



COURSE SYLLABUS

COURSE TITLE: HISTORY OF THE MEDIA

TERM & YEAR: Fall 2017

COURSE & SECTION NUMBER: COM 123.01

TIME & PLACE: TR 9:30-10:45, Taylor 217

NUMBER OF CREDIT HOURS: 3-0-3

INSTRUCTOR: Justin Young

OFFICE LOCATION/HOURS:

Taylor Hall 209
MWF 10-1, TR 11-12
and by appointment

OFFICE PHONE: 260.665.4290

EMAIL: youngj@trine.edu

COURSE DESCRIPTION: An examination of the history of the media stressing the nature, controls under which they operate, economic and political foundations, social implications, and its future roles.

PREREQUISITES: NONE

REQUIRED TEXT: Dominick, *Dynamics of Mass Communication: Media in Transition*, 12th ed., 2012. McGraw Hill, ISBN-10: 0073526193, ISBN-13: 978-0073526195

REFERENCES: None

OTHER MATERIALS: Access to Internet for Moodle

LEARNING OUTCOMES: Upon completion of this course, the student should be able to:

1. Recognize the modern issues facing divergent media.
2. Critically examine media sources.
3. Speak on the historical challenges faced by different media.
4. Interact with different media with a deeper understanding of how it was created.

COURSE REQUIREMENTS:

Grades will be weighted as follows:

Class Discussion.....	10 points
* 2x Media Analysis.....	90 points
* Exam One.....	100 points
* Exam Two.....	100 points
* Exam Three.....	100 points

Projects Marked * must be completed for a passing grade in the course. Projects turned in after the three-day limit for late work must be of satisfactory quality (60% or above).

MEDIA ANALYSIS: Two times during the semester you will be provided with an assignment that requires you to do outside class research on a particular issue related to the media. This may include analysis of a media company, news story, etc. Instructions will be provided alongside the assignment.

PAPERS/OUTLINES:

Papers/outlines should meet all the formatting standards as listed below. Failure to do so will negatively affect your grade. Papers/speeches are to be your own, original work. I cannot stress this enough.

All papers should include the following information in the upper left corner of the paper in the following format, and nothing else. Your title should come one line below it. All papers should be formatted in doubled-spaced 12 point,

Times New Roman font with one-inch margins.

Your Name

Class # (ex: SP 203.05)

Paper Type (if applicable)

Date

ATTENDANCE/PARTICIPATION:

Simply attending class and turning in work is not sufficient to earn an A in this course. Rather, you should arrive on time, stay for the duration of the class period, listen attentively to lectures, take notes, and participate actively in class discussion.

As in the workplace, regular, punctual attendance for this course is mandatory. You can expect the class to begin on time. A sign in sheet will be passed around at the beginning of class. It is your responsibility to sign that sheet. If you do not, you may be counted as absent even if you did attend class. **Every absence after the third, regardless of the reason, can result in a grade reduction of 20 points. Please notify me in advance of absences and make arrangements to turn work in on time. Absence in five or more classes, for whatever reason, will result in an automatic failure of the course.**

- **You cannot make up a missed speech or test except for a school related activity or documented sickness.**
- **Not being in class on a due date is NOT an excuse for not having work turned in that is due.**
- **Class begins by my watch at the time listed in the syllabus. When you come in late you waste not only my time, but that of your classmates. Be here on time, or be square...and also counted absent.**

GRADING/EVALUATION:

The final grade is based on the scale below:

90 – 100% = A

87 – 89% = B +

80 – 86% = B

77 – 79% = C +

70 – 76% = C

67% - 69% = D +

60% – 66% = D

Below 60% = F (Failing)

OTHER POLICIES:

ACADEMIC MISCONDUCT

The University prohibits all forms of academic misconduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as one's own (plagiarism) or knowingly furnishing false information to the University by forgery, alteration, or misuse of University documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from one's own work, submitting an academic exercise (written work, printing, design, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip or computer tampering. The faculty member has the authority to grant a failing grade in cases of academic misconduct as well as referring the case to Student Life.

PLAGIARISM

You are expected to submit your own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and will result in an F for that assignment. A deliberate act of plagiarism, such as having someone else do your work, or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises), will at least result in an F for that assignment and could result in an F for the course.

LATE DRAFTS, HOMEWORK, ETC.

Missed work is covered in the sections of course requirements. A summary:

- homework: cannot be turned in late for any reason
- presentations: cannot be missed
- major assignments: can be turned in up to 3 days late with a 10% penalty per day. Can be turned in by others.

SPEECHES

During all speeches, you are to present yourself professionally. This includes dressing professionally (when asked), and listening attentively during others' speeches. Being disruptive during a classmate's speech may result in you receiving a zero (0) on your speech.

ELECTRONIC DEVICES

Cell phones and music are at times appropriate in the workplace, but usually are inappropriate in the classroom. You are adults, and part of being an adult is depriving yourself of toys for a few hours a day to focus on tasks. Do not text, IM, play games, or answer phones while in class. Please put them on silent, turn them off entirely, or leave them at home. If for some reason you need to receive a call while in class, please set your phone to vibrate and when it goes off leave the classroom and answer it in the hallway. Once done please return to class and your seat. No explanation is needed to me. I will assume this is a private matter of life and death, and therefore should only happen at most once a semester. If you have a cell phone out during class I will ask you to leave class. Unfortunately, this same policy applies to laptops and other devices.

CLASSROOM BEHAVIOR

In particular, the student handbook outlines relevant definitions, especially section 9 and 13 of "UNIVERSITY POLICIES CONCERNING STUDENTS AND STUDENT ORGANIZATIONS." Disrespectful actions will not be tolerated.

OTHER POLICIES IN THIS CLASS ARE CONSISTENT WITH UNIVERSITY POLICIES AND PROCEDURES.

COURSE CALENDAR/SCHEDULE:

Please be aware that the following is a tentative schedule. It is subject to change according to the discretion of the instructor. Due dates will not be changed without ample notice to students. Readings must be read before class begins. Assignments are due on my desk at the beginning of class. If you don't have the work done, you may be asked to leave class and be marked absent.

Week 1			
01	22-Aug	Tues	Syllabus – Nature of Mass Communication
02	24-Aug	Thurs	Chapter 3 – History of Mass Communication
Week 2			
03	29- Aug	Tues	Chapter 3 – History of Mass Communication
04	31-Aug	Thurs	Chapter 5 -- Newspapers
			Labor Day - No classes Monday - Sept. 5
Week 3			
05	05-Sep	Tues	Chapter 5 -- Newspapers
	07-Sep	Thurs	Chapter 6 – Magazines
Week 4			
06	12-Sep	Tues	Chapter 6 -- Magazines
07	14-Sep	Thurs	Chapter 7 – Books
Week 5			
08	19-Sep	Tues	Chapter 7 -- Books
09	21-Sep	Thurs	Chapter 8 -- Radio
Week 6			
10	26-Sep	Tues	Test 1
11	27-Sep	Thurs	Chapter 8 -- Radio
Week 7			
12	03-Oct	Tues	Sound Recording
13	05-Oct	Thurs	Chapter 10 – Motion Pictures
Week 8			
14	10-Oct	Tues	FALL BREAK – NO CLASS
15	12-Oct	Thurs	Chapter 11 – Broadcast Television
Week 9			
	17-Oct	Tues	Chapter 10 – Motion Pictures

16	19-Oct	Thurs	Chapter 11 – Broadcast Television
Week 10			
17	24-Oct	Tues	Chapter 12 – Cable, Satellite, IPTV
18	26-Oct	Thurs	Chapter 12 – Cable, Satellite, IPTV
Week 11			
19	31-Oct	Tues	Test 2
20	02-Nov	Thurs	Video Games
Week 12			
21	07-Nov	Tues	Chapter 15 -- Advertising
22	09-Nov	Thurs	Chapter 15 -- Advertising
Week 13			
23	14-Nov	Tues	Chapter 16 – Laws
24	16-Nov	Thurs	Chapter 16 -- Laws
Week 14			
25	21-Nov	Tues	Chapter 17 -- Ethics
			Thanksgiving Break - No classes Wednesday - Friday -- Nov. 23 - 25
Week 15			
26	28-Nov	Tues	Chapter 17 -- Ethics
27	30-Nov	Thurs	
Week 16			
28	05-Dec	Tues	Case Studies
29	07-Dec	Thurs	Case Studies
	09-Dec	Fri	<i>Last class day</i>
	14-Dec	Thurs	Final Exam – 11 am to 1 pm

ADDITIONAL INFORMATION:

- Any papers turned into class must be in 12 point, Times New Roman, double spaced, and with one inch margins.
- Cell phones should always be turned off in class, unless you have an exceptional need for a particular day.
- You are adults, and I assume this also means you know how to come and go to the restroom without my permission. It should never be a problem, until it becomes a problem.
- This class is for your personal edification. Please make use of your professor, your classmates, and any research materials to increase your scope of knowledge not just about the subject matter of this course, but about the world of knowledge in general.
- I am not a bear and my office is not my bear cave. Please feel free to stop by and see me if you have any questions, or simply would like to talk more about class, college, or a variety of other subject matters.
- Lastly, please come see me before you allow class to get out of hand and overwhelm you. I have helped many students who came to me a month or two into class with failing grades, but there is little I can do if you come to me the final week of class.