

Media Issues (JMC 100) Spring 2012

Course info: Mon/Wed/Fri in Don Morris 320 unless otherwise advised

Section 01 meets at 8 a.m., Section 02 meets at 9 a.m.

Instructor: Doug Mendenhall (doug.mendenhall@acu.edu, 801 Piedmont Drive, 325-280-7460)

Office hours: MF 10-11 a.m., 1:30-3 p.m., TTH 9:30 a.m. to noon, 1-3 p.m., or by appointment

<u>Date</u>	<u>Material to be discussed</u>	<u>What to read before class</u>	<u>Quiz</u>
Wed 1-18	Introductions all around	<i>Buy the Sterin textbook/e-book</i>	
Fri 1-20	The mass media revolution	Sterin chapter 1	
Mon 1-23	Mass media history at a glance	Sterin chapter 2	Ch. 2
Wed 1-25	Video: How TV changed the world	Sterin, chapter 3	
Fri 1-27	Print media: Newspapers	Sterin, chapter 4	Ch. 4
Mon 1-30	Print media: Magazines		
Wed 2-1	Print media: Books		
Fri 2-3	Music/radio: Early history	Sterin, chapter 5	Ch. 5
Mon 2-6	Music/radio: Commercialization		
Wed 2-8	Music/radio: Changing society		
Fri 2-10	Film/TV: Early history	Sterin, chapter 6	
Mon 2-13	Film/TV: Commercialization		Ch. 6
Wed 2-15	Video: Television news comes of age		
Fri 2-17	Film/TV: Changing society		
Mon 2-20	EXAM ONE		
Wed 2-22	<i>Class breakfast at the instructor's home. Details to come</i>		
Fri 2-24	New media: Socialization	Sterin, chapter 7	Ch. 7
Mon 2-27	New media: Video gaming		
Wed 2-29	Advertising basics	Sterin, chapter 8	Ch. 8
Fri 3-2	Results of the class ad projects		
Mon 3-5	Advertising issues		
Wed 3-7	Video: Advertising and children		
Fri 3-9	Public relations		
Mon 3-12	<i>Spring break</i>		
Wed 3-14	<i>Spring break</i>		
Fri 3-16	<i>Spring break</i>		
Mon 3-19	Public relations		
Wed 3-21	Media as an industry	Sterin, chapter 9	
Fri 3-23	Media industry issues		
Mon 3-26	Media bias	Sterin, chapter 10	Ch. 10
Wed 3-28	Video: Media bias		
Fri 3-30	EXAM TWO		

Mon	4-2	Media law history	Sterin, chapter 11	Ch. 11
Wed	4-4	Media law issues		
Date		Material to be discussed	What to read before class	Quiz
Fri	4-6	<i>No class in observance of Good Friday</i>		
Mon	4-9	Media ethics	Sterin, chapter 11	
Wed	4-11	Photography	Sterin, chapter 12	
Fri	4-13	<i>No class: Instructor out of town to Western Social Science Association</i>		
Mon	4-16	Reinventing journalism	Sterin, chapter 13	Ch. 13
Wed	4-18	Global diversity	Sterin, chapter 14	
Fri	4-20	Societal diversity	Sterin, chapter 15	Ch. 15
Mon	4-23	Guest speaker on media diversity		
Wed	4-25	Christians and the media		
Fri	4-27	Mass media research		
Mon	4-30	Mass media research		
Wed	5-2	Results of the class research projects		
Fri	5-4	Wrap-up and study guide for the final		
Final exam		<i>The 8 a.m. section has its final on Monday (5/7/11) at 10:30 a.m.</i> <i>The 9 a.m. section has its final on Wednesday (5/9/11) at 8 a.m.</i>		

I. Course Description and Purpose of the Course

An introduction to mass communication, mass media and the issues surrounding the impact that the media have on society and individuals.

- Introduce definitions and principles of several ongoing or current issues in mass media.
- Present principles and philosophies that are the foundation of the First Amendment, and other mass communication principles, such as the public's right to know, the functions of mass communication and theories concerning mass communication.
- Examine the historical roots of and relationships among media – magazines, newspapers, books, sound recording, motion pictures, radio, television and Internet – and the media-related industries of public relations and advertising.
- Explore and debate the issues such as media bias, the extent of media power, media convergence, the effects of media products and the influences of public relations and advertising in the mass media.
- Provide opportunity for students to develop their understanding of various media issues in an environment that encourages and protects free speech in open student forums.

II. Mass Communication as Social Science

Because the mass media play a prominent role in many aspects of contemporary society, students will benefit from a clearer understanding of how the media will affect their careers, society and personal lives.

Mass communication dovetails cleanly into the criteria and cuts across nearly all of the disciplines mentioned, from economics to international studies, from political science to psychology. All four subsections of the university's Social Science Criteria's definition are addressed in substantial ways by the survey course:

- a. The study of the effects of mass media on the individual consumer is the mainstay of modern research in the social sciences field.
- b. The role of social variables at higher levels of aggregation cannot be fully explored without including mass media's impact, such as the effect of advertising on a consumer-based economy or the effect of the First Amendment-mandated free press on American government.

- c. Powerful new forms of mass media that are more commonly called “social media” have led to fundamental changes in the interactions among small groups and their larger communities.
- d. The modern place of mass media is best understood by laying a historical foundation of past practices extending back to the Middle Ages with the advent of Gutenberg’s press.

Besides mirroring these four definitional aspects of the university’s Social Science Criteria, JMC 100 Media Issues also satisfies both of the SSC’s requirements for course content by blending an introductory overview of the mass media industries in their current state with an historical perspective that emphasizes U.S. development during the 19th and 20th centuries.

III. Student Learning Outcomes

- **Technology:** Students will be exposed to the history of technologies used in the mass media.
- **Research and evaluation:** Students will be exposed to the history of theories on mass media effects on individuals, groups, and societies and to related research efforts.
- **Clear and correct writing:** As part of multiple class projects, students will apply their writing skills in producing critiques of media messages.
- **First Amendment:** Students will be exposed to historic issues and legal cases related to the free expression clause of the First Amendment.
- **Ethics:** Students will gain understanding of current incidents and ethical issues in mass media, including plagiarism, bias, and deception.
- **Global diversity:** Students will be exposed to the global effects of mass communication in a number of specific cultures, comparing how each uses mass media.
- **Domestic diversity:** Students will be exposed to the role of the mass media as it pertains to issues of race, gender, ethnicity, disability, and sexual orientation.
- **Visual theory:** Students will be exposed to basic theoretical models of communication.
- **History:** Students will be exposed to historical roots of and relationships among mass media and the related industries of public relations and advertising.

IV. Unique Christian Perspective

Most media practitioners voluntarily adhere to ethical principles. Students in this class will be expected to adhere to normal ethical standards. In addition, they are expected to live by a higher set of standards established by Jesus Christ. A Christian media practitioner, skilled in communicating complex ideas and rooted in the principles of free speech and free press, has much to offer media organizations today.

V. Textbook

J. Charles Sterin, *Mass Media Revolution*, 2010, Boston: Pearson Education. The traditional printed book is complemented by access to an online version (mycommunicationlab.com) that includes full text, interactive features and video components.

VI. Course Policies

Class attendance: The university attendance policy will be enforced. It states that a student with six or more MWF unexcused absences will be penalized one letter grade at the conclusion of the grading and that students who miss nine or more classes, *including excused absences*, will be dropped. Under all circumstances, each student is responsible for course material covered and for announcements made during class periods missed.

Late assignments: No late assignments will be accepted at full value. In some situations, you may make special arrangements with the instructor to turn in an assignment late for a lowered grade.

Electronic devices: Out of respect for the instructor and other students, iPhones, cell phones and other electronic devices should be turned off before the start of class unless otherwise instructed for instructional purposes. Young professionals must learn to manage their communication devices. No text messaging in class.

Course blog: Students are expected to check the ACU course blog daily for updates and changes in assignments.

E-mail: Students are expected to check their myACU e-mail accounts daily.

VII. Academic Integrity

Violations of academic integrity and other forms of cheating, as defined in ACU's Academic Integrity Policy, involve the intention to deceive or mislead or misrepresent, and therefore are a form of lying and represent actions contrary to the behavioral norms that flow from the nature of God. *Any use of writing that has not been done by you must be acknowledged by citing the source. It is never appropriate to borrow sentences or portions of sentences and include them in an assignment in such a way that they appear to have been written by you.* Violations will be addressed as described in the policy. While the university enforces the policy, the most powerful motive for integrity and truthfulness comes from one's desire to imitate God's nature in our lives. Every member of the faculty, staff and student body is responsible for protecting the integrity of learning, scholarship and research. The full policy is available at the provost's office Web site (www.acu.edu/campusoffices/provost).

The Department of Journalism and Mass Communication has an even tougher policy regarding academic integrity. It can be found at www.acu.edu/jmc/policies/integrity.html.

VIII. Grading

The first two major exams will be worth 100 points apiece. Exams will cover assigned readings, handouts, lectures – **and** videotapes and in-class discussions (so you should take notes about major themes/issues even during discussion times). The final exam will be comprehensive, but weighted toward recently presented topics, and will be worth 200 points. Ten quizzes will be worth 10 points apiece, and will cover material in the text before it is discussed fully in class. This is intended to push students to keep up with their assigned reading so that class discussions will be richer. The point totals possible for the course are:

Three exams (100+100+200)	= 400	Letter grade standards are:	A: 92-100 (641 points)
Two projects (50 + 50)	= 100	(Note that 92 is required for	B: 83-91 (578 points)
10-quizz average	= 100	an A, although grades are	C: 74-82 (515 points)
<u>Participation grade</u>	= 100	rounded to a 10th of a point)	D: 65-73 (452 points)
Total points possible	= 700		F: below 65

Extra credit points can be earned in several ways. One opportunity is to write a two-page, double-spaced report on one of these activities:

- Attending a guest presentation by a mass communication professional outside of normal class hours
- Attending a student media/organization meeting: Optimist, KACU, Morris & Mitchell, etc.
- Describing a clear instance of media bias in a professional product (news accounts, print or video)

Completion of any of these assignments is worth up to 10 points, and a student may undertake all three.

IX. Quizzes

In-class quizzes missed because of an unexcused absence will be graded a zero. No make-up quizzes will be allowed unless the absence was excused according to the JMC Attendance Policy. If excused, the make-up quiz must be completed before the next scheduled class period. All quizzes and exams will require a Scantron sheet. Quizzes will be taken at the beginning of the class period, so be on time or risk missing the quiz.

X. Projects

Two small projects will be assigned during the semester to help students explore and contemplate modern mass media practices. Details will be distributed as each approaches, but the projects involve:

1. Analyzing three full-page print advertisements taken from three different magazines.
2. Reading a research-related article from a mass communication journal and preparing a brief about it.