Chapter 5
9/19	Wednesday	Magazines	Response #5 Chapter 5
9/24	Monday	Film	Quiz #6 Chapter 6
9/26	Wednesday	Film	Response #6 Due Chapter 6
10/1	Monday	Radio, recording, and popular music	Quiz #7 Chapter 7
10/3	Wednesday	Radio, recording, and popular music	Response #7 Due Chapter 7
10/8	Monday	Midterm Exam	
10/10	Wednesday	Television, cable, and mobile video	Quiz #8 Chapter 8
10/15	Monday	Television, cable, and mobile video	Response #8 Chapter 8
10/17	Wednesday	Video Games	Quiz #9 Chapter 9
10/22	Monday	Video Games	Response #9 Due Chapter 9

10/24	Wednesday	The internet and the world wide web	Quiz #10 Chapter 10
10/29	Monday	The internet and the world wide web	Response #10 Chapter 10
10/31	Wednesday	Public Relations	Quiz #11 Chapter 11
11/5	Monday	Public Relations	Response #11 Due Chapters 11
11/7	Wednesday	Advertising	Quiz #12 Chapters 12
11/12	Monday	No Class: Veterans Day	
11/14	Wednesday	Advertising	Response #12 Chapter 12
11/19	Monday	Theories and effects of mass communication	Quiz #13
11/21	Wednesday	Theories and effects of mass communication	Response #13 Chapter 13
11/26	Monday	Media freedom, regulation, and ethics	Quiz #14 Chapter 14
11/28	Wednesday	Media freedom, regulation and ethics	Response #14 Chapter 14
12/3	Monday	Global Media	Quiz #15 Chapter 15
12/5	Wednesday	Global Media	Response #15 Chapter 15

Final Exam

Monday, December 10	9:00 a.m.-10:50 a.m.	Final Exam
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