

Kennesaw State University School of Communication & Media
COM4424 – Uses & Effects of Mass Media – HYBRID COURSE
Spring 2016, 3 credit hours
Section 02, CRN 10702: Tuesdays, 3:30-4:45 pm with 50% online component
Room SO3023 and online

Instructor Information:

Name: Dr. Laura Beth Daws

Email: ldaws@kennesaw.edu (**the best way to reach me! With few exceptions, I respond to all emails at this address within 24 hours Monday-Friday, and I regularly respond on weekends.**)

D2L: supplemental course material available in Desire2Learn **Twitter:** @lbdaws

Website: facultyweb.kennesaw.edu/ldaws

Cell (voice/text & preferred phone number): 678-250-DAWS (3297).

NOTE: this is a Google Voice number that I will respond to regularly on weekdays from 8 am-5 pm. Voicemails and texts received before/after that will be handled on the next business day.

Office Hours: Location: Social Sciences building 5061. Tuesdays & Thursdays 11 am - 12 pm. Tuesdays 3-3:30. Other times by appointment.

Prerequisites: Declared COM Major and COM2230. Be aware that ALL prerequisites for COM classes are strictly enforced. It is your responsibility to map out your course of study accordingly; i.e., make sure you take prerequisites into account when making plans for future semesters. For example, do not plan to take COM 4480 (Communication Theory) until you have passed COM 3435 (Communication Research Methods) with a “C” or better. Familiarize yourself with all course prerequisites on the COM Department’s website. All courses and prerequisites are listed here: <http://communication.hss.kennesaw.edu/courses/descriptions/> You may also visit <http://communication.hss.kennesaw.edu/resources/advising/> and click on “Prerequisites List” on the right side of the screen]

Textbook: Sparks, G. G. (2016). *Media effects research: A basic overview* (5th ed.). Boston: Wadsworth. ISBN: 9781305077478

Supplemental readings: Additional readings will be required. Any additional readings will be posted to D2L.

IMPORTANT DATES TO REMEMBER:

Test 1: February 23, in our regular classroom

Test 2: April 26, in our regular classroom

Annotated Bibliography due: May 2, 11:59 pm, via D2L

Last day to withdraw without academic penalty: March 2

Course Description:

Examines research findings and commentary about mass media impact and use in the United

States. An exploration of what mass media “do” to users and what users “do” with the mass media, and why these effects and uses are thought to occur. Useful for students interested in graduate work in mass media, professional media careers, media literacy, or more conscientious use of mass media and awareness of possible effects on themselves or others.

Course Goals/Objectives:

By the end of the semester, students will be able to:

- Identify major theoretical perspectives on the uses and effects of mass media
- Describe, analyze, and critique current theories of mass media usage and impact
- Locate, read, and summarize scholarly research related to media uses and effects
- Criticize media messages and images in the context of media theory and research
- Present content related to mass media criticism and theory
- Demonstrate improved media literacy skills

Course structure: This section is a hybrid version of Uses & Effects of Mass Media, meaning we will meet face to face each Wednesday, with the remaining class time spent in an online environment. The online component is generally asynchronous with pre-set deadlines for readings, quizzes and required participation components. Face to face class time will be used to go over assignments, answer questions that come up from readings and online discussion, and for lecture/discussion sessions. You will typically have until Sunday night at 11:59 pm to complete the week’s unit on D2L. If you can’t make a commitment to the online portion of class, you should not take a hybrid class. If at any time you are struggling with deadlines or the hybrid nature of the course, please come talk to me immediately.

Attendance Policy: Attendance is *expected*. If you must miss class due to a documented excused absence (illness, death in the immediate family, car accident, or other incidents at the instructor’s discretion), you may turn in missed assignments late with no penalty (see more details under “Late Work” below). I start and end class on time every day. If you arrive to class late more than 3 times, or leave early more than 3 times, each subsequent late arrival or early leave will result in a 10 point deduction from your participation grade. See the section on page 12 of this document called “In Class Participation” for detailed information about how attendance and class participation impact your grade.

Students are solely responsible for their enrollment status in a class; **nonattendance does not constitute a withdrawal**. You are responsible for determining your enrollment status in all classes to protect your financial aid monies. Not attending a class for which you are registered is not the same as withdrawing from the course. You must complete an online withdrawal to be removed from a course. If you stop attending class but do not complete an online withdrawal BEFORE the last day to drop without academic penalty, you will receive a grade of WF, which counts as an F in calculating your grade point average and counts as a completed course for determining your financial aid award.

Turning in Assignments: *Assignments are due at the beginning of class*. Formal assignments, quizzes and participation activities (see “Graded Work” section below) are to be submitted

electronically via D2L. I do not accept emailed assignments. We will routinely do assignments in class. These assignments will be hand-written and turned in on notebook paper.

Quiz/Exam policy: We will have 3 quizzes and two exams this semester. Quizzes will be completed online and exams will be completed in our classroom. Dates for quizzes and tests can be found below in our tentative weekly course schedule. Under no circumstances may online quizzes be made up, as you will have ample time to complete them on your own and the deadlines are announced at the beginning of class. If you miss an exam, you may only make it up if you have a documented excused absence. See me about scheduling all make up exams.

Late Work: Don't say I didn't warn you: I'm a stickler for turning things in on time. **I do not accept late work**, except in the case of a documented excused absence. If you miss an exam due to an excused absence, meet with me to discuss the possibility of making it up.

Graded Work: Grades will be posted to the gradebook in Desire2Learn.

Online Participation: 15% of final grade, 60 points. Each week, you can expect to participate in the online environment through discussion posts, responses to viewings or readings, or other assignments as needed. You can earn up to 4 points each week for your participation in these activities.

Grading rubric for online class participation:

0 points: Poor. failure to participate in discussion or activity

1-3 points: Good participation. Participated in discussion or activity but contribution fell short in some way (too many grammatical/typographic errors, needed more content, needed more relevancy)

4 points: Excellent participation in activity or contribution (free from grammatical/typographic errors, comments furthered discussion, were relevant, appropriate length)

In-class participation: 15% of final grade, 60 points. Our in-class participation activities will take the form of discussion and group activities. In order to earn credit for them, you must be present in class. **Due to the nature of in-class participation, you may not, under any circumstances, make up points missed for in-class participation assignments.**

Grading rubric for in-class participation:

0 points: Not in attendance

1-3 points: Good. In attendance, but contributed little to the discussion or activity (did not ask/answer questions, offer comments)

4-5 points: Excellent. In attendance, contributed much to the discussion or activity (made comments or asked questions that were relevant, based in readings/discussion/lecture)

Quizzes: 15% of final grade, 60 points total. Three quizzes over the course of the semester, worth 20 points each. These are like check-ups to help you make sure you are understanding the content in preparation for the first and second exams.

Test 1: 20% of final grade, 80 points. Test will be taken in class on February 23 and covers chapters 1-6

Test 2: 20% of final grade, 80 points. Test will be taken in class on April 26 and covers chapters 7-12.

Annotated Bibliography: 15% of final grade, 60 points total. To prepare you for the rigors of research papers you'll confront in Capstone, you'll prepare an annotated bibliography. The 60 total points will be distributed over the course of the semester, so you won't be cramming at the last minute to do the entire assignment! More information will be available on D2L.

Grade Scale:

90-100%: A. 80-89.9% - B. 70-79.9% - C. 60-69.9% - D. 59.9% and below: F.

Tentative Class Schedule - Subject to Change

This syllabus represents my current plans and objectives for the semester. It's not unusual for my plans to change to enhance the class learning opportunity. Any changes will be communicated clearly. See me if you have any questions about this schedule.

Week 1: January 11-19 (all online assignments due January 19, 11:59 pm)

Topic in class January 12: Introductions/Syllabus

Topic In class January 19: Chapter 1: Scientific Approach to Study of Media Effects
in-class participation 1 due

Online participation 1 due (5 points)

Week 2: January 20-26 (all online assignments due January 25, 11:59 pm)

Topic: Chapter 2: Scientific Methods in Media Effects Research

January 25, 11:59 pm: Online participation 2 due

January 26: In-class participation 2

Week 3: January 27- February 2 (all online assignments due February 1, 11:59 pm)

Topic: Chapter 3: Brief History of Media Effects Research

February 1: **Quiz 1 Due**, Online participation 3 due

February 2: In-class participation 3

Week 4: February 3 – February 9 (all online assignments due February 8, 11:59 pm)

Topic: Chapter 4: Time Spent with Media: Reasons & Consequences

February 8: Online participation 4 due, **APA unit due**

February 9: In-class participation 4

Week 5: February 10 – February 16 (all online assignments due February 15, 11:59 pm)

Topic: Chapter 5: Effects of Media Violence

February 15: Online participation 5 due

February 16: In-class participation 5

Week 6: February 17 – February 23 (all online assignments due February 22, 11:59 pm)

Topic: Chapter 6: Sexual Content in Media

February 22: **Quiz 2 Due**, Online participation 6 due

February 23: In-class participation 6

Week 7: February 24 – March 1

Topic: Test 1 Review and Test Date

February 29: Online participation 7 due

March 1: **Test 1 – taken in class February 23. Covers Chapters 1-6.**

Week 8: March 2 – March 8 (all online assignments due March 7, 11:59 pm)

Topic: Chapter 7: Media that Stir Emotions

March 7: Online participation 8 due, **Annotated Bibliography Topic Due**

March 8: In-class participation 7

Week 9: March 9 – March 15 (all online assignments due March 14, 11:59 pm)

Topic: Chapter 8: Persuasive Effects of Media

March 13: Online participation 9 due

March 14: In-class participation 8

Week 10: March 16 – March 22 (all online assignments due March 21, 11:59 pm)

Topic: Chapter 8: Persuasive effects of media continued

March 21: Online participation 10 due

March 22: In-class participation 9

Week 11: March 23 – March 29 (all online assignments due March 28, 11:59 pm)

Topic: Chapter 9: Effects of News & Political Content

March 28: **Quiz 3**, Online participation 11 due

March 29: In-class participation 10

Week 12: March 30 – April 12 (all online assignments due April 11, 11:59 pm)

Note: spring break is April 4-8

Topic: Chapter 10: Effects of Media Stereotypes

April 11: **Rough draft of annotated bibliography due**; Online participation 12 due

April 12: In-class participation 11

Week 13: April 13 – April 19 (all online assignments due April 18, 11:59 pm)

Topics: Chapter 11: Impact of New Media Technologies, Chapter 12: Meet Marshall McLuhan

April 18: Online participation 13 due, Online participation 14 due
April 19: In-class participation 12

Week 14: April 20 – April 26 (all online assignments due April 25, 11:59 pm)

Topics: Test #2

April 25: Online participation 15 due

April 26: Test #2, taken in our regular classroom

Week 15: April 27 – May 2 (all online assignments due May 2, 11:59 pm)

Topic: Class wrap-up

Annotated Bibliography Due

Syllabus continues on next page!

Dr. Daws' Classroom Policies

Communication with Dr. Daws: It's my goal to be available and accessible to you this semester for all manner of course-related questions and concerns. I tend to respond quickest to emails sent through the Kennesaw.edu system, so feel free to contact me there any time this semester. I also respond to messages sent through Desire2Learn, though sometimes my response time is slower there. **I encourage you to send me an email with any class related question or concern, no matter how large or small the issue may seem.** I can't help you if I don't know about the problem!

It's also my goal to foster a professional classroom environment, and that starts with our email communication. Please treat every email as a chance to practice your professional communication skills. Remember, I'm your professor, not your friend. Please refrain from using text speak, capitalize proper nouns, spell out words that need to be spelled out (I'm "your" professor, not "ur" professor), run a spell check, and take some time writing & sending your messages. ***Don't be surprised or offended if I point out grammatical, typographic, or unprofessional content in my response emails to you.*** I'd be doing you a disservice if I didn't help you improve your communication skills in a communication class!

General expectations: Come to class prepared to listen, contribute to the discussion, and be engaged in the classroom environment. Certain distractions - texting, using social media, surfing the internet, taking selfies in class (wish I was kidding about that one) - take away from your ability to be engaged in our class discussions, and are quite simply detrimental to your ability to learn as well as your classmates' ability to learn. We're all adults, so please act like a mature one in my class. Keep your own distractions to a minimum and your engagement to a maximum.

CONTROVERSIAL STATEMENT ALERT: Please refrain from using phones and laptops during class, except during instructor-led activities requiring participation via phone or laptop. I know, I know. It's a class in media effects. You don't want to miss an important text. You think you take better notes on your laptop than you do on paper. I've heard it all before, and I feel your pain. I've tried many varieties of technology allowance/banning policies in other classes with many varieties of success and failure. But before you accuse me of being unreasonable or out of touch with this general ban of personal communication devices in class, take a minute to read the articles I provided **on studies showing students take better notes with paper & pen than on laptops.** Give my way a chance and let me know what you think about the class & policy at the end of the semester.

Class discussions should facilitate an open exchange of ideas. Debates should be healthy, and each individual should be respectful of others' opinions. Hate speech, or racist, sexist, ageist, or homophobic comments are not allowed.

Note Taking/Intellectual Property: I encourage you to take notes the old-fashioned way: with paper and pen/pencil. See the readings provided on the first day of class for the theory behind this concept. Again: ***please refrain from using phones and laptops during class, except on the occasions when a group activity necessitates it.***

Lectures provided in this course are property of the instructor of record (me) and Kennesaw State University. Lectures may not be electronically recorded without my prior permission (and/or that of any guest speaker). No teaching materials provided, including class notes, may be reproduced or distributed in any form or by any means or stored in a database or retrieval system, without the prior written permission of the author.

I'll occasionally provide outlines of my lectures in D2L before each class. It would behoove you to print these outlines out and use them as a guide to take notes each day. Please **do not take pictures of my PowerPoint slides**. That's not good note taking and it infringes on intellectual property rights.

Technology & Tests: During exams, you may not use technology of any kind, unless you have a students with disabilities accommodation form on file with me and student services.

In Case Of Emergency, Weather Crises, Impending Apocalypse, Zombie Attacks, etc.

If you haven't done so already, please make sure your primary phone and email address are updated and registered in Owl Express so you will receive notifications of emergencies and weather situations via KSU ALERT. You can also check kennesaw.edu for weather-related closings and cancellations. If I have to miss class unexpectedly (it's happened once in the past 6 years), I will alert you via Desire2Learn – so it's not a bad idea to check in there before class starts every day.

Scantrons for Exams: Students must purchase these themselves at the KSU bookstore. The forms are 25 cents each and (as of this document) are located at the checkout counter.

University Policies

Statement of Student Rights and Responsibilities

KSU Student Code of Conduct

A. Plagiarism and Cheating: No student shall receive, attempt to receive, knowingly give or attempt to give unauthorized assistance in the preparation of any work required to be submitted for credit (including examinations, laboratory reports, essays, themes, term papers, etc.). Unless specifically authorized, the presence and/or use of electronic devices during an examination, quiz, or other class assignment is considered cheating. Engaging in any behavior which a professor prohibits as academic misconduct in the syllabus or in class discussion is cheating. When direct quotations are used, they should be indicated, and when the ideas, theories, data, figures, graphs, programs, electronic based information or illustrations of someone other than the student are incorporated into a paper or used in a project, they should be duly acknowledged. No student may submit the same, or substantially the same, paper or other assignment for credit in more than one class without the prior permission of the current

professor(s).

This policy is strictly enforced. I reserve the right to randomly select any paper and/or assignment that is turned in for a grade for plagiarism review. If you are found in violation of academic dishonesty, then you will be subject to the enforcement policies and procedures as outlined by the University. Any student caught cheating or plagiarizing will automatically receive a "0" for the assignment and your infraction may be forwarded to the Office of the Judiciary for review, possible additional sanctions, and placement in your academic file. I have the right to fail students for the course based on the severity of the offense.

Any student found to have copied another student's work will be treated as a plagiarist, and BOTH students involved will face the possibility of punishment. Know that the faculty takes academic dishonesty very seriously. If you feel compelled or pushed to commit an infraction or are unsure of an assignment please seek immediate help from me.

Other excerpts from the University's policy on Student Conduct:

Disruption of Campus Life It is the purpose of the institution to provide a campus environment which encourages academic accomplishment, personal growth, and a spirit of understanding and cooperation. An important part of maintaining such an environment is the commitment to protect the health and safety of every member of the campus community. In order to promote these goals, students should be familiar with and abide by the rules against disruption of campus life.

Disruptive and Dangerous Conduct No student shall act in a manner that can reasonably be expected to disturb the academic pursuits of others or infringe upon the privacy, rights, or privileges of others, or the health or safety of him/herself or other persons. **Disruptive Speech** That speech is prohibited which: a) presents an immediate or imminent clear and present danger or b) is disruptive to the academic functioning of the institution.

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Academic Integrity Statement: The high quality of education at Kennesaw State University is reflected in the credits and degrees its students earn. All assignments must be your own work and original for this course. The protection of these high standards is crucial since the validity and equity of the University's grades and degrees depend upon it. Any student found to have violated any KSU academic honesty regulation after a hearing before a University hearing panel or before the Vice President for Student Success and Enrollment Services (or his/her designee) shall be suspended for at least one semester, unless the student persuades the deciding body that the circumstances of his or her behavior substantially mitigate the gravity of the violation. These regulations are designed to assist students in (1) developing appropriate attitudes about and (2) understanding and following the University's standards relating to academic honesty. The regulations protect students by helping them avoid committing infractions that may

compromise the completion of their KSU degrees or damage their reputations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the KSU Student Academic Integrity Policy.

University Policy on Accommodating Students with Disabilities Students requesting accommodation for disabilities must first register with the Office of Disabled Student Support Services at http://www.kennesaw.edu/stu_dev/dsss/dsss.html. The Office of Disabled Student Support Services will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

FERPA The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records once the student has reached 18 years of age (20 U.S.C. § 1232g; 34 CFR Part 99). Under that law we cannot release your student ID number, grades, performance evaluations, or any other personal or academic information to anyone but you, unless you provide written permission to do so.

Global learning Kennesaw State University is a learning-centered institution emphasizing creativity, diversity, global awareness, leadership, ethics, teaching excellence, digital literacy, technological competence, and community engagement. KSU has adopted a Quality Enhancement Plan (QEP), an educational process that enhances one's competencies for participating productively and responsibly in the diverse, international, intercultural, and interdependent world.

Disorderly Assembly No students shall assemble on the campus for the purpose of creating a riot, or destructive or disorderly diversion, or obstructing or disrupting the normal operation of the university, including any teaching, administrative, disciplinary or public service activity, or any other activity authorized to take place on the campus.

Children on Campus According to the KSU Staff Handbook (504.3c Children in the Workplace), the University cannot accommodate children of employees and students on campus during normal operating hours. Children are welcome to make brief visits and to attend scheduled events.

The KSU Student Code of Conduct: http://www.kennesaw.edu/scai/code_of_conduct.shtml

Statement of Student Rights and Responsibilities: Students of Kennesaw State University are entitled to an environment that is conducive to learning and individual growth. To this end, students enrolling at Kennesaw State University assume a responsibility to abide by the policies and regulations expressed in this section. By doing so, students may fulfill their responsibilities and enjoy the exercise of their own rights while also respecting the rights of others. or full

policy refer to the following website:

<http://catalog.kennesaw.edu/content.php?catoid=19&navoid=1574>

Getting Technical Help: If you're having technical difficulties, please contact the Student Helpdesk. You can reach them in the following ways:

- Fill out a service form:
http://uits.kennesaw.edu/forms/student_service_request_form.html
- Email: studenthelpdesk@kennesaw.edu
- Call: (470) 578-3555
- Walk in: Burruss Building, Room 475

Steps that will help you meet the technological requirements of the University:

<http://uits.kennesaw.edu/students/gettingstarted.html>

Academic Resources

- Academic Tutoring Services: http://www.kennesaw.edu/stu_dev/alp/academic.shtml
- Disability Resources: http://www.kennesaw.edu/stu_dev/dsss/dsss.html
- Library: <http://www.kennesaw.edu/library/>
- Writing Center: <http://www.kennesaw.edu/writingcenter/index.php>

Student Support and Wellness Resources:

- Career Services Center: <https://careerctr.kennesaw.edu/>
- Counseling and Psychological Services: <http://sss.kennesaw.edu/cps/>
- Center for Health, Promotion, & Wellness:
http://www.kennesaw.edu/col_hhs/wellness/
- Student Health Clinic: <http://studenthealth.kennesawstateauxiliary.com/>

Advising Students are encouraged to work with an advisor to plan their course of study. Declared COM majors with fewer than 60 completed credit hours are advised by the College of Humanities and Social Sciences Undergraduate Advising Center (UAC) located in Willingham Hall, Suite 223. New transfer students should also make an appointment at the advising center. Advising appointments can be made by visiting the Center's website:
<http://www.kennesaw.edu/hssadvising/home.php>

Once COM or PR majors reach 60 credit hours, they are assigned to a faculty member in COM for advising/mentoring. To find your assigned advisor, check Degree Works or your transcript on Owl Express. Contact your faculty advisor directly to make appointments. To find your faculty advisor's contact information, visit
<http://communication.hss.kennesaw.edu/about/faculty-staff/> and click on your advisor's name.

Of course, even after you have surpassed 60 credit hours, you are welcome to continue visiting the UAC for academic planning. For questions regarding graduate school or other post-

graduation plans, however, you'll want to visit your faculty advisor.

Understand that, ultimately, advising is a student's responsibility. While faculty advisors are here to assist, course selections are a student's choice. Students are responsible for calculating how their course selections will affect their graduation date. The Registrar Office is the entity that reviews credits for graduation, and the Registrar's response to a student's Petition for Graduation form is the university's official word on graduation status.

COM is now a "GATED" program (effective August 2014).

The process for applying for admission to the Bachelor of Science degree program in Communication changes, effective Fall 2014. COM is now a "gated" program. Here are the steps to take to declare the COM major starting August 15, 2014:

1. FIVE-COURSE array:

Earn an adjusted GPA of 2.5 or higher (an average of your GPA scores) in five core courses:

- 1. COM 2020** CSI: COM Sources & Investigations (ONLY for students following the Fall 2014 catalog and later) --OR-- COM 1109 (ONLY for students following catalogs PRIOR to Fall 2014)
- 2. COM 2033** Visual Communication
- 3. COM 2129** Public Speaking
- 4. COM 2135** Writing for Public Communication
- 5. COM 2205 Introduction to Organizational Communication --OR-- COM 2230 Introduction to Mass Communication** (depending on concentration: JCM & MS take 2230; OC takes 2205; PR can take either)

2. WRITING TEST:

Beginning Fall 2014, pass a writing test with a score of 79% or higher. Students may take the writing test up to three times.

3. APPLICATION:

Beginning Fall 2014, complete an application, available mid-semester at <http://communication.hss.kennesaw.edu/> or visit SO 5106. There is an anticipated \$50 application fee (\$25 fee for the writing test + \$25 processing fee; additional writing test attempts will result in an additional \$25 per attempt).

Once admitted into the Communication program, all majors must earn grades of "C" or higher in all Communication courses in order to meet graduation requirements for the degree.