

**COURSE SYLLABUS**  
**MCM 332 ANALYSIS OF ELECTRONIC MEDIA**  
**Fall 2007**

Class meeting: TTh 2-3:20 pm CB 319

Instructor: Mrs. Carol Cooper

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Office hours: by appointment, between 9:30 and noon TTh (Not on campus on MWF)

**Texts:** *Taking Sides* by Alexander & Hanson, 9<sup>th</sup> edition

**Description:** This course will examine the central role of the electronic media in American society with an emphasis on analysis of industry processes and various forms of television content. Prerequisites: MCM 130 or Junior standing. Credit 3.

**Objectives:** this course is designed to develop literacy related to the electronic media. There will be a considerable writing component: term papers, essays, short writing assignments. You will be expected to hone your writing skills throughout the course. At the end of this course you should be able to:

1. Understand the mainstream criticism & analysis offered in the text
2. Understand at least one other form of criticism (offered in lectures & hand-outs)
3. Evaluate in particular the role of the TV industry and TV programming in contemporary America.

Although the focus is on American television, other media and other media traditions will also be addressed. Various examples of television programming will be screened in-class. Pay attention. Take notes.

**Methods:** Lecture/Discussion/Debates/Oral presentations/Screenings/Blackboard Blogs and Blackboard Discussion Boards. Students are expected to read all assigned articles, handouts or chapters prior to class and to be prepared to actively participate. Students must be prepared to present in class either individually or as part of a group and to participate in online assignments.

**Grading:** Term Paper + Abstract (100 pts); Two Essays (50 pts. each); Two Discussion Board assignments (25 pts each); Attendance (5 pts per class: 150 points max), Class activities (max 75 pts.) and blogs on the reading assignments (up to 10 pts each: 150 max)

**Grade Scale:** The maximum points accrued in the semester will be the base line for a=the A. Then you multiply x .9, x .8, x .7 etc. to get the distribution. Blackboard grades will give you the current number of points possible and you can keep up that way.

You will get separate handouts on the essays, the term paper and on the abstract for the paper.

**Note:** Discrimination according to gender, ethnicity religion or race will not be tolerated, in class discussions, or foul language. Anyone who in my judgment over-steps the bounds of propriety will be asked to be quiet and/or leave class. We will watch some screenings in class. Be quiet. Take notes. No beepers, cell phones, palm-pilots, etc. allowed in class. No eating, sleeping or doing work unrelated to the class. No visitors.

**Attendance:** You receive points for attending class. Be there. Be on time. Prepare. Participate. Late arrival beyond 10 minutes is treated as an absence.

*September 5th is the 12th Class Day, the last day to drop without a "Q" and receive 100% refund.*

**Extra credit:** The only extra credit possible is when students go to the **Writing Center** and get their 3 essays and 1 term paper reviewed. There must be official documentation that this process has occurred. Attach the annotated draft to your final copy. The Writing center is a busy place; go early. 5 points each time = max. 20 points

**The Writing Center - Faringdon 111** Phone: 936-294-3680

**MW Th.:** 8am - 7 pm

**Tues.:** 8am - 10pm **Fri.:** 8am - 3pm

**Sun:** 2- 7 pm

**Late work/make up work will not be accepted under any circumstances. Work that is not word-processed will not be graded. All work is subject to Turnitin.com**

**STUDENT SYLLABUS GUIDELINES:** Online detailed description of the following policies: [www.shsu.edu/syllabus/](http://www.shsu.edu/syllabus/) These guidelines will also provide you with a link to the specific university policy or procedure:

**STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY:** *University policy 861001 provides the procedures to be followed by the student and instructor*

**DISABLED STUDENT POLICY:** *It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity.*

**O-DROPS:** *Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class. This limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities.*

### **SEMESTER SCHEDULE (subject to change)**

#### **Reading Assignments, Class Topics & Homework(Subject to change):**

*You must maintain a blog on Blackboard for EACH reading assignment. You will get a separate handout about blogging requirements. The blog entry MUST be completed **midnight Sundays** in order to receive points.*

8/21 & 23 Week 1 Introduction & Issue 1: Are Americans Shaped by the Mass Media?

8/28 & 30 Week 2 Issue 2: Is Television Harmful to Children?

**DISCUSSION BOARD 1 DUE THURSDAY: ARE THE MEDIA UNIFYING OR FRAGMENTING?**

9/4 & 9/6 Week 3 Issue 3: Do African American Stereotypes Still Dominate Entertainment Television?

9/11& 9/13 Week 4 Issue 4: Do Video Games Encourage Violent Behavior?

**ESSAY 1 DUE THURSDAY: ARE THE MEDIA UNIFYING OR FRAGMENTING SOCIETY?**

9/18 & 9/20 Week 5 Issue 5: Does Alcohol Advertising Target Young People?

9/25 & 9/27 Week 6 Issue 6: Is Advertising Ethical?

**DISCUSSION BOARD 2 DUE ON THURSDAY: WHOSE INTERESTS DO THE MEDIA REPRESENT?**

10/2 & 10/4 Week 7 Issue 9: Should Images of War Be Censored?

10/9 & 10/11 Week 8 Issue 10: Is Blogging Journalism?

10/16 & 10/18 Week 9 Issue 11: Should We Still Believe in the First Amendment?

10/23 & 10/25 Week 10 Issue 13: Has Industry Regulation Controlled Indecent Media Content?

**ESSAY #2 DUE ON THURSDAY: CRITICALLY ASSESS ONE TV SHOW'S THEMES, CHARACTERS & NARRATIVE FORMAT; ITS RELATIONSHIP TO PREVIOUS TV SHOWS (HOW SIMILAR, HOW DIFFERENT); AND ITS RELATIONSHIP TO EVENTS OR ISSUES IN THE CULTURE AT LARGE.**

10/30 & 11/1 Week 11 Issue 14: Are Legacy Media Systems Becoming Obsolete?

**ABSTRACT DUE ON THURSDAY 1<sup>ST</sup>**

11//6 & 11/8 Week 12

Issue 16: Is Big Media Business Bad for Business

11/13 & 11/15 Week 13 Issue 17: Can Privacy Be Protected in the Information Age?

11/20 & THANKSGIVING TBA

11/27 & 11/29 Week 14 Issue 18: Are people Better Informed in the Information Age?

2/4 & 12/6 Week 15 Presentations of summaries of your term papers.

**FINAL: THUR 12/13 @ 2 PM: THE TERM PAPER IS DUE AT THIS TIME. YOU MUST HAND ME THE PAPER TO GET THE GRADE.**

**BLACKBOARD** Communication will be via Blackboard. Class assignments, homework assignments, etc. will be posted there as well as supplementary information to help you with the course. Grades will be posted on Blackboard. The instructor will email students via Blackboard. Class cancellations and subsequent assignments will be posted on Blackboard Announcements and students will be emailed via Blackboard by 1 p.m. on the day of class. **IT IS YOUR RESPONSIBILITY TO CHECK BLACKBOARD.**

