



COURSE SYLLABUS

COURSE TITLE: MEDIA AND SOCIETY

TERM & YEAR: SPRING 2018

COURSE & SECTION NUMBER: COM 203

TIME & PLACE: TAYLOR 220
MWF 11:00-11:50

NUMBER OF CREDIT HOURS: 3-0-3

INSTRUCTOR: JUSTIN YOUNG

OFFICE LOCATION/HOURS:
Taylor Hall 212, TR 10-2
and by appointment

OFFICE PHONE: 260-665-4290

EMAIL: youngj@trine.edu

COURSE DESCRIPTION: A systematic approach to mass media in terms of structure, functions and effects; includes such topics as meaning, perception, selectivity, ethics persuasion, subliminal seduction, violence and erotica, political socialization, learning, agenda-setting, and uses and gratifications.

PREREQUISITES: ENG 103 English Composition I or ENG 104 Intensive English Composition I

REQUIRED TEXTS:

1. Bryant, Thomson, & Finklea; *Fundamentals of Media Effects*; 2nd edition, 2012; Waveland; ISBN-10: 1577667859, ISBN-13: 978-1577667858
2. Neil Postman; *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*; Revised edition 2005; Penguin Books; ISBN-10: 014303653X , ISBN-13: 978-0143036531

REFERENCES:

OTHER MATERIALS:

Access to Moodle

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

1. Recognize key media theories.
2. Critically examine media using media theories.
3. Apply media theories to popular media.
4. Understand historical context of different media theories in relation to one another.

COURSE REQUIREMENTS:

Tests

Test 1.....	20%
Test 2.....	20%
Test 3 / Final Exam.....	20%

Blog

Media Blog.....	20%
-----------------	-----

Papers

Media Research Paper.....	20%
---------------------------	-----

TESTS

Tests are cumulative. This means information from prior tests may appear on subsequent exams, though each exam is mostly over the material from that third of class.

BLOG

You are expected to keep a blog through Moodle. You are expected to post regularly on the blog about your reactions to:

- Class discussions

- Outside course materials you review or read
- Any other outside experiences with media

Your posts are expected to be of a college level of quality. That means free of grammatical errors with well-formed and presented ideas. Length is not an issue, though obviously you cannot present a well-crafted idea in simply a sentence. Please take advantage of several paragraphs.

At the end of the semester you will be graded on your cumulative work on your blog. Throughout the semester I will periodically give you evaluations to give you an idea of your progress.

MEDIA RESEARCH PAPER

You will be assigned a media research paper that requires you to conduct actual research on a subject, as well as pulling information from outside sources. Additional information on this paper will be presented in class.

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. Attendance will be taken at the beginning of class. It is your responsibility to be punctual. 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.

- **Failure to attend the final exam period will result in an automatic failure of the course.**
- **You cannot make up a missed 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 a 100-point scale as follows:

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:

- quizzes: cannot be missed
- presentations: cannot be missed
- examinations: cannot be missed
- papers: Accepted up to three days late with a 10% reduction for each day, up to 30% total.

DISTRACTIONS (INTERNET, TEXTING, SLEEP, ETC.)

Please pay attention in class and do not distract yourself or others. Forms of distraction include, but are not limited to:

- Coming in late to class (see me if there is a legitimate reason).
- Using your cell phone during class. Answering calls, playing games, texting, taking photos/videos, and more are off limits unless otherwise noted.
- Using your laptop during class (you retain information better by handwriting it). See me if you have a legitimate medical reason to use a laptop.
- Repeated exits to use the restroom. You're all adults and do not need my permission. This should not be an issue unless you make it one.
- Talking during lectures. I don't mind students discussing something or asked for clarification from a classmate, but prolonged conversations should be saved for after class.

Repeated violations will result in a negative effect upon your grade. You will first be counted as absent, and later may see grade reductions based on behavior.

EMAIL

The Department of Humanities and Communication has established a policy on e-mail, which you can access via TrineWrite.com. You are expected to send professional e-mail to professors.

ALL OTHER POLICIES ARE CONSISTENT WITH UNIVERSITY POLICIES.

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.

Date	Class Topic	Reading Due	Assignment Due
Week 1			
M. 1/8			
W. 1/10	Class Intro	Syllabus	
F. 1/12			
Week 2			
M. 1/15	NO CLASS – MLK Jr. Day		
W. 1/17			
F. 1/19		Chapter 1	
Week 3			
M. 1/22			
W. 1/24			
F. 1/26		Chapter 2	
Week 4			

M. 1/29			
W. 1/31		Chapter 3	
F. 2/2			
Week 5			
M. 2/5		Chapter 4	
W. 2/7			
F. 2/9		Chapter 5	
Week 6			
M. 2/12			Test 1
W. 2/14		Chapter 6	
F. 2/16			
Week 7			
M. 2/19		Chapter 7	
W. 2/21			
F. 2/23		<i>Chapter 8</i>	
Week 8			
M. 2/26			
W. 2/28		Chapter 9	
F. 3/2			
Week 9			
M. 3/5	<i>SPRING BREAK</i>		
W. 3/7	<i>SPRING BREAK</i>		
F. 3/9	<i>SPRING BREAK</i>		
Week 10			
M. 3/12		Chapter 10	
W. 3/14			
F. 3/16		Chapter 11	
Week 11			
M. 3/19			
W. 3/21		Chapter 12	
F. 3/23			Test 2
Week 12			
M. 3/26			
W. 3/28		Chapter 13	
F. 3/30	NO CLASS – GOOD FRIDAY		
Week 13			
M. 4/2		Chapter 14	
W. 4/4		Chapter 15	
F. 4/6			
Week 14			
M. 4/9		Chapter 16	
W. 4/11		Chapter 17	
F. 4/13	<i>NO CLASS – TENTATIVE</i>		
Week 15			
M. 4/16			
W. 4/18		Chapter 18	
F. 4/20			Research Paper Due
Week 16			
M. 4/23		Chapter 19	
W. 4/25			
F. 4/27		Chapter 20	
Final Exams Week			
M. 4/30 11:00-1:00	Final Exam Period		

ADDITIONAL INFORMATION:

WRITING CENTER:

The Trine Writing Center supports student writing by working on specific essays in any stage of completion and by

improving the writing skills of students. Students work with peer consultants during any stage of writing, whether it is coming up with ideas, organizing those thoughts, or putting the final touches on an essay. Any Trine student may stop by and utilize these services in the University Center library during posted hours of operation. **It is highly suggested that you make an appointment for a session with a Writing Center tutor. You may do so online at TrineWRITE.com. While drop-in appointments are sometimes available, they are not guaranteed.**

- 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.
- 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.