

MCOM 151-B601 Introduction to Mass Communication (3 Credit Hours)
Black Hills State University
Summer 2010

Course Meeting Time and Location

May 10-July 2
Online

Instructor's Contact Information

Name: Scott H. Clarke, Ph.D.
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1200 University Street, Unit 9003
Spearfish SD 57799-9003
Office Hours: Mon.-Thurs. 1:00-2:00 p.m. MDT, or by email.
Office Phone Number: 605-642-6750
Email Address: shclarke@d2l.sdbor.edu

Standard V.3



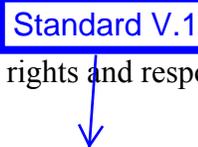
Course Communication Policy

I will be online for office hours at the times listed above, and occasionally at other times as well. You may also leave a voicemail on my office phone, email me or message me via D2L. I will respond to offline messages within 24 hours. If you message me on the weekend, I will respond by the following Monday. Feel free to ask questions. Chances are that if you have a question, others have the same question, too.

Course Description

“A comprehensive look at the mass media in the United States and the world. Includes discussions of newspapers, magazines, radio, television, recordings, advertising and public relations. Also studies mass media rights and responsibilities, ethics and censorship.” – *BHSU 2009-2010 Academic Catalog*

Standard V.1



The purpose of this course is to study the development, structure and function of the mass media. We will also study the complex ways that media interact with social forces, both influencing and being influenced by society. These forces include economics, formal and informal regulation, and culture.

The focus throughout the semester will be on media literacy, or the ability to critically analyze the media industries and their messages. This will include discussions of various communication theories, the ways they have been used to study media, and major research findings based on these theories.

Course Prerequisites

None

Description of Instructional Methods

I will conduct this course entirely online, via Desire2Learn. Since this course meets for just eight weeks, I will necessarily cover a large volume of material fairly quickly. Therefore, I expect you to keep up with the assigned readings. You should be able to both *summarize* the readings and to *react* to them in some way (with evidence).

You may work on the course materials at times that are most convenient for you. You will have approximately two days to complete each unit (excluding weekends and school holidays). Budget your time so that you finish the assignments by their due dates. Materials that are submitted late will be penalized (see below). All assignment due dates are posted both on the course schedule (below) and on the D2L grade book page.

Standard II.4,
IV.3 and VI.5



Course Requirements

Required Text

Mass Communication: Living in a Media World (3rd Edition), by Ralph E. Hanson (CQ Press, 2010).

The 2nd Edition is also acceptable and may save you some money. If you use this edition, look for the alternate page numbers on the course assignments.

Course Website

<https://d2l.sdbor.edu/>

Class Attendance Policy

In general, enrollment in a class implies the responsibility for attending each class session. I will check your visits to D2L each week. Students who do not log in to the course website at least once per scheduled class day will be marked “absent”.

If you accrue no more than one absence over the semester, I will drop your lowest quiz score from your final grade.

Standard V.4



Cheating and Plagiarism Policy

The South Dakota Board of Regents Student Conduct Code (3:4 Part 2B) prohibits both cheating and plagiarism at BHSU.

“Cheating is defined as, but not limited to, the following:

- use or giving of any unauthorized assistance in taking quizzes, tests, or examinations;
- use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or

- acquisition, without permission, of tests or other academic material belonging to a member of the institutional faculty or staff.

Plagiarism is defined as, but is not limited to, the following:

- the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement consistent with accepted practices of the discipline; or
- the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.”

Cheating or plagiarism will cause a student to fail the course and may result in further disciplinary action by the University.

Make-Up Policy

All surveys and quizzes will be given on their assigned dates. All other graded assignments are due by the deadline listed on D2L.

“Students will be allowed to make up graded work if an absence is due to participation in university-sponsored activities, provided prior notification of the impending absence has been given to the instructor.” – *BHSU 2009-2010 Academic Catalog*

Students will also be allowed to make up graded work if an absence is due to illness, provided that a written doctor’s note is scanned and emailed or faxed to the instructor upon returning to the course.

Students who are experiencing computer problems should contact their university’s information technology specialists to diagnose and repair the affected machine. Students are responsible for locating alternate computing equipment (e.g., at the university library) on which to complete their assignments while the machine is being repaired.

It is the student’s responsibility to request alternate deadlines for all missed work. Contact me during office hours to make these arrangements.

Course Goals

System General Education Goals

This course is designed to meet the *South Dakota Board of Regents System General Education Requirements Goal #4*:

“Students will understand the diversity and complexity of the human experience through study of the arts and humanities.

Student Learning Outcomes: As a result of taking courses meeting this goal, students will:

1. Demonstrate knowledge of the diversity of values, beliefs, and ideas embodied in the human experience;

**Standards II.1, II.2,
and II.3**

2. Identify and explain basic concepts of the selected disciplines within the arts and humanities.

In addition, as a result of taking courses meeting this goal, students will be able to do at least one of the following:

3. Identify and explain the contributions of other cultures from the perspective of the selected disciplines within the arts and humanities;
4. Demonstrate creative and aesthetic understanding;
5. Explain and interpret formal and stylistic elements of the literary or fine arts;
6. Demonstrate foundational competency in reading, writing, and speaking a non-English language.”

Institutional Global Issues Goal

This course is also designed to meet the *Black Hills State University Institutional Globalization/*

**Standards II.1, II.2,
and II.3**

“Students will understand the interconnectedness of the human experience by investigating diverse international and cultural issues.

Student Learning Outcomes: As a result of taking courses meeting the global issues requirement, students will:

1. Demonstrate their awareness of international connections in issues such as ecology, business, aesthetics, politics, immigration, literature, technology, economics, etc.
2. Relate non-western perspectives and experiences to those of the west so that both the awareness of their interrelatedness and the breaking down of barriers between them is evident.
3. Identify and compare western knowledge with non-western paradigms to clarify the cultural constructs inherent in intellectual and aesthetic expressions.

Courses meeting **Standards II.1, II.2, and II.3** meet two of the three student learning outcomes listed above. Student may meet this requirement by taking an existing System General Education Course or a course that is already required in their major.”

Student Learning Outcomes

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

- Trace the development of the American print and electronic media industries within their historic and cultural context.
- Describe how the contemporary American media operate as businesses.
- Outline major social issues and controversies involving the American media.
- Illustrate how the Internet and digital technologies are reshaping all media.
- Describe four basic models under which global media operate today.
- Summarize major theories used in mass communication research.
- Apply theoretical models to the study of communications media.

Evaluation Procedures

Assessments

I will post a 10-point survey relating to each course unit. These surveys are designed to substitute for face-to-face question-and-answer sessions. Surveys that are completed after the due date will lose 2 points per day. Surveys over 3 days late will not be accepted.

Standard III.1
and II.4

I will post a 25-point, multiple-choice quiz over each reading assignment. You may use the text to answer these questions. However, I will expect you to be able to apply the information presented in each chapter in your discussion of course topics (see below). Quizzes that are completed after the due date will lose 5 points per day. Quizzes over 3 days late will not be accepted.

I expect each student to stay current on issues involving American or foreign media. Therefore, I will provide links to online media content and to news stories about the media. You will be required to comment on these materials via the course discussion boards by the posted deadlines. You must provide evidence for the positions that you take, applying information presented in the course text and/or lectures. You will receive 25 points for your thoughtful contribution(s) to each discussion thread. Discussions that are posted after the due date will lose 5 points per day. Posts over 3 days late will not be accepted.

You will also be required to write two short papers (2 single-spaced pages each) briefly discussing a given aspect of mass media and connecting it to evidence presented in the texts, course lectures and/or online. You must submit these papers to me via the drop boxes in D2L. You may write an additional paper for extra credit, if you wish. Papers that are submitted after the due date will lose 10 points per day. Papers over 3 days late will not be accepted.

Standard III.2

Performance Standards/Grading Policy

Course grades will be assigned based on students' completion of the following activities:

1) Surveys (15 at 10 points):	150 points
2) Quizzes (15 at 25 points):	375 points
3) Discussion Posts (15 at 25 points):	375 points
4) Papers (2 at 50 points):	<u>100 points</u>
TOTAL	1000 points

Each assignment will be given a numerical grade. Your final grade will be based on your total points. NOTE: Although I do not "curve" grades, you have the opportunity for extra credit, should you need it (see above). Should your points total end up close (i.e., within 5 points) to a cutoff point, I will use both the *quantity* and *quality* of your discussion posts to determine whether to raise your letter grade.

The final grading scale follows:

900-1000 Points:	A
800-899 Points:	B
700-799 Points:	C
600-699 Points:	D
0-599 Points:	F

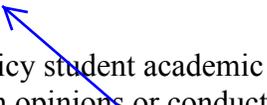
Standard III.2



ADA Statement

“Reasonable accommodations, as arranged through the Disabilities Services Coordinator, will be provided students with documented disabilities. Contact the BHSU Disabilities Services Coordinator, Mike McNeil, at 605-642-6099, (Jacket Legacy Room in the Student Union) or via email at mike.mcneil@bhsu.edu for more information. Additional information can also be found at <http://www.bhsu.edu/StudentLife/Learning/DisabilityServices/tabid/162/Default.aspx>”

Freedom in Learning

“Under Board of Regents and University policy student academic performance may be evaluated solely on an academic basis, not on opinions or conduct in matters unrelated to academic standards. Students should be free to ception to the data or views offered in any course of study and to  matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Students who believe that an academic evaluation reflects prejudiced or capricious consideration of student opinions or conduct unrelated to academic standards should contact the chair of the department in which the course is being taught to initiate a review of the evaluation.”

Standard VIII.1

Tentative Course Outline/Schedule

The following is only a tentative outline of the course. The complete schedule, updated on a daily basis, is available on the course website.

Standard II.4
 and IV.3

<i>Week:</i>	<i>Date:</i>	<i>Topic:</i>	<i>Reading:</i>
1	May 10 (M)	Course Introduction Mass Communication	3 rd Ed., Chapter 1, 2-20 (2 nd Ed., Chapter 1, 2-19)
	11 (T)	Media Literacy Survey, Quiz 1 Due	3 rd Ed., Chapter 1, 20-42 (2 nd Ed., Chapter 1, 19-37)
	12 (W)	Studying Media Effects Discussion 1 Due	3 rd Ed., Chapter 2, 42-56 (2 nd Ed., Chapter 3, 76-89)
	13 (R)	Theories of Media and Society Survey, Quiz 2 Due	3 rd Ed., Chapter 2, 56-73 (2 nd Ed., Chapter 3, 89-105)
2	17 (M)	Media Ownership Discussion 2 Due	3 rd Ed., Chapter 3, 74-101 (2 nd Ed., Chapter 2, 38-64)
	18 (T)	Media Control Survey, Quiz 3 Due	3 rd Ed., Chapter 3, 101-113 (2 nd Ed., Chapter 2, 64-75)
	19 (W)	The Book Publishing Industry Discussion 3 Due	3 rd Ed., Chapter 4, 114-134 (2 nd Ed., Chapter 4, 106-126)
	20 (R)	Books and Society Survey, Quiz 4 Due	3 rd Ed., Chapter 4, 134-149 (2 nd Ed., Chapter 4, 126-139)
3	24 (M)	The Newspaper Industry Discussion 4 Due	3 rd Ed., Chapter 6, 182-204 (2 nd Ed., Chapter 6, 172-193)
	25 (T)	Newspapers and Society Survey, Quiz 5 Due	3 rd Ed., Chapter 6, 204-219 (2 nd Ed., Chapter 6, 193-205)
	26 (W)	The Magazine Industry Discussion 5 Due	3 rd Ed., Chapter 5, 150-169 (2 nd Ed., Chapter 5, 140-159)
	27 (R)	Magazines and Society Survey, Quiz 6 Due	3 rd Ed., Chapter 5, 169-181 (2 nd Ed., Chapter 5, 159-171)

4	31 (M)	MEMORIAL DAY: NO CLASS	
	Jun. 1 (T)	The Recording Industry Discussion 6 Due	3rd Ed., Chapter 7, 220-244 (2 nd Ed., Chapter 7, 206-231)
	2 (W)	The Radio Industry Survey, Quiz 7 Due	3rd Ed., Chapter 7, 244-263 (2 nd Ed., Chapter 7, 231-247)
	3 (R)	The Film Industry Discussion 7 Due Paper 1 Due	3rd Ed., Chapter 8, 264-285 (2 nd Ed., Chapter 8, 248-268)
5	7 (M)	Movies and Society Survey, Quiz 8 Due	3rd Ed., Chapter 8, 285-301 (2 nd Ed., Chapter 8, 268-285)
	8 (T)	The Television Industry Discussion 8 Due	3rd Ed., Chapter 9, 302-326 (2 nd Ed., Chapter 9, 286-310)
	9 (W)	Television and Society Survey, Quiz 9 Due	3rd Ed., Chapter 9, 327-339 (2 nd Ed., Chapter 9, 310-321)
	10 (R)	The Internet and New Media Discussion 9 Due	3rd Ed., Chapter 10, 340-365 (2 nd Ed., Chapter 10, 322-345)
6	14 (M)	The Internet and Society Survey, Quiz 10 Due	3rd Ed., Chapter 10, 366-377 (2 nd Ed., Chapter 10, 345-355)
	15 (T)	The Advertising Industry Discussion 10 Due	3rd Ed., Chapter 11, 378-402 (2 nd Ed., Chapter 11, 356-379)
	16 (W)	Advertising and Society Survey, Quiz 11 Due	3rd Ed., Chapter 11, 402-413 (2 nd Ed., Chapter 11, 379-391)
	17 (R)	The Public Relations Industry Discussion 11 Due	3rd Ed., Chapter 12, 414-429 (2 nd Ed., Chapter 12, 392-407)

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| 7 | 21 (M) | Public Relations and Society
Survey, Quiz 12 Due | 3rd Ed., Chapter 12, 429-447
(2 nd Ed., Chapter 12, 407-421) |
| | 22 (T) | Print Media Law
Discussion 12 Due | 3rd Ed., Chapter 13, 448-464
(2 nd Ed., Chapter 13, 422-438) |
| | 23 (W) | Electronic Media Law
Survey, Quiz 13 Due | 3rd Ed., Chapter 13, 465-483
(2 nd Ed., Chapter 13, 438-457) |
| | 24 (R) | Ethical Principles
Discussion 13 Due | 3rd Ed., Chapter 14, 484-501
(2 nd Ed., Chapter 14, 458-474) |
| 8 | 28 (M) | Ethics and Media
Survey, Quiz 14 Due | 3rd Ed., Chapter 14, 501-521
(2 nd Ed., Chapter 14, 474-491) |
| | 29 (T) | Media Systems Theories
Discussion 14 Due | 3rd Ed., Chapter 15, 522-534
(2 nd Ed., Chapter 15, 492-503) |
| | 30 (W) | International Media
Survey, Quiz 15 Due | 3rd Ed., Chapter 15, 534-555
(2 nd Ed., Chapter 15, 503-521) |
| | Jul. 1 (R) | Course Wrap-Up
Discussion 15 Due (5:00 PM MDT)
Paper 2 Due (5:00 PM MDT)
Course Evaluation Due (5:00 PM MDT) | |

NOTE: I reserve the right to modify this schedule, provided sufficient notice is given to students. Be sure to check the course website *daily* for such announcements.