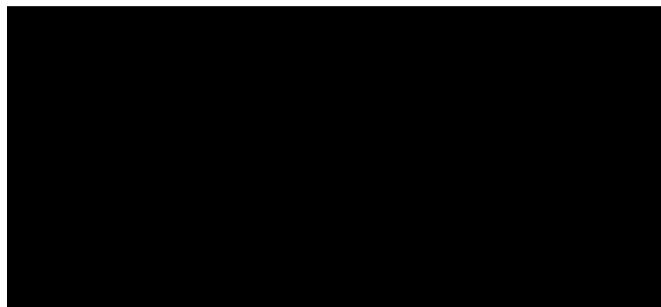


MCOM 1110: Media and Social Institutions (3 credit hours)

Instructor: Dr. Matthew Hale



Semester: Fall 2018
Class Meeting: M, W, F
Time: 12:20 PM - 1:15 PM
Location: Claxton, Room 118



Course Overview

The mass media saturate many aspects of modern society and our daily lives. The historical development and current status of the mass media are explored from a consumer's point of view with the goal of media literacy. Students will develop global perspectives by encountering issues dealing with the relationship of the mass media to education, society, politics, economics, religion, family, and the individual.

Course Objectives

By the end of this course, students will be able to analyze and critique the various media. Specifically, this means that:

1. Students will leave this course with a thorough understanding of how the media functions within our society as a cultural voice and as an economic force.
2. Students will gain an enhanced media literacy, which in this course is defined as an understanding of each medium's history, function, and current role in our greater media culture.
3. Students will gain or improve their ability to think critically and apply that critical thinking to their writings and discussions about media issues relevant to their lives.

Assigned readings should be completed by the beginning of each week of class. The lectures and discussion will supplement the readings. I do not repeat the readings.

Required Texts/Materials

Campbell, R., Martin, C., Fabos, B.(2017). *Media and Culture: Mass Communication in a Digital Age (11th ed.)*. Boston, MA
ISBN: 978-1319058517

Additional reading that will be made available on the course's Brightspace page. These additional readings are marked (Web).

Course Policies & Procedures

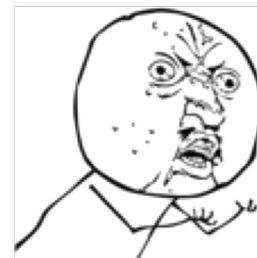
Participation: You will be expected to access the course materials on the course website regularly. This class and my teaching and thus your learning (think: future success outside of academia) is based upon active discussion and thinking. I need you present. There will be multiple ways to engage in class, so if you are shy, do not fret about always having to talk in class. I will provide frequent updates and assessments on your in-class participation.

Disability Access: Any student who has a disability that may affect his/her academic performance is encouraged to make an appointment with me to discuss this matter, or you may contact Disability Services; telephone 221-6230; TTY 221-6278; fax 221-7102.

Official Communication: AP Mail is the official means of communication at APSU. Correspondence between the university and students will be sent to the students' APSU Mail account; other email accounts will not be utilized. Students are encouraged to check their AP Mail account on a regular basis.

Academic Dishonesty: The Austin Peay State University Student Handbook states: Academic dishonesty may be defined as any act of dishonesty in academic work. This includes, but is not limited to, plagiarism, the changing or falsifying of any academic documents or materials, cheating and giving or receiving of unauthorized aid in tests, examinations or other assigned work. Students guilty of academic

misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to, a grade of “F” on the work in question, a grade of “F” in the course, reprimand, probation, suspension and expulsion.



Misconduct: Actions such as hazing, harassment, disorderly conduct, and endangering any person's health are considered acts of misconduct which may subject the offending individual or organization to disciplinary sanctions.

Professionalism and Respect: This course models the standards of professional conduct applicable in virtually any context. You are expected to behave professionally in your contributions to discussions, feedback given to your peers, interactions with the instructor, and, of course, in the work you do for class assignments. Discourteous, threatening, or harassing behavior will not be tolerated. Respect works both ways. I do my best to be courteous and fair in all situations and at all times. If you ever feel that you are being treated otherwise by anyone (including me), please contact me.

Exceptions: As with any policies, I am willing to make exceptions under certain extenuating circumstances. If you have any conflicts with the schedule or policies outlined here, please contact me and let me know as soon as possible. I am willing to be flexible and to try to help, but only if I know about any problems you might be having ahead of time. At its heart this is a course about how to effectively communicate. I do not want anyone to fail this class as a result of a lack of communication.

Attendance Policy

You are allotted 4 absences. No questions asked. You do not need to bring me any documentation. If you miss 4 course sessions and no more, you will be penalized in no way.

Any absences beyond 4, your final grade will be reduced by 10% per absence. Should you have an emergency or any kind of personal issue(s), please contact me.

Assignments

Students will be provided with more detailed assignment overviews on the course website for each of the course assignments. **All assignments must be submitted to the appropriate “Dropbox” on D2L by 11:59PM on the assigned due date as either .doc or .docx or PDF file formats. Other file formats will not be accepted.**

- (1) Mini-Assignments/Activities:** Throughout the semester, you will be required to complete a series of short assignments. Think of them as homework. They are designed to involve minimum prep work but will hopefully provide you with a number of revealing new experiences and perspectives. See calendar for specific due dates. Mini-assignments will be submitted **via hard copy in class.**
- (2) Short Response Papers:** Two short critical essays. These will be submitted via Dropbox by 11:59PM. Papers must be between 2-3 pages in length and must engage with course materials directly. Do not forget citations. Further and more detailed instructions will be provided in class and on the course website.
- (3) Media Journal:** Keep a typed weekly journal of your daily engagement with mass media and technology **for (AT MINIMUM) a total of 5 weeks.** The journal will be submitted via Dropbox by 11:59PM on November 16. More detailed instructions are available on the course website.
- (4) Scheduled Office Meeting (with me):** You will need to make an appointment (preferable) to meet with me one on one in my office. We will talk about your discussion and performance in class, but mostly we will focus on honing your final paper topic. I mainly want to learn a bit about you, your career goals, and interests. This should be an easy and non-intimidating assignment. **This must be completed by Halloween day.**
- (5) Final Essay:** A final critical and reflective essay about your own media practices and ideologies. You will reflect on (but not copy and paste from) your mini-assignment activities, response papers, and media journal to write about how mass media affect your daily life, beliefs, values, and practices. Required length 3-4 pages.

Late Assignments

I will deduct 10% or one letter grade from your assignment per day late. I will not count half days. If your assignment was due on Tuesday by class time and you turn it in on Tuesday, but after class, it was one day late. Again, things happen, so contact me via the contact info above. If there is a genuine emergency, contact my cell: 678-346-1228.

Grading

Please keep the following scales and criteria in mind as you complete your assignments:

- A** - Achievement outstanding relative to the level necessary to meet course requirements.
- B** - Achievement significantly above the level necessary to meet course requirements.
- C** - Achievement that meets the course requirements in every respect.
- D** - Achievement worthy of credit, even though it fails to meet course requirements fully.
- F** - Represents failure and signifies that the work was either completed but at a level of achievement not worthy of credit or was not completed.

Grading Points Breakdown Per Assignment

| ASSIGNMENT | POINT VALUE | DUE DATE |
|---|-------------|------------------|
| MINI-ASSIGNMENTS | 100 | Various |
| SHORT RESPONSE PAPERS | 100 x 2 | Sept 28 & Nov 19 |
| MEDIA JOURNAL | 200 | Nov 16 |
| SCHEDULED OFFICE MEETING (THIS WILL HELP YOU AND ME!!) | 100 | Before Oct 31!! |
| FINAL REFLECTION ESSAY | 200 | Dec 7 |
| TOTAL POINTS POSSIBLE | 800 | N/A |

Letter Grade to Point Chart

| LETTER GRADE | POINT RANGE |
|--------------|-------------|
| A | 720-800 |
| B | 640-719 |
| C | 560-639 |
| D | 480-559 |
| F | 0-479 |

Incompletes: A grade of incomplete (“I”) will be given only in a genuine emergency, and generally only for work which is due during the last two weeks of the course. The student must make arrangements with the instructor for an incomplete before the last day of class.

Grade Disputes: If you have a question or dispute about your grade, please wait 24 hours before you contact me with your dispute. Take some time to think about the situation and carefully formulate your argument as to why a grade should be changed. When you do contact me, you should have a specific rationale for why you deserve a higher grade.

You can submit the assignment
if you start it before 11:59pm



Course Calendar

Week 1

- (M) Aug 27 – Introductions, Course Policies, and Calendar
Read: Nothing
Due: Introductions and *Maybe* an Activity
- (W) Aug 29 – Culture, Power, and Ideology
Read: Horace Miner – “Body Ritual” (Web)
****In-Class Mini-Assignment:** Bring pen/pencil and paper
- (F) Aug 31 – Critical Approaches to Mass Communication
Read: Chapter 1 – “Mass Communication: A Critical Approach”
****In-Class Mini-Assignment:** Bring pen/pencil and paper
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Week 2

- (M) Sept 3 – LABOR DAY (NO CLASS!!)
- (W) Sept 5 – Media Effects and Power Structures
Read: Chapter 15 – “Media Effects and Cultural Approaches to Research”
In-Class Mini-Assignment: Bring pen/pencil and paper and luck)
- (F) Sept 7 – The Internet and Convergence Culture
Read: Chapter 2 – “The Internet: Digital Media and Media Convergence”
****Mini-Assignment DUE:** Media Deprivation Challenge
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Week 3

- (M) Sept 10 – Convergence Culture (A deeper dive)
Read: Henry Jenkins – “Worship at the Alter of Convergence” (Web)
- (W) Sept 12 – Gaming and Digital Technology
Read: Chapter 3 – “Digital Gaming and the Media Playground”
- (F) Sept 14 – The Cultural Politics of Gaming
Read: [“Inside the Culture of Sexism at Riot Games”](#) (Link on Web)
Due: Pick one video/topic from the [G4TV’s Icons series](#). Watch the video, take notes, and be prepared to share with others. Everyone will get an assigned topic/game/historical figure. No repeats/doubles.

Week 4

- (M) Sept 17 – Audio Recording Technologies and Music
Read: Chapter 4 – “Sound Recording and Popular Music”
- (W) Sept 19 – Popular Radio and Broadcasting
Read: Chapter 5 – “Popular Radio and the Origins of Broadcasting”
Watch In-Class: *Style Wars*
- (F) Sept 21 – Style, Aesthetics, Sound
Read: No readings, just come prepared to discuss the film
Watch In-Class: Finish *Style Wars*

Week 5

- (M) Sept 24 – Tune In, TV, and Cable
Read: Chapter 6 – “Television and Cable”
- (W) Sept 26 – How to Watch Television
Read: Laurie Ouellette – “America’s Next Top Model...” (Web)
Watch In-Class: ½ of “Fifteen Million Merits” – *Black Mirror*
- (F) Sept 28 – Television and Everyday Life
Read: None (more time for that paper)
Watch In-Class: Finish *Black Mirror*
Due: Short Response Paper # 1 (via Dropbox by 11:59PM)

Week 6

- (M) Oct 1 – Film
Read: Chapter 7 – “Movies and the Impact of Images”
- (W) Oct 3 – How Media Affect Us and Circulation
Read: Barbara Klinger – “Contraband Cinema: Piracy, Titanic, and Central Asia.” (Web < forest, not the trees)
Watch In-Class: Film TBD – By You (I choose the genre/theme)
- (F) Oct 5 – **In-Class Screening Wrap Up (be prepared for analysis)**

Week 7

(M) Oct 8 – The News

Read: Chapter 8 – “Newspapers: The Rise and Decline of Modern Journalism”

(W) Oct 10 – The Crisis in Journalism

Read: Steven Waldman and Charles Sennott – [“The Crisis in Local Journalism Has Become a Crisis of Democracy”](#) (Link also on D2L)

(F) Oct 12 – “Post-Truth” and What to Do About It

Read: No readings. Just do the Mini-Assignment

****Mini-Assignment Due:** Critical Analysis of [Fake News](#) (Web)

Week 8

(M) Oct 15 – FALL BREAK (NO CLASS!!)

(W) Oct 17 - Magazines

Read: Chapter 9 – “Magazines in the Age of Specialization”

(F) Oct 19 – Print Culture and Technology

Read: Chapter 10 – “Books and the Power of Print”

Week 9

(M) Oct 22 – Consumer Culture

Read: Chapter 11 – “Advertising and Commercial Culture”

(W) Oct 24 – The Power of Advertising

Read: Raymond Williams – “Advertising: The Magic System” (Web)

(F) Oct 26 – Ads that Follow, Algorithms, and Algorithmic Culture

Read: [“Facebook’s Targeted Ads Are More Complex...”](#) (Web)

****Mini-Assignment DUE: 24 Hour Advertisement Log**

Week 10

(M) Oct 29 – Public Relations

Read: Chapter 12 – “Public Relations and Framing the Message”

(W) Oct 31 – What Makes Some Messages Stick or Spread

Read: Chip Heath and Dan Heath – “Introduction” (Web)

(F) Nov 2 – Hands-On (so to speak) PR Workshop

****Mini-Assignment DUE: Bring Ad Examples (hard copy* if possible)**

Week 11

(M) Nov 5 – The Political Economy of Media

Read: Chapter 13 – “Media Economics and the Global Marketplace”

(W) Nov 7 – The Political Economy of Media (continued)

Read: We’ll pick up where we left off...

****Mini-Assignment Due: No Consumption Challenge**

(F) Nov 9 – The Material Lives of Media

Read: Jussi Parikka – “[The Geology of Media.](#)” (Web).

Week 12

(M) Nov 12 – Veteran’s Day (NO CLASS!!)

(W) Nov 14 – CONFERENCE MEETING (NO CLASS!!)

(F) Nov 16 - CONFERENCE MEETING (NO CLASS!!)

Due: Media Journal Due (via Dropbox by 11:59PM)

Week 13

(M) Nov 19 – Journalism, Values, Ethics, and Effects

Read: Chapter 14 – “The Culture of Journalism: Values, Ethics, and Democracy”

Due: Short Response Paper # 2 (via Dropbox by 11:59PM)

(W) Nov 21 – Thanksgiving Holiday (NO CLASS!!)

(F) Nov 23 – Thanksgiving Holiday (NO CLASS!!)

Week 14

(M) Nov 26 – Systems and Patterns of Expression

Read: Chapter 16 – “Legal Controls and Freedom of Expression”

(W) Nov 28 – The Current State of Things

Read: Alex Kotlowitz – “[Journalists Are Pushing Back...](#)” (Web)

(F) Nov 30 – The Always-On, Always-Connected Media Cycle

****Mini-Assignment DUE: Laternalia and Online Hate Speech or Harassment (bring examples)**

Week 15

(M) Dec 3 – Peer Review of Final Projects

Read: Nothing

Due: Bring in a draft of your paper (this will help you!!!!)

(W) Dec 5 – Peer Review and Wrap Up

Read: Nothing

Due: Bring in a draft of your paper (this will help you!!!!)

(F) Dec 7 – **Final Paper Due (via Dropbox by 11:59PM)**
