

COMM2170 – Intro to Media Studies, Fall 2013
3 credit hours
Section 001: M/W, 6-7:15 pm
Room J133

Instructor Information:

Name: Dr. Laura Beth Daws **Email:** ldaws@spsu.edu (**the best way to reach me!**)

Website: educate.spsu.edu/ldaws **Twitter:** @lbdaws **Office phone:** 678-915-7208

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: J318. M/W 2:30-3:30; 4:45-6. T/R: 10-11. Other times by appointment.

Please come by anytime my door is open if you have questions, concerns or just to say “hi!” If you need advising or have a more serious issue for which you need my undivided attention, though, please schedule an appointment with me!

Textbook: Pavlik, J. V., & McIntosh, S. (2014). *Converging media: A new introduction to mass communication. 3rd edition.* New York: Oxford University Press.

ISBN: 978-0-19-996846-6.

Course Description as stated in the SPSU Catalog:

Prerequisite: ENGL1102. This course provides students with a foundation in the study of mass media and emerging new media. It provides an introduction to the important key concepts and critical methodologies that are essential to an understanding of the historical, social and political effects of media as both technological tool and cultural artifact.

Learning Outcomes:

Intro to Media Studies provides students with a foundation in the study of mass media and emerging new media. It provides an introduction to the important key concepts and critical methodologies that are essential to an understanding of the historical, social and political effects of media as both technological tool and cultural artifact. Upon successful completion of the course, students should be able to:

- Describe the historical progression of mass media technologies from printing press to contemporary new media
- Analyze how media, in form and content, influence and are influenced by society & politics
- Apply key concepts and key theories in media studies to contemporary and historical media phenomena
- Discuss contemporary issues associated with emerging new media within a broad historical context

Attendance Policy:

Attendance is *expected* each class period. If you must miss class due to an excused absence (illness, death in the immediate family, car accident, or other incidents at the instructor's discretion), you may turn in your work late with no penalty (see more details under "Late Work" below). Under no circumstances, excused or unexcused, may you make up the in-class participation points.

I start class on time every day. If you arrive to class late or leave early more than 3 times, each subsequent tardy or early leave from class will result in a 5 point deduction from your participation grade.

Turning in Assignments:

Our assignments will be varied in nature. Sometimes, you will submit work electronically via Desire2Learn. Sometimes, you will be required to send me a link to a blog, podcast or website. Sometimes, you will be required to turn in a type-written assignment. Regardless of the way you submit an assignment, one thing is consistent: assignments are due at the beginning of class. I do not accept hand-written assignments. **Assignments turned in after class has started will be subject to a 10% grade penalty.** I do not accept assignments after the class period in which the assignment was due, except in cases of an excused absence. I do not accept emailed assignments, except in cases of an excused absence.

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.

SPSU Honor Code:

As a member of the Southern Polytechnic State University community of scholars, I understand that my actions are not only a reflection on myself, but also a reflection on the University and the larger body of scholars of which it is a part. Acting unethically, no matter how minor the offense, will be detrimental to my academic progress and self-image. It will also adversely affect all students, faculty, staff, the reputation of this University, and the value of the degrees it awards. Whether on campus or online, I understand that it is not only my personal responsibility, but also a duty to the entire SPSU community that I act in a manner consistent with the highest level of academic integrity. Therefore, I promise that as a member of the Southern Polytechnic State University community, I will not participate in any form of academic misconduct. I also understand that it is my responsibility to hold others to these same standards by addressing actions that deviate from the University-wide commitment to working, living, and learning in an environment conducive to a quality education. Thus, I affirm and adopt this honor code of Southern Polytechnic State University.

ADA Procedures: Southern Polytechnic State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students in need of accommodations due to a disability should contact the ATTIC (Student Center 1st floor, extension 7361) for verification and determination of reasonable

accommodations as soon as possible after admission to the University, or at the beginning of each semester. More information is available at <http://www.spsu.edu/attic/index.htm>.

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

If you haven't done so already, please sign up for Hornet Alert by going to www.spsu.edu/hornetalert. This is SPSU's way of communicating with you in the event of a crisis/emergency that impacts campus (such as class cancellations due to weather). If I have to miss class unexpectedly (it RARELY happens), I will alert you via Desire2Learn – so it's not a bad idea to check in there before class starts. Oh, and in case of a zombie apocalypse... aim for their heads.

Classroom Policies:

- Part of my job is to help you learn how to communicate in a variety of contexts. You should treat every written communication to me as a chance to practice professional written communication skills, and I expect you to adhere to standard conventions of grammar, spelling and language when writing to me. **I will ask you to correct grammar, spelling and punctuation in your emails just like I would correct them in a written assignment.** This is a class in communication, after all, and I'd hate to know you left my class thinking it was acceptable to contact potential employers, bosses, or other professionals with sloppy emails!
- Come to class prepared to discuss our readings and be engaged in the classroom environment. Certain distractions - texting, using social media, surfing the internet, taking selfies (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 in class to a maximum.
- If you would like to use a laptop or tablet to take notes in this course, that's fine. I take notes using my iPad all the time, and I think it's important for you to learn how to be an effective notetaker with the super cool gadgets we now have at our disposal for such purposes. It's also important for you to learn how to use these gadgets as a professional. **WARNING:** see the above note about distractions, and don't let your gadgets be problematic.
- 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.
- I am happy to talk with you about any grade you earn in this course. However, please wait 24 hours before approaching me with questions about grades on speeches.
- **Plagiarism can result in failure of the course.** In this class, you are rewarded for correctly citing information, and severely punished for failing to credit where your ideas came from. If you are ever uncertain, ask me ahead of time.

Short Description of Assignments

I've designed almost all of your assignments with two goals in mind: (1) application of course concepts, and (2) ability to use them in your capstone portfolio that you'll be required to complete your final semester. If you treat these assignments seriously, you'll be well on your way to building a fantastic digital portfolio. Hang on to them until your senior semester and thank me later!

Detailed grading rubrics will be provided before assignments are due.

Reading Quizzes (100 points): To make sure you are keeping up with our required textbook and outside readings, you will complete **10 quizzes worth 10 points each** over the course of the semester. You will complete the quizzes on our Desire2Learn website, and you will have **until 5 pm** on the due date to complete them.

Participation (100 points): Almost every day in class, we will do an activity to extend and apply your knowledge of the day's topic. Participation grades are generally worth 5 points each. Given the unique nature of the participation activities (they may include presentations, in-class group work or individual writing prompts), under no circumstances may participation grades be made up, regardless of the reason for your absence. To account for days when you have to miss class unexpectedly, I will drop your three lowest participation grades at the end of the semester. If you happen to be present every day we do participation activities, then you get to keep those 15 extra points as bonus points.

Podcast (100 points) and Presentation of Podcast (25 points): The 100 points total includes a formal proposal (25 points) as well as the finished product (75 points). Your presentation of the podcast to the class will count for 25 total points.

Blog Posts (200 points): In lieu of short papers you print out and turn in to me, I'd like for you to create your own blogs this semester. You are required to post at least 10 times throughout the semester; each post will be worth 10 points each (due dates are in the weekly schedule below). I'll give you topics to write about each time. They'll cover what we discuss in class, our course readings, guest speakers and, sometimes, require you to do a short write-up of an activity done outside of class. This blog, if done correctly, will be a great addition to your final capstone portfolio that you create as a senior ETCMA student. Prompts will be available on D2L; see specific guidelines in our assignment guide section.

Media theory application paper (100 points): Your final assignment in this course will be a 6-8 page paper applying one of the mass communication theories we discuss in the later part of the semester. You are required to use APA format and cite outside sources. See our assignment guidelines on D2L for specific information.

Grades:

Grades will be posted to the gradebook in Desire2Learn for you to access and review at any time.

Assignment	Max Value
Participation	125
Reading Quizzes (10 x 10 points each)	100
Blog Posts (10 x 20 points each)	200
Podcast	100
Presentation of Podcast	25
Media Theory Paper Outline & bibliography	50
Media Theory Paper	100
Total: _____	/700

Grade Scale: 630-700 points = A (90%). 560-629 points = B (80%). 490-559 points = C (70%). 420-489 points = D (60%). 419 and below = F (50%).

**Tentative Class Schedule
Subject to Change**

Date	Reading (complete before class)	Due At Beginning of Class
Aug 14	Syllabus/Course Overview/Setting up a Blog	
Aug 19	Ch. 1: Mass Comm & Digital Transformation	
Aug 21	Ch. 2: Media Literacy	Blog Post 1 Due, Reading Quiz 1 Due
Aug 26	Ch. 3: Print Media: Books, Newspapers, Magazines	Reading Quiz 2 Due
Aug 28	Ch. 4: Audio: Music & Radio	Blog Post 2 Due
Sept 2	NO CLASS - LABOR DAY	
Sept 4	Ch. 4: Lab Day - how to make a podcast/YouTube discussion	Reading Quiz 3 Due
Sept 9	Ch. 5: Visual: Movies & TV	Blog Post 3 Due
Sept 11	Ch. 5: Continued	Reading Quiz 4 Due
Sept 16	Guest Speaker: Holly Bass & movie location scout	Blog Post 4 Due
Sept 18	Ch. 6: Info Overload	Reading Quiz 5 Due
Sept 23	<i>Saturated Self</i> reading (chapters available on D2L)	Blog Post 5 Due

	<i>MIDTERM DATE (no exam, just FYI)</i>	
Sept 25	Ch. 7: Networks & Digital Distribution	
Sept 30	Ch. 8: Social Media & Web 2.0	Blog Post 6 Due
Oct 2	Ch. 8: Continued	Reading Quiz 6 Due
Oct 7	Ch. 9: Journalism	
Oct 9	Ch. 10: Entertainment	Blog Post 7 Due
Oct 14	<i>Amusing Ourselves to Death</i> (chapters available on D2L)	
Oct 16	Ch. 11: Advertising & PR	Reading Quiz 7 Due
Oct 21	Guest Speaker: Ashley Cork, PR & social media(?)	
Oct 23	Ch. 12: Media Ethics	Reading Quiz 8 Due
Oct 28	Visual Rhetoric presentations	Blog Post 8 Due/ Visual Rhetoric Discussions
Oct 30	Ch. 14: Theory & Research (Critical/Cultural)	
Nov 4	Ch. 14: Theory & Research (Media Effects)	Reading Quiz 9 Due
Nov 6	Ch. 13: Comm Law	Blog Post 9 Due
Nov 11	Ch. 13: Comm Law	Reading Quiz 10 Due
Nov 13	Ch. 15: Mass Comm & Politics	
Nov 18	Ch. 15 continued (guest speaker- politics & media)	Blog Post 10 Due
Nov 20	YouTube Podcast Presentations	Podcasts Due
Nov 25	YouTube Podcast Presentations	Final Paper Outline Due
Nov 27	NO SCHOOL – THANKSGIVING HOLIDAY	
Dec 2	Course Evaluation /Paper Workshop (attendance required)	

Research Papers will be due during the university's official final exam date/time, TBA.