

**COURSE SYLLABUS**  
**MCM 130 MASS COMMUNICATION AND SOCIETY - 3 hr. credit**  
**Spring 2008**

**Class meeting:** TTh 2-3:20  
**Room:** CB 319  
**Section** 02, CID 3646

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

**Required Text:** Introduction to Mass Communication Media Literacy and Culture by Baran 5th edition  
**Required supplies:** short scantron for weekly quizzes

**Catalogue Description:** 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.

**Course Objectives:** 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

**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 (5 pts each: 75 max), Attendance (5 pts per class: 150 points max), Discussion Board (10 pts each: 100 max) Homework (up to 10 pts each: 100 max) FINAL: 75 points Total maximum points: 500

**Grade Scale:** The maximum number of points for each Grade book 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 476 worth of points, then an A would be between 476-418, 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 and they will be essays. I do NOT give extra credit.

**Classroom Rules of Conduct** can be found at [www.shsu.edu/students/guide/dean/codeofconduct.html](http://www.shsu.edu/students/guide/dean/codeofconduct.html)

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 audible 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.

Friday, February 1st= 12th Class Day, the last day to drop without a "Q" and receive 100% refund. Degree Applications to be filed in Registrar's Office by students graduating May 2008.

The class will consist of lectures, screenings, group work, discussion & Blackboard supplements. Take notes. Your FINAL might be on anything that has been 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.

**Late work/make up work will not be accepted under any circumstances. If you miss a screening - you miss it!**

**Instructor Evaluations:** You will be asked to complete a course/instructor evaluation form toward the end of the course.

**Study Tips:** The SAM Center is available to all students who may need academic help:

[http://www.shsu.edu/~sam\\_www/](http://www.shsu.edu/~sam_www/)

The Writing Center is also available to help improve your writing skill: <http://www.shsu.edu/~wctr/>

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.

**SEMESTER COURSE SCHEDULE (subject to change) including Quizzes, Reading Assignments, Discussion Board & Homework**

**ALL Quizzes will be on TUESDAYS unless otherwise stated. You will need a short scantron.**

**Discussion Board entries are due by noon on THURSDAYS.**

**HOMEWORK MAY BE DUE ON EITHER DAY. Please note that contributions to be shared with the class must NOT be offensive or derogatory in terms of language, gender, race, religion, ethnicity and my being middle aged!**

1/17 Introduction to class

1/22 Week 1 Ch 1 Mass Communication, Culture & Literacy QUIZ  
HW due 1/22 Introduce yourself to the class in about 5 sentences (you can read it if necessary)

1/29 Week 2 Ch 2 The Evolving Mass Communication Process QUIZ  
HW due 1/31 5 minute Group presentations on Mass Communication Models  
DB 1/31 Are the media Unifying or fragmenting? Use Chapter 2 to help your answer the question.

2/5 Week 3 Ch 3 Books QUIZ  
HW due 2/7 Why was Maurice Sendak's children's book "In the Night Kitchen" banned by some schools?

2/12 Week 4 Ch 4 Newspapers QUIZ  
DB 2/14 Describe your experience reading an online newspaper compared to a print newspaper.  
Which do you prefer?

2/19 Week 5 Ch 5 Magazines QUIZ  
DB 2/21 What is your favorite magazine? Why?

2/26 Week 6 Ch 6 Film QUIZ  
DB 2/28 What restrictions are suitable for the movies? Why?

3/4 Week 7 Film continued QUIZ  
HW due 3/4 What Leonardo Di Caprio movie (after 2000) had an actor playing the role of newspaperman Horace Greeley?  
HW due 3/6 - Group Film Project presentations-not more than 15 minutes

**SPRING BREAK**

3/18 Week 8 Ch 7 Radio, Recording and Popular Music QUIZ  
HW due 3/20 What group was Bob Geldof lead singer with and what was one of the group's biggest hits?

3/25 Week 9 Ch 8 Television QUIZ  
DB 3/27 Who was your favorite TV character growing up? Why?

4/1 Week 10 Ch 9 Video Games QUIZ  
HW due 4/1- either bring in a game to demo or an advertisement or an article about a game to share with the class. Game demos will have to be brief - 2-3 minutes only!!  
DB 4/3 Do you play video games? Why or why not?

4/8 Week 11 Ch 10 WWW & Internet QUIZ  
DB 4/10 Do you ever make personal information available online? If so, how confident are you of its security?

4/15 Week 12 Ch 12 Advertising QUIZ  
HW due 4/15 - bring in an advertisement you wish to show to the class (about 1 minute)  
DB 4/17 Do you find product placement and branded content in film/TV/videos as troublesome as do its critics? Why or why not?

4/22 Week 13 Ch 13 Theories and Effects of Mass Communication QUIZ  
DB 4/24 Which media do you think has the most influence over you? Why?  
HW due 4/24 - Prepare your DB answer to read aloud in class (not more than 1 minute)

4/29 Week 14 Ch 14 Media Freedom, regulation & Ethics QUIZ  
DB 5/1 What are the strengths and limitations of self-regulation?

5/6 Week 15 Ch 15 Global Media QUIZ  
HW due 5/7 Name either one state controlled TV station or one state controlled newspaper not mentioned in the textbook and cite where you got the information

**FINAL: THUR 10/15 @ 8 am Based on Chapter 13 and ALL the in-class screenings**