

Syllabus JOUR 2-02 / JOUR 2-03 - Fall 09

Mass Communication and its Impact on Society (4 units)

SECTION 2 – T/Th 11:30-1:10 - Call #1465

SECTION 3 – T/Th 1:30-3:10 - Call #1467

PROFESSOR: Beth Grobman

- Office Hours – T/Th 5:30-6:30, L-41
- Phone/Voicemail: 408-864-8588
- E-mail: grobman@fhda.edu (write "STUDENT" in caps in the subject line)
- IM: DeAnzaBeth
- Web site: <http://faculty.deanza.edu/grobmanbeth>
- Journalism Dept. Web site: <http://group.deanza.edu/journalism>
- Textbook Web site: <http://www.mhhe.com/rodman3>



DESCRIPTION

A survey of the mass media and measurement of its impact on society. Mass media effects on global and American institutions. Theories of mass communication in the context of the media: radio, television, recordings, magazines, newspapers, books, films and the Internet. Ethical, moral and legal influences of the media on gender and minority issues.

This course qualifies for the De Anza A.A./A.S. degree in area D, the general education requirement for CSU in area D7, and the general education requirement for UC/CSU (IGETC) in area 4G. It is a requirement for De Anza's A.A. degree in journalism. **PREREQUISITE ADVISORY:** EWRT 1A or ESL 5

COURSE OBJECTIVES *In this course, you will:*

- examine the development and role of media in a changing political and cultural world, within a historical perspective.
- examine relationships and effects between media and popular culture, including your role as a consumer of the media and participant in mass culture.
- examine the government regulations of the media as well as the constitutional principles that guide it.
- examine ethical, philosophical and controversial issues that arise in mass media; discuss a range of viewpoints regarding these issues.
- examine behind-the-scenes operations, decision-making processes, and careers in the media industries: books, newspapers, magazines, movies, radio, recordings, television and the Internet.
- participate in a hands-on experience with the media.

TEXTBOOKS

- Rodman, George, MASS MEDIA IN A CHANGING WORLD, 3rd edition (required)
- Grobman, Beth, WORKBOOK TO ACCOMPANY MASS MEDIA IN A CHANGING WORLD (required)
The workbook will be handed out in class. There is no cost, but replacements are \$5.00.
- Seguin, James, MEDIA CAREER GUIDE (optional), available from the De Anza Bookstore. This book will not be used in class, but is helpful for the research paper and recommended if you will be looking for a job in the media.

REQUIRED MATERIALS

- Computer with Internet access and your own email address (available on campus if not available at home). Computer labs are available on campus in the lower level of Learning Center West and the Language Arts Computer Lab in the lower level of the Advanced Technology Center. Free refurbished desktop computers may be available to students through the Financial Aid Office.
- Please bring the text and the workbook to class every day.

COURSE REQUIREMENTS

It is expected that you spend 12 hours a week on 4-unit courses at De Anza: 4 hours in class and 8 hours out of class.

1. **Read text and any other reading assignments:** I generally do not lecture on the textbook readings. During class I give brief reviews on portions of the readings, talk about related issues and ask students to contribute to discussion. Thus, you must read the assignments to participate in class, and you must ask questions about portions of the text you don't understand. Please read the assignments by the date indicated on the course Assignment Calendar, and come to class prepared to discuss them.
2. **Attend Class:** Attendance is required. I make no distinction between "excused" absences and "unexcused" absences, but points lost because of absences can be made up with extra credit assignments. Students are accountable for assigned work if they have been absent. I encourage networking so students can learn what they missed if absent. I would rather students come late than not at all, but will reduce grades for students who consistently are late or who leave early. Students must not miss more than two class sessions to earn an A in the class, nor more than four class sessions to earn a B, unless there are exceptional circumstances approved by the instructor.

Students who miss more than two sessions in a row without notifying the instructor may be dropped from the class. If students stop coming to class, they must drop or withdraw themselves, or risk getting an F. A blog accessible through my Web site will briefly review each day's activities.

3. **Participate in Class:** I use active and collaborative teaching methods, requiring participation from all, sometimes as a group and sometimes as individuals. I want students to be active media consumers outside of class and bring in news items, videos, or other "show and tell" artifacts about the media, as well as discuss their own observations about the media in class.
4. **Take Quizzes:** Fifteen timed quizzes, one per chapter/topic, based on the readings in the textbook and previous class discussions, will be given in class the day the reading is due. A portion of the quizzes will be open book.
5. **Complete Workbook:** The Workbook's chapters correspond, in the most part, with the textbook chapters, and should be completed as homework the same day the reading is due. Often small groups will discuss their Workbook entries in class. The Workbook is turned in to the instructor at the end of the quarter.
6. **Write a Weekly Blog:** Each student will host a blog and respond to 11 assigned questions, one a week. The instructor's Web page will link to all students' blogs, so the blog entries can be shared with the class. The weekly blog questions are listed in the Workbook. Students will also write five responses to other students' blogs.

Blogs, unlike social media, e-mails or texting, should use full words, full sentences and high-level vocabulary, similar to a college paper. Vulgar language is OK, but only in context. For example, if you are commenting on the use of vulgar language on a TV show or in a movie, you may refer to specific words. However, if you are writing your reaction to something, do not punctuate your language with vulgar words or Internet slang. Keep the level of discourse high.

To set up the blog:

- Register with a blogging site (e.g., Blogger.com, Blogspot.com, LiveJournal.com, TypePad.com, Wordpress.com) and choose a password. You do not have to show your email address or your entire name on the blog, although you may if they wish.
 - Your blog name will be the first letter of your last name, your first name and any other word, for example: GBethMedia.
 - E-mail your blog address to your instructor by the due date, so she can post links to all students' blogs on her own blog. When you comment on fellow students' blogs, you may use your own name or your blog ID.
7. **Complete Internet Search Project:** The Internet Search Project explores subject areas we are studying and introduces students to Web sites that might be useful in future assignments, courses or careers. It consists of 20 multi-part questions, each which requires students to research information on the Web. The assignment can be accessed from the instructor's Web page. It will be turned in to the Turnitin Web site.
 8. **Write Research Paper:** The Research Paper will look at an aspect of the mass media from a social science perspective, require critical thinking and use concepts from assigned readings. It will be a minimum of five pages, include a bibliography and require students to use a library database such as EbscoHost, LexisNexis, Proquest or InfoTrac. The specific requirements can be accessed from the instructor's Web page. It will be turned in to the Turnitin Web site.
 9. **Participate in a StudioTelevision Production:** Students will produce and be the talent and crew for a live-to-tape video production in a 3-camera professional television studio as a class project, toward the end of the quarter.

CLASS POLICIES

- In class we will talk about interesting, and sometimes volatile, issues. I expect students to be professional and courteous, to listen to one another, and to show tolerance and respect for varying viewpoints.
- Students who exhibit inappropriate college classroom behavior will be docked points and/or asked to leave the classroom. Examples of inappropriate behavior during class include disturbing others; talking when someone else is talking; sleeping, using MP3 players, phones and video games; texting; working on other class assignments during class, inappropriate touching of others; and entering and leaving class excessively while in session.
- Copying/turning in the work of others is plagiarism. Turning in a research paper with portions copied directly from another source without quote marks and citations is plagiarism. Any instances of plagiarism or cheating will result in an F for the assignment and a maximum grade for the class of a C. Any group work will be announced as group work; quizzes are not group work and must be done by oneself.
- There may be content discussed or viewed in class that is R-rated. If you or your parents (if you are under age) are uncomfortable with this, please let me know during the first week of class.
- Please try not to submit late assignments. Depending on where I am in the grading process, the assignments will either not be counted, or points will be docked.

CLASS INSURANCE

- Keep a backup copy of assignments you turn in, in case the one turned in is lost.
- When sending an email to the professor, write STUDENT in all caps in the subject line, along with the subject. That way you won't be confused with spam. :-)

- Schedule your time appropriately; the professor may take up to 2 working days to respond to online queries.
- Check the professor's blog for a quick review of each class.
- Exchange email addresses and/or phone numbers with one or more buddies in the class for questions.

GRADING: Grades are based on accuracy, following directions, thoroughness and quality. Grades will be posted on a regular basis.

210 points – Attendance/On Time/Participation (21 days - 10 points per day)
 150 points – Quizzes (15 quizzes - 10 points each)
 100 points – Workbook
 20 points – Emailing instructor your blog URL by due date
 220 points – Blog entries (11 entries – 20 points each)
 50 points – Blog responses (5 entries – 10 points each)
 100 points – Internet Search Project (20 questions – 5 points each)
 100 points – Research Paper (Final)
 50 points – TV Production participation
 1000 points total

950+ points = A+
 900+ points = A
 850+ points = B+
 800+ points = B
 750+ points = C+
 700+ points = C
 600+ points = D
 <600 points = F

QUIZ MAKE UPS:

Missed quizzes or low quiz scores can be made up by answering the Self-Quiz questions (in the blue boxes) within each chapter for each missed quiz. The questions answered must be from the corresponding text book chapter. The questions and answers should be typed (or very neatly written), with the chapter clearly labeled, and turned in with the Workbook at the end of the term. Each question is worth one point.

Students are limited to making up 50 quiz points, unless they have pre-approval from the instructor.

EXTRA CREDIT:

Low points on assignments can be made up with extra credit work. Extra credit work should be turned in at the end of the quarter along with the completed Workbook. **Students are limited to earning 50 points extra credit, unless they have pre-approval from the instructor.**

Students can earn:

- 20 points for 10+ hours of work in volunteer position at a non-profit agency that involves some aspect of mass media or communication skills. You will turn in a 1 page paper on what you did, what you learned, and how you used communication skills, along with confirmation of your 10 (or more) hours work from your supervisor.
- 10 points for completing a New Technology Assignment in the Extra Credit section of the Workbook. Students may do up to three.
- 10 points for completing a News Item Application in the Extra Credit section of the Workbook. Students may do up to three.
- 20 points for the Movie Report in the Extra Credit section of the Workbook.
- 30 points for concurrently enrolling in and completing JOUR 61 with at least a B.
- Students may also propose individual projects to the instructor for variable extra credit points.

ACCESS TO SITES WITH PASSWORDS

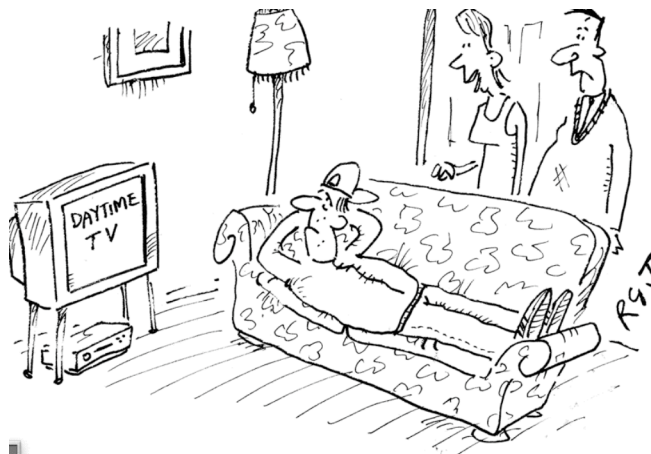
TURNITIN: Students will turn in their Internet Search Project and Research Paper to Turnitin at <http://www.turnitin.com>

SECTION 2 (11:30 a.m.) Class ID: 2884848, Password: student

SECTION 3 (1:30 p.m.) Class ID: 2884849, Password: student

ACADEMIC SEARCH TOOLS: Students will use a library database (academic search tool) in their Internet Search Project and their Research Paper. To get to the databases (InfoTrac, LexisNexis, EbscoHost, Proquest):

1. Go to: <http://www.deanza.edu/library>
2. Select "Articles & Databases," then the go to the database you want to use
3. When prompted, type in your 8-digit De Anza student ID number or the number on your DASB card.



"He's really putting that media studies degree to good use!"

HELPFUL CAMPUS SERVICES

Counseling: <http://www.deanza.edu/counseling>

Financial Aid: <http://www.deanza.edu/financialaid>

Library: <http://www.deanza.edu/library>

Student Success Center: <http://www.deanza.edu/studentssuccess/>

Tutorial & Academic Skills Center: <http://www.deanza.edu/tutorial>

Writing and Reading Center:
<http://www.deanza.edu/studentssuccess/writing-reading-center>

ASSIGNMENT CALENDAR:

Students should keep track of the assignments that are due, as the instructor will not necessarily announce each one in class. Changes to the assignments or due dates listed in the calendar will be announced in class. Students should bring their Workbook and textbook to class every day. A chapter quiz is given every day a chapter reading is due.

	TUESDAY	THURSDAY	FRIDAY (no class meeting)
WEEK 1	9/22 Welcome to class! Buy the textbook after class	9/24 - REVIEW: Syllabus - READ/SCAN: * TOC (vii-xiii), * Glossary (464-473) * Timeline (475-482) - QUIZ: Practice quiz (no grade) - WB: Write definitions for #1 on p. 6	Saturday is the last day to drop for refund for out-of-state or foreign students - EMAIL blog URL to instructor <div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div>
WEEK 2	9/29 INTRODUCTION TO MASS COMMUNICATION - READ Ch. 1 - WB Ch. 1 & QUIZ Ch. 1	10/1 MEDIA IMPACT - READ Ch. 2 - WB Ch. 2 & QUIZ Ch. 2	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> Saturday is the last day drop for refund for resident students and to turn in adds
WEEK 3	10/6 BOOKS - READ Ch. 3 - WB Ch. 3 & QUIZ: Ch.3 - BLOG response due	10/8 NEWSPAPERS - READ Ch. 4 - WB Ch 3 & QUIZ Ch. 4	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> Friday is the last day drop with no record of grade
WEEK 4	10/13 MAGAZINES - READ Ch. 5 - WB Ch. 4 & QUIZ: Ch. 5	10/15 No reading due today; no quiz today	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> Friday is the last day to request a P/NP grade from admissions - Turn in Internet Search Project to Turnitin
WEEK 5	10/20 MOVIES - READ Ch. 6 - WB Ch. 6 & QUIZ Ch. 6 - BLOG response due	10/22 RECORDINGS - READ Ch. 7 - WB Ch. 7 & QUIZ Ch. 7	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div>
WEEK 6	10/27 RADIO - READ Ch. 8 - WB Ch. 8 & QUIZ Ch. 8	10/29 TELEVISION - READ Ch. 9 - WB Ch. 8 & QUIZ: Ch. 9	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div>
WEEK 7	11/3 INTERNET - READ Ch. 10 - WB Ch. 10 & QUIZ Ch. 10 - BLOG response due	11/5 No reading due today; no quiz today	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div>
WEEK 8	11/10 ELECTRONIC NEWS - READ Ch. 11 - WB Ch. 11 & QUIZ Ch. 11	11/12 PR - READ Ch. 12 - WB Ch. 12 & QUIZ Ch. 12	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> Friday is the last day to drop with a "W" The campus is closed on Friday
WEEK 9	11/17 ADVERTISING - READ Ch. 13 - WB Ch 13 & QUIZ Ch. 13 - BLOG response due	11/19 MEDIA LAW - READ Ch. 14 - WB Ch 14 & QUIZ Ch. 14	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div>
WEEK 10	11/24 MEDIA ETHICS - READ Ch. 15 - WB Ch. 15 & QUIZ Ch. 15	11/26 NO CLASS - Holiday	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> The campus is closed Thursday-Sunday
WEEK 11	12/1 -TV PRODUCTION (class) - DUE IN CLASS: Workbook, extra credit, make-up quizzes - BLOG response due	12/3 - TV PRODUCTION (class)	<div style="border: 1px solid black; padding: 2px; display: inline-block;">BLOG DUE</div> - Turn in Research Paper to Turnitin
WEEK 12	12/8 NO CLASSES THIS WEEK (finals week) - Instructor will be in L-41 from 11:30-1:30 to accept late work (with point deduction) and to return workbooks.	12/10 NO CLASSES THIS WEEK (finals week) - Instructor will be in L-41 from 1:45-3:45 to return workbooks.	Friday is the last day of fall quarter