**INSTRUCTOR:** Farideh Dada

**EMAIL:**                     FARIDEH DADA [dadafarideh@fhda.edu](mailto:dadafarideh@fhda.edu)

**OFFICE HOURS: “Virtual” office hour each Thursday from 10 a.m. to 11 a.m.   
This means students may go online and send an email to** [dadafarideh@fhda.edu](mailto:dadafarideh@fhda.edu)**, and expect an immediate response,  
or request a Zoom meeting.**

**CLASS LOCATION: Online on Canvas and LaunchPad. NO Zoom session.**

**REQUIRED TEXT: \*** *Media Essentials, 5th Edition, By Richard Campbell, Christopher Martin, Bettina Fabos and Shawn Harmsen   
Publisher: Macmillan Learning****Make sure you get the 5th edition****.* The course uses the entire book.   
   
**NOTE:** To access the full e-book, please sign up for LaunchPad access first through your Canvas course (see further details in [First Day of Class](https://urldefense.com/v3/__https:/docs.google.com/presentation/d/1_nbEuq6wEoZjDAs4VtKhM43LAAIpW0Eu4Hs6d1UlAPI/edit*slide=id.g8edaca3c61_0_5__;Iw!!A-B3JKCz!Xc0Iyu7R78JanXYPQohGrwa3X9Fmxh0Nwt40jdaXzY4QeWUR0AaZ0eAtjAPIGjYbD-I$) PowerPoint.  
Access is through “auto-enroll.” You will be able to access the course directly through your Canvas course from day one. Access is free within the first two weeks. After that you have to purchase the access to LaunchPad to continue e-book and access assignments through the remainder of the term. **Please note:** LaunchPad comes with an e-book, so there is no need to purchase a separate e-book.  
*ISBN: 9781319424602; (six-months online) $49.99*

**MACMILLAN BOOKSTORE:** If purchasing directly from Macmillan, please use the following link:   
<https://store.macmillanlearning.com/us/product/Media-Essentials/p/9781319424602>

**CAMPUS BOOKSTORE:** <http://books.deanza.edu/CourseMaterials> or [www.deanza.edu/bookstore](http://www.deanza.edu/bookstore)

Textbook Department, email address: textbookrequests@fhda.edu

**LAUNCHPAD SUPPORT:** <https://macmillan.force.com/macmillanlearning/s/>

**IMPORTANT NOTES:**

* The class is fully online (asynchronous) on Canvas with no video Zoom session.
* Follow weekly schedules on the Canvas Modules to do assignments and meet deadlines.
* If by clicking on the textbook/LaunchPad links you’re asked to make an account in Salesforce, ignore it!
* You can simply click on any assignment on Canvas to register to the LaunchPad. You don't need to do anything else.
* But if you have already registered, make sure to follow the LaunchPad Registration Instructions to connect your Canvas and LaunchPad accounts. This is important for LaunchPad grades to report to the Canvas gradebook.
* If you need any assistance, please directly refer to the [Troubleshooting Guide](https://macmillan.force.com/macmillanlearning/s/article/LMS-integration-troubleshooting-for-students), [Support Team](https://macmillan.force.com/macmillanlearning/s/contactsupport) or contact [Macmillan Customer Support](https://macmillan.force.com/macmillanlearning/s/contactsupport)
* Ignore the auto-generated registration instructions that appear when you activate your LaunchPad course.
* If the instructions linked above are not followed, LaunchPad grades **will not sync** with Canvas.
* Always start from Canvas. DO NOT go directly to LaunchPad.

**CANVAS INFORMATION:**

This course utilizes Canvas, De Anza’s Online Learning Community. Please go to the [Canvas website](http://deanza.instructure.com/) to log in. Please note that you will be unable to log into our classroom until the first day of class. Additional instructions and assistance can be found on the “[Guide to the spring quarter](https://www.deanza.edu/online-spring/)” “[Canvas Student Guide](https://deanza.instructure.com/courses/272)” and the “[Online Education Center](http://www.deanza.edu/online-ed/)” site.

**COURSE DESCRIPTION:**

A survey of the mass media’s cultural and industrial functions in society. Introduction to methods

of studying how media systems developed historically and how they are evolving in the U.S. and

globally, as well as how people use and make meaning with media as part of everyday life.

Methods and theories to understand media’s social, economic and political impact, considering

media production, forms, reception, and influence. Ethical and legal implications of media

including print, film, recorded music, TV, video gaming and online media. Interplay of media and

gender, ethnic and minority communities.

This course instructs and engages students on the topics of mass media. Media literacy and critical thinking are emphasized. It transfers to CSU and UC as a General Education requirement and as a prerequisite for journalism and related degree programs. This course meets a general education requirement for De Anza, CSUGE and IGETC. It is part of the CTE program and a requirement for the Journalism AA-T degree.

**STUDENT LEARNING OUTCOMES:**

Students will be able to:

**•** Evaluate the role, power and influence of mass media industries in the U.S. and globally.

**•** Analyze the development, history, operation, culture and economics of media industries.

**•** Analyze and critique the impact of mass media in society and articulate controversies surrounding each   
 medium, including legal and ethical issues and the role of women and minorities.

**COURSE OBJECTIVES:**

In this course, you will:

* Evaluate the role, power and influence of mass media (print, electronic and digital) in society.
* Examine historical, cultural and consumer-oriented aspects of media in the U.S. and the world, to better understand the impact of the media in contemporary society.
* Explore interrelationships and synergy between media industries.
* Analyze various media theories and models and apply them to mass communications issues.
* Examine the First Amendment and other legal and ethical issues in the media from various perspectives.
* Interpret and apply ethical philosophies in mass communications contexts.
* Explore the role, contributions and perception of minorities, ethnic groups, age groups,
* gender and sexual orientation in the mass media and the effects of the media on those groups.

**COURSE REQUIREMENTS:**

* Access the class and class information in Canvas (the courseware program where the class resides).
* Complete weekly textbook readings from the textbook (5th edition) online in LaunchPad through Canvas and view weekly online video segments.
* Take weekly online Learning Curve quizzes, drawn primarily from the readings in LaunchPad through Canvas.
* Answer weekly discussion questions, tying the topics to class readings and viewings.   
  Please note: A brief answer without explanations or supportive statements that link to the activity/chapter content is considered a poor answer.
* Contribute to and participate in class discussions, by responding to at least two other classmates on each discussion question.
* Complete three projects: (1) the Internet Search Project, (2) the Media Experience Project, and (3) the Research Paper (a minimum of 1,000 words). The Research Paper will look at an aspect of the mass media from a social science perspective, require critical thinking, use concepts from assigned readings, include a bibliography and require students to use an academic or library database. Details will be given later.

Please note: You need to complete all three projects in addition to other weekly assignments in order to pass the course.

**All requirements have specific due dates that won’t be extended.**

**LATE WORK:** Assignments and discussions may be submitted early. Late assignments, discussions or quizzes may NOT be accepted.

You may lose points if you don’t follow instructions and the required formats closely.

**NOTE:** I understand your possible reasons for not doing your assignments or not being in our virtual class. You have my complete sympathy, compassion and support, but the class has requirements that need to be met.

We are starting the quarter in a strange time of coronavirus crisis and social distancing. Please know that the current situation is hard for all of us, but by enrolling in this course, you are committed to complete the requirements of the course. Please be sure that you can handle the course and manage your time while you are taking care of your mental health and dealing with the current crisis.

If, for any reason, you feel you are not ready to complete the course, retake it whenever you feel ready. You earn your own grade. If you don’t meet the requirements, you won’t pass successfully. Deadlines need to be met. Your success is my goal. If you would like to consult, please contact me.

**DROPPING THE CLASS:**

* Drops: Make sure to check the Academic Calendar for deadlines. I may drop any student who has not attended class or logged into the classroom for seven or more consecutive days, but you are responsible for dropping if you decide not to attend the class. Please see “[How to Drop Classes](https://www.deanza.edu/apply-and-register/register/add_drop.html)” for regulations, dates and procedures for dropping classes.
* Students who have excessive absences or are not keeping up with assignments may be dropped by the instructor.
* Students who disappear and do not drop by the final “Drop with W” deadline will receive an “F.”

**PLAGIARISM:** Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody’s work or lifts information from sources without citing those sources will receive a 0 for that assignment and a grade no higher than a C for the course. If you are uncertain about the college’s policy on academic misconduct, please refer to the [Academic Integrity](https://www.deanza.edu/policies/academic_integrity.html) section. An online site about plagiarism with suggestions on how to avoid it is available at the [Purdue University Online Writing Lab](https://owl.purdue.edu/owl/research_and_citation/using_research/avoiding_plagiarism/index.html).

**IMPORTANT DATES**

**April 5:** First day of spring quarter classes

**April 17:** Last day to [add classes](http://www.deanza.edu/apply-and-register/register/add_drop.html)

**May 28:** Last day to [drop classes](http://www.deanza.edu/apply-and-register/register/add_drop.html#Drop) with a "W"

**May 29-31:** Memorial Day Weekend - offices closed; no classes

**June 21-25:** [Final exams](http://www.deanza.edu/calendar/final-exams.html)

**June 23:** Last day of this course JOUR 2

**June 25:** [Graduation](http://deanza.edu/graduation/index.html)

For more details view [Academic calendar](https://www.deanza.edu/calendar/).

**COURTESY/EQUITY:** In the online discussions, 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 behavior will be docked points and/or excused from the class. All persons, regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc., shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor.

**COURSE HINTS:**

* Always keep a copy of your submissions as backup in case the one posted/sent to the instructor is lost. This is especially important in an online class since (electronic) stuff happens.
* When sending an email to the instructor, write JOUR 2 and the SECTION NUMBER in all caps in the subject line, along with the subject. That way it won’t be confused with spam.
* Schedule your time appropriately; I may take up to 48 hours to respond to queries (except during our online “class” or office hours). If I don’t reply after 48 hours, please feel free to resend your email.
* Don’t procrastinate. Start work early in the week. Sometimes the internet may be down later in the week or you may have some other emergency. Plan ahead, especially for the Projects and the Research Paper, which are lengthy and require research.
* Look ahead at the assignments and work ahead if you have the time.

**DISCUSSION POSTS**: Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Discussion posts are usually due on Thursdays each week, and replies to other classmates on Saturdays.

* Use complete sentences (bullet points are OK within a paragraph).
* Use standard English grammar and sentence structure.
* Use uppercases for the word "I," for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and “texting” type language such as “u” for “you,” “r” for “are” and “lol.”)
* Read the instructions carefully -- usually students need to choose only one of the topics.
* Read/view any resources needed to respond to the question.
* Pay attention to word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
* A brief answer without explanations or supportive statements is not acceptable.
* Do not run more than 50 words OVER the word count.
* Replies do not have to be structured as formally as initial posts, but should show some thought (more than just “good post” or “I agree”).
* You are welcome to reply to more than two classmates’ posts. (Two is the minimum to meet participation requirements.)

**QUIZZES**: The Quizzes (Learning Curve) are in LaunchPad but you have to go to LaunchPad through Canvas. If you go directly to LaunchPad, your grade won’t sync with Canvas; therefore, you’ll lose points. Learning Curve quizzes are mostly due by Sunday night each week. You need to view videos and read chapters carefully before taking the quizzes.

**VIDEOS:** You have to watch videos and read chapters each week, before taking the Learning Curve quizzes. Don’t expect points for videos, but you have to watch them. Your activities will be tracked on LaunchPad and Canvas and will make your participation points.

**EXTRA CREDIT:**

You may complete an extra magazine proposal or a documentary analysis. In addition, the instructor may post extra credit assignments throughout the course. Students are limited to a maximum of 75 extra credit points.

**GRADING:**

* Getting started, LaunchPad system orientation – 5 points
* 15 Quizzes (Learning Curve) (15 chapter quizzes: 28 points each) – 420 points
* 12 Weekly Discussion Questions and two comments on classmates’ posts: (first one: 5 points, last one: 10 points and 10 others: each 30 points) – 315 points
* Internet search Project – 30 points
* Media Experience Project – 40 points
* Topic for Research Paper – 20 points
* Annotated Bibliography Discussion – 20 points
* Research Paper – 150 points
* Extra credit – Maximum of 75 points

Participation includes thoroughness and excellence in discussion assignments, showing you are

an engaged, active and punctual learner (e.g., doing more than the minimum participation,

showing quality research in answers), watching all videos. (Canvas is like Big Brother: it keeps track

of your activities!). Replying to at least two of your classmates on each discussion question will give you   
10 points. Each response post is worth 5 points in most cases.

Assignment grades are based on accuracy, timeliness, following directions, thoroughness and quality.

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| Points will be taken off for grammar, typos and/or punctuation errors. |

**Grade Scale**

A+\* = 990-1000 points A = 926-989 points A- = 900-925 points

B+ = 875-899 points B = 826-874 points B- = 800-825 points

C+ = 775-799 points C = 700-774 points

D = 600-699 points

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| F = 600 points or less \* To earn an A+ the 990 points must not include extra credit. |

**TIME MANAGEMENT**

College guideline: You should plan to spend three to four hours per week per unit of credit. JOUR 2 is a four-unit class, so you should expect to spend 12-16 hours or 960 minutes per week on class activities – reading, taking quizzes, interacting with online resources, completing media journals/discussion questions and completing assignments.

**IMPORTANT NOTE:** You are required to complete all assignments in order to pass the course. Missing a project will result in failing the class. You will not pass if you don’t complete the final research project, even if you’ve earned 700 points.

**SUPPORT SERVICES**

All services are available to students [online](http://www.deanza.edu/online-ed/students/remotelearning.html) during this social distancing time.

**STUDENTS WITH DISABILITIES:** If you have a disability-related need for reasonable academic accommodations or services, contact the instructor during the first week of class and provide her with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give a five-day notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC adviser (864-8839 EDC main number). Again, all services are available [online](http://www.deanza.edu/online-ed/students/remotelearning.html).

**See the next 2 pages for the weekly schedule.**

**Course calendar overview**

* Possible changes to the assignments or due dates listed in the calendar will be announced.
* The instructor reserves the right to make changes to the schedule and grading structure as needed.

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| **Wk** | **Dates** | **Topics/Reading Assignments** | **Quizzes/Assignments** |
| 1 | April 5-11 | **Table of contents, preface, glossary**  **Mass Communication: A Critical Approach**   * Read Chapter 1 | **Getting Started – LaunchPad**  **Quiz** Chapter 1  Watch videos  Discussion Question |
| 2 | April 12-18 | **Books and Power of Print**   * Read Chapter 2 | **Quiz** Chapter 2  Discussion Question |
| 3 | April 19-25 | **Newspapers to Digital Frontiers**   * Read Chapter 3   **Magazines in the Age of Specialization**   * Read Chapter 4 | **Quiz** Chapter 3  **Quiz** Chapter 4  Watch videos  Discussion Question  Extra Credit: Magazine Proposal |
| 4 | April 26 – May 2 | **Sound Recording and Popular Music**   * Read Chapter 5 | **Quiz** Chapter 5  Discussion Question  **Internet Research Project** |
| 5 | May 3-9 | **Popular Radio and the Origins of Broadcasting**   * Read Chapter 6   **Movies and the Impact of Images**   * Read Chapter 7 | **Quiz** Chapter 6  **Quiz** Chapter 7  Watch videos  Discussion Question  **Topic for Research Paper Due** |
| 6 | May 10-16 | **Television, Cable, and Specialization in Visual Culture**   * Read Chapter 8 | **Quiz** Chapter 8  Watch videos  Discussion Question |
| 7 | May 17-23 | **The Internet and New Technologies**   * Read Chapter 9   **Digital Gaming and the Media Playground**   * Read Chapter 10 | **Quiz** Chapter 9  **Quiz** Chapter 10  Watch videos  Discussion Question |
| 8 | May 24-30 | **Advertising and Commercial Culture**   * Read Chapter 11 | **Quiz** Chapter 11  Discussion Question  Watch videos  **Media Experience Project Due** |
| 9 | May 31 – June 6 | **Public Relations and Framing the Message**   * Read Chapter 12 | **Quiz** Chapter 12  Discussion Question  Watch videos  **Annotated Bibliography (3 sources) Due** |
| 10 | June 7-13 | **Legal Controls and Freedom of Expression**   * Read Chapter 13   **Media Economics and the Global Marketplace**   * Read Chapter 14 | **Quiz** Chapter 13  Discussion Question  **Quiz** Chapter 14  Discussion Question  Watch videos |
| 11 | June 14-20 | **Media Effects and Cultural Approaches to Media Research**   * Read Chapter 15 | **Quiz** Chapter 15  Discussion Question  Watch videos |
| 12 | June 21-23 | **Turn in your final research project**  Last day of class is Wednesday, June 23 | **Final Paper Due June 23**  Discussion Question  Extra Credit Documentary Report Due |

**NOTE:** You are responsible to read and understand the syllabus entirely.