

**COURSE SYLLABUS**  
**MCM 130 MASS COMMUNICATION AND SOCIETY**  
Fall 2007

Class meeting: Section 02, TTh 8-9:20 am CB 125

Instructor: Mrs. Carol Cooper Email: cacooper@shsu.edu Phone:294-1501  
Office: Dan Rather #308 Office hours: by appointment, between 10-noon TTh

Text: Introduction to Mass Communication Media Literacy and Culture by Baran 5th edition

**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 130 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.

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, group work, discussion & Blackboard supplements. Take notes. Your tests & FINAL might be on anything that is said or screened in-class or on Blackboard. View screenings critically and note the video that is screened, note why it was shown and remember any comments made regarding the screening.

## 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 7 am. on the day of class. **IT IS YOUR RESPONSIBILITY TO CHECK BLACKBOARD.**

Grades: 15 Chapter tests (10 pts each: 150 max), Attendance (5 pts per class: 150 points max), Class activities (max 150 pts.) and Discussion Board Homework exercises related to either the reading assignments or in class screenings (up to 10 pts each: 150 max)  
FINAL: 100 points

Grade Scale: The maximum number of points for each Gradebook entry we have managed to accrue by the end of the semester will be the A and everything else will be calculated from there. For example, if we have completed 576 worth of points, then an A would be between 576-518, etc. At any point in the semester you can figure out your grade by looking at the total possible points on BB and multiplying x .9 for A, x.8 for a B, etc. etc.

Make-up tests may be available only in extreme cases. They will be essays. There MAY be opportunity to earn extra credit up to 10 points.

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

Late work/make up work will not be accepted under any circumstances.

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:

### Academic dishonesty

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 experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism,

collusion and the abuse of resource materials. You may be instructed to submit your work to Turnitin.com.

#### Visitors in the Classroom

No visitors are allowed in class. We don't have the room!

#### Americans with Disabilities Act

Students with disabilities covered by the Americans with Disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

#### Student Absences On Religious Holy Days Policy

University policy 861001 provides the procedures to be followed by the student and instructor.

#### COURSE SCHEDULE (subject to change) Reading Assignments, Class Topics & Homework

ALL tests will be on TUESDAYS unless otherwise stated. Discussion Board entries are due by 10 a.m. on Thursdays

8/21 & 23 Week 1 Ch 1 Mass Communication, Culture & Literacy

8/28 & 30 Week 2 Ch 2 The Evolving Mass Communication Process

9/4 & 9/6 Week 3 Ch 3 Books

9/11 & 9/13 Week 4 Ch 4 Newspapers

9/18 & 9/20 Week 5 Ch 5 Magazines

9/25 & 9/27 Week 6 Ch 6 Film

10/2 & 10/4 Week 7 Film continued

10/9 & 10/11 Week 8 Ch 7 Radio, Recording and Popular Music

10/16 & 10/18 Week 9 Ch 8 Television

10/23 & 10/25 Week 10 Ch 9 Video Games

10/30 & 11/1 Week 11 Ch 10 WWW & Internet

11/6 & 11/8 Week 12 Ch 12 Advertising

11/13 & 11/15 Week 13 Ch 13 Theories and Effects of Mass Communication

11/20 & THANKSGIVING TBA

11/27 & 11/29 Week 14 Ch 14 Media Freedom, regulation & Ethics

2/4 & 12/6 Week 15 Ch 15 Global Media

FINAL: THUR 12/13 @m10 am Based on Chapter 13 and the in-class screenings