

**COMM2170 – Intro to Media Studies, Fall 2014**  
**3 credit hours**  
**Section 001: M/W, 9:30-10:45 AM**  
**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.

**Office hours will be held until October 13.** After that date, please email me to set up a virtual office hours visit.

**Textbook:** Pavlik, J. V., & McIntosh, S. (2015). *Converging media: A new introduction to mass communication. 4<sup>th</sup> edition.* New York: Oxford University Press.

ISBN: 9780199342303

**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 face-to-face 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. Regardless of the way you submit an assignment, one thing is consistent: **assignments are due at the beginning of class**. The exception to this rule is your blog assignment; you have until 11:59 pm on the due date to post blogs. I do not accept hand-written assignments. I do not accept emailed assignments.

**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. ***Anything turned in after the beginning of class (with the exception of blog assignments) on the day it is due would be considered late.***

**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 1<sup>st</sup> 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](http://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 9:00 am** on the due date to complete them. Sometimes, quizzes will be taken directly from the textbook, and others, from the online lecture/PowerPoint notes.

**Participation (75 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.

**Online Discussions (50 points):** To keep our discussions going while we are conducting class in an online environment, you'll be asked to participate in online discussion forums that will constitute 50 points of your final grade. Specific topics and prompts will be provided each week we meet in the online environment.

**Album Cover assignment (25 points):** This fun project will allow you to design your own album cover, as if you were in a band. Specific directions will be posted in D2L, but it will involve some Internet searching and basic use of graphic design tools.

**Oral History Project (125 points):** This project, due around midterm, will require you to conduct what's known as an oral history. Your job will be to interview someone on campus who has some level of institutional knowledge. Choose a faculty or staff member who has been around a long time, or a student who will offer you an opinion about the consolidation. You will be expected to audio or video record the interview (that is at the discretion of the interviewee!) and summarize the oral history in a written report. You'll also need to do a presentation about your interview in front of the class.

**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.

**Final paper (100 points):** Your final assignment in this course will be a 5-7 page paper applying one of the concepts we have discussed in class. You are required to use APA 6<sup>th</sup> edition 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.

<b>Assignment</b>	<b>Max Value</b>
Face-to-Face Participation (14 x 5 each)	70
D2L Discussion Participation (10 x 5 each)	50
Reading Quizzes (10 x 10 points each)	100
Blog Posts (10 x 20 points each)	200
Oral History project	125
Album Cover assignment	25
Final Paper Outline & bibliography	50
Final Paper	100
<b>Total: _____</b>	<b>/720</b>

**Grade Scale:**

648-720 = A. 576-647=B. 504-575 = C. 432-503 = D. 431-below = F.

**Tentative Class Schedule  
Subject to Change**

<b>Date</b>	<b>Reading (complete before class)</b>	<b>Due At Beginning of Class</b>
Aug 13 F2F	Syllabus/Course Overview/Setting up a Blog/Oral History Overview	
Aug 18 F2F	Ch. 1: Mass Comm & Digital Transformation	<b>Reading Quiz 1 Due (Syllabus, Ch. 1)</b>
Aug 20 F2F	Ch. 2: Media Literacy	<b>Blog Post 1 Due</b>
Aug 25 F2F	Guest speakers: Erin Grant & Heather Oswald, oral history project	<b>Reading Quiz 2 Due (Ch. 2 &amp; 3)</b>
Aug 27 F2F	Ch. 3: Print Media: Books, Newspapers, Magazines	<b>Name of Oral History interviewee due in D2L Discussion;</b>  <b>Blog Post 2 Due</b>

Sept 1	NO CLASS - LABOR DAY	
Sept 3 F2F	Ch. 4: Audio: Music & Radio	<b>Reading Quiz 3 Due (Ch. 4)</b>
Sept 8 F2F	Ch. 4: continued	<b>Blog Post 3 Due</b>
Sept 10 F2F	Ch. 5: Visual: Photography, Movies & TV	<b>Oral History Interview Guide due</b>
Sept 15 F2F	Ch. 5: Continued <i>MIDTERM DATE (no exam, just FYI)</i>	<b>Blog Post 4 Due</b> <b>Reading Quiz 4 Due (Ch. 5)</b>
Sept 17 F2F	Oral History Presentations	<b>Oral History Presentations</b> <b>Oral History audio/videos due</b>
Sept 22 F2F	Oral History Presentations	<b>Oral History Presentations</b>  <b>Oral History Papers Due</b>
Sept 24 F2F	Ch. 6: Interactive Media: Internet, Video Games, Augmented Reality	<b>Reading Quiz 5 Due (Ch. 6)</b>
Sept 29 F2F	Ch. 7: Impact of Social Media	<b>Blog Post 5 Due</b>
Oct 1 F2F	Guest Speaker: Sarah Weldon & LinkedIN Networking Discussion	
Oct 6 ONLINE	Follow-up from LinkedIN discussion	<b>Blog Post 6 Due</b>
Oct 8 F2F	Ch. 9: Advertising & PR	<b>Reading Quiz 6 Due (Ch. 7 &amp; 9)</b>
Oct 13 ONLINE	Ch. 9: Advertising & PR continued	
Oct 15 ONLINE	Ch. 8: Journalism	<b>Blog Post 7 Due</b>
Oct 20 ONLINE	Ch. 10: Media Ethics	<b>Reading Quiz 7 Due (Ch. 8 &amp; 10)</b>
Oct 22 ONLINE	Ch. 10: Media Ethics (continued)	<b>Blog Post 8 Due</b>

Oct 27 ONLINE	Ch. 11: Comm Law & Regulation	
Oct 29 ONLINE	Album Cover Project Discussion	<b>Album Cover Discussion</b>
Nov 3 ONLINE	Ch. 12: Media Theory & Research	<b>Reading Quiz 8 Due (Ch. 11 &amp; 12)</b>
Nov 5 ONLINE	Ch. 12: Media Theory & Research (continued)	<b>Blog Post 9 Due</b>
Nov 10 ONLINE	Research Day – no new content	
Nov 12 ONLINE	Ch. 13: Mass Comm & Politics	<b>Reading Quiz 9 Due (Ch. 13)</b>
Nov 17 ONLINE	Ch. 13: Mass Comm & Politics (continued)	<b>Blog Post 10 Due</b>
Nov 19 ONLINE	Ch. 14: Global Media	<b>Final Paper Outline Due</b>
Nov 24 ONLINE	Ch. 14: Global Media continued	<b>Reading Quiz 10 Due (Ch. 14)</b>
Nov 26	NO SCHOOL – THANKSGIVING HOLIDAY	
Dec 1 F2F	SIR's/Course Evaluations (in-class attendance required)	<b>Research Papers Due</b>