

Instructor: Dr. Anthony Friedmann

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Classroom: DRCB 319 MTW ThF 12-1:50 pm

Office Hours: Room 115 MTW Th 2-3pm and by appointment

Text: *Introduction to Mass Communication* by Baran (5th Edition Updated)

Objectives: This course will survey the history and theory of mass media in American society with an emphasis on issues in broadcast television, broadcast radio and print journalism. Topics addressed include: the impact of the printing press, the evolution of print media, the telegraph, the film camera and wireless technologies; the structure of contemporary media industries; the influence of advertisers, regulatory agencies and ratings services; the production, distribution and syndication systems; the social influence and use of mass media content; and the relationship of media content to the development of personal and collective values.

Students will be introduced to essential concepts in communication theory, to significant events in media history, to emerging developments in the print and electronic media industries. MCM 178 will prepare students for effectively assessing a socio-political environment that is increasingly mediated by mass communication messages. Fundamental skills essential to the development of Media Literacy will be emphasized with regular in-class critiques of print and television content. MCM 130 will familiarize students with the essential terms and analytical skills central to media studies and is designed to prepare first-year students and transfer students for more advanced studies in upper-division professional, production and theoretical courses.

Think about mass media in America! Advertising, program content, news! After you leave this class you should have a different, more complex and critical understanding of media. After this course you should never watch TV, listen to the radio or read a newspaper the same way again.

On completion of this course, students will be able to:

- understand essential terms and nomenclature employed in media studies
- assess the emergence & development of print & electronic mass media in American history
- apply theoretical concepts related to mass media studies
- describe how mass media in American interacts with politics, business and personal values
- critique the economic structure of the American mass media industries
- develop media literacy skills to become more self-empowered & socially engaged

The class will consist of lectures, screenings and discussion. Take notes. You might be tested on *anything* that is said or screened in-class. View screenings critically and note the video that is screened, note why it was shown and remember any comments made regarding the screening. You will be asked to respond to four or five discussion posts on Blackboard. The discussion will be open for limited time, usually until the next topic is posted. You automatically get a 70 for

contributing, a higher grade means you have to write more than a casual response, show that you have thought about the topic and respond to other people's postings.

Grades: Chapter quizzes 40% Final Exam 20% Discussion Posting 40%

Attendance: In a short summer session, 15 weeks are compressed into 20 sessions of 1 hour and 50 minutes. This means each class is equivalent to 2 1/2 classes of a regular semester. So attendance policy is going to reflect that. There are no excused or unexcused absences, just absences, which you must manage as you see fit. After a second absence (including late arrivals), your final grade will be reduced by 5% for each absence, which may eventually lead to a failing grade. If you miss classes and then have an emergency, your penalty is not for the emergency but for the absences you took prior to the emergency. An emergency does not extend your entitlement to cut class. Note: if you attend only part of any class, you are counted half an absence, except in dire emergencies by prior approval. Medical appointments should be made at times other than the time the class meets. If the instructor can do it, so can you.

Entering a class late disturbs the class, both the instructor's teaching and the other students' learning. Class begins at the scheduled starting time and the instructor reserves the right not to admit late comers by locking the door. See www.time.gov for the correct time--the time on your watch or cell phone may not be accurate. Students not answering the roll call will be marked absent. If you are late, it is your responsibility to remind the instructor that you came in after roll call. The instructor's record is the only admissible record and will not be adjusted in retrospect. Lateness is counted half an absence. Please be seated and ready to go to work by the time the class roll is called. After any absence you are responsible for all work assigned for the next class.

Additional Policies

It is not appropriate to bring children or animals to classes. If you sleep in class, eat, read the paper or carry on private conversations, you will be asked to leave and counted half an absence. No beepers, cell phones, palm-pilots, MP-3 players, or anything that otherwise beeps, vibrates or makes a noise allowed in class. And no text messaging! Do not do work from other classes in my class. Students who wish to use laptops must sit in the front row. If you surf, do email, or any other function unrelated to the class, you will lose your laptop privileges. Generally, students will refrain from behavior that intentionally or unintentionally disrupts the learning process.

The Registrar determines the date and time of the exam for each course. That is when the exam will be given. If a student makes an interview appointment or any other kind of arrangement that conflicts with this date and time, that problem belongs to the student. This instructor will not provide exams or tests at alternative times or make up exams. Organize your life around the published academic calendar of the university and the syllabus, or suffer the consequences, which may include not earning a passing grade.

You are expected to have read assigned chapters before the day they are to be discussed in class--see outline. You must have your own textbook and bring it with you to class every day. If in-class work is assigned using your book, you will receive a zero for the work if you do not have your own text.

Academic Honesty: Plagiarism, cheating, and/or other dishonest acts will not be tolerated under any circumstances. When you use a source for information, you must cite the source (check APA manual for style regarding direct quotes, etc.). Plagiarized work will be given a zero and cause failure of the course. Papers will be submitted to turnitin.com to check for plagiarism. Remaining in this course indicates your acceptance of the system used that incorporates the use of turnitin.com. All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experience both in and out of the classroom. See Student Handbook for complete guidelines.

Readings & Course Outline

Will be reading 3-4 chapters a week and doing an online quiz on each. There are no make ups on the quizzes. It is in your interest to keep up. The schedule for readings and/or lectures could change -- depending on current events related to the mass media. Some chapters will be read in their entirety; some chapters will read in their entirety but split-up. Some materials may be put on reserve in the library.

This course is conducted on and through Blackboard. You must resolve any problems of SHSU email by going to Computers Services. You must log on to Blackboard every day to see what is due. The instructor will generally send a group email to announce quizzes and discussion posts.

COURSE SCHEDULE

Week 1 6/2-6/5	Introduction, Chap. 1 Mass Communication, Culture & Media Literacy Chap. 2 The Evolving Mass Communication Process, Chap. 3 Books
Week 2 6/9-6/13	Chap. 4 Newspapers, Chap. 5 Magazines, Chap. 6 Film, Chap. 7 Radio, Recording and Popular Music
Week 3 6/16-6/20	Chap. 8 Television, Chap.9 Video Games, Chap. 10 The Internet and the World Wide Web, Chap. 11 Public Relations
Week 4 6/23-6/27	Chap 12 Advertising, Chap. 13 Theories and Effects of Mass Communication, Chap. 14 Media Freedom, Regulation and Ethics
Week 5 6/30	Chap. 15 Global Media
7/1	Final Exam

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. 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.*

University Goals, as published by Sam Houston State University
Compact With Texans (click to go to this location on the SHSU site)

<http://www.shsu.edu/compact.html>

The Sam Houston Writing Center is currently located in Farrington 111. The Writing Center is open Monday through Thursday from 8 a.m. until 7 p.m., Friday from 8 a.m. until 3 p.m., and Sunday from 2 until 7 p.m. Writing tutors will work with you one-on-one to help you generate a draft, organize a draft, or revise a draft of any assignment. You can just drop by to work with a tutor or call 294-3680 to schedule and appointment.

Your decision to remain in this class is your tacit acceptance of the criteria and guidelines listed in this syllabus.