

COMM2310.783

Modern Media in Society

Spring 2020

Syllabus



Basic Information

Instructor: Terra James

Email: james_t@utpb.edu

Office Hours and Student Conferencing: By Skype (james_t) and/or phone appointment Monday-Friday. Please email Mrs. James to set up a time if you would like to discuss course overview, assignments, or grades. Please allow 24 hours (after a grade has been placed) to set up a meeting regarding a grade; this will allow me adequate time to review the completed grading rubric and provide in-depth feedback during our meeting. All meetings to discuss an upcoming assignment need to be set up at least 24 hours before the assignment deadline (or by the Friday before the deadline if the assignment is due on a Sunday night). This means that you will need to email me at least 48 hours before the assignment deadline to ensure that our phone and/or Skype meeting is set up well before the deadline. My email and Canvas Messenger are both linked to my cellphone to ensure that I can receive student communication as quickly as possible. Please do not hesitate to contact me! I am here to assist in your online journey to better your Public Speaking skills and encourage you to practice open communication with me and your online Academic Coach.

Course Dates: This course is an 8-week course that follows the UTPB Online calendar; **Jan 13, 2020-Mar 6, 2020.**

Course Credits: 3 hours

This course is a Web Course and is conducted within [Canvas](#)

NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

Course Description

This course addresses how everyday media users we create and consume information that is communicated through a variety of channels, or media. You will learn about various forms of mass media; the interaction between modern media and their dynamic interaction with culture; and the interrelationships among mass media, government, and society. You will also discuss how mediated messages affect issues faced by American democracy.

Course Prerequisites. None.

Course Catalog Description. Students are introduced to the relationship between modern media and their dynamic interaction with culture.

Measurable Learning Outcomes.

Upon completion of course, students should be able to:

- Describe the structure of industries that use and produce mass media content.
- Describe, use, and critique explanatory systems or theories that explain the potential effects of media content.
- Identify key public policies concerning and governing media distribution.
- Analyze one's own media consumption and participation patterns
- Interpret media content in light of its rhetorical situation.
- Demonstrate the ability to make and defend a written argument that integrates concepts from the course and employs research skills.

Method of instruction: This class is delivered online; you are responsible for reading, watching, or listening to the materials your instructor has provided for each week of the course. In addition to those presentations, you will interact with peers, your instructor, and your academic coach in weekly discussions and in other written assignments.

Professor James is responsible for all instruction in the course. During the first week, she will post an announcement introducing you to your academic coach. Your coach may interact with you on the discussion boards, may grade discussion boards or other assignments, and will serve as a tutor when you are unable to reach your instructor. Professor James provides the course content, resolves all disputes in the course, is responsible for assigning your final grade, and works closely with your coach.

Materials

Required Materials:

To effectively complete the requirements of the course, read assigned portions of the following:

- Richard Campbell, Christopher R. Martin, & Bettina Fabos. (2019). *Media & Culture: Mass Communication in a Digital Age*, 12th ed. Boston, MA: Bedford/St. Martin's. ISBN 978-1-319-10464-1. Etext and vitalsource.com text acceptable.
- Nielsen's television survey samples (<http://www.nielsen.com/us/en.html>)
- Documents published by various federal government regulatory agencies, including the Federal Communications Commission (<https://www.fcc.gov/>).
- **Additionally, watch and review the following films, which are available from a variety of providers. You are responsible for expenses related to buying or renting the films.**
 - *One Flew Over The Cuckoo's Nest* (1975)
 - *Night Crawler* (2014)
 - *The Net* (1995)
 - *Quiz Show* (1994)

Other Materials

To effectively complete the requirements of the course, you must have the following:

- Regular and reliable connection to the internet.
- A working UTPB email address connected to Canvas; you **must** check this email daily.
- A flash drive or dependable access to cloud storage (such as Google Docs or Dropbox; all students have access to Microsoft Office 365 through UTPB).
- A word processing program that produces .doc, .docx, or .rtf files.

Style Guide

Because published works of media studies most commonly employ APA style, you will be required to use this style for all your papers; part of your grade on each written assignment depends on the accurate use

of the style guide. I do **not** require you to buy a style guide, as good ones are freely available online and in public libraries.

Important Academic Dates

UTPB [Academic Calendar](#): Important dates for the course vary by semester; consult the UTPB Academic Calendar on the UTPB web site. Information available there includes graduation deadlines, holidays, and the days on which you can add and drop a course. For course assignment deadlines, please see the schedule at the end of this syllabus as well as the Canvas announcements your instructor provides.

Course Overview

Participation

You will complete participation assignments each week, which may include discussion board postings, position statements, video commentary, and other activities. You will need to stay current with the Course Announcements Section in Canvas; Mrs. James will make weekly announcements regarding course updates and due dates.

Syllabus Quiz

You will take this quiz **before** you start the course content modules. This quiz covers the content of this syllabus, the structure and organization of this course, and course policies. *The content modules of the course will remain locked until you have earned a 90% or above on this quiz, but you may repeat this quiz as many times as you need to earn that score.* Your score on this quiz is **not** included in your final grade calculation.

Reading

Students will have reading assignments during each learning module. You must finish reading all the assigned material each week to successfully participate in all other course activities.

Weekly discussion forum postings

By Thursday of each week of the course, you will post a 250-300 word response to the prompt in the discussion area of the course. In your post, make specific references (with informal citations) to readings, research, or personal experience. Because those who post later in the week have the benefit of reading others' work, be aware that the later you post, the more insightful it needs to be. In addition, will reply to or comment on three to four of your peers' postings for that week on a few different days of the week. Each reply should be at least 100 words in length and should provide a thoughtful response; simple agreement with or support of a classmate's post **will not** be counted as a response. You should include peer-reviewed evidence (provided) in your primary posts and peer responses for discussion boards (unless otherwise noted inside of the assignment description by the course instructor).

All posts and responses should follow the conventions of standard written English, should be professional in tone, and should be carefully proofread. I reserve the right to remove postings that contain inappropriate or offensive content.

Content Quizzes

Students will take five open-book quizzes during the course, each of which is worth 6% of the course grade. Each quiz will consist of 50 multiple-choice questions, true-false questions, or both and some short answer questions; the content on each quiz covers only the unit that immediately precedes it. Test questions come from the textbook, lectures, other reading materials, and class discussion.

Quizzes do not require a proctor, although you are expected to complete them without the help of any other person. You may take the exams at your convenience, as long as you do so no later than the due date noted in the Course Schedule.

Term Paper

You will choose a topic after you watch one of the movies listed in the *Required Materials* section of this syllabus. Write a term paper of 2000-2500 words (8-10 pages) in which you relate the film to one or more of the concepts or issues discussed in the assigned reading and discussions of this course.

Use no fewer than five scholarly or professional sources that are not part of the assigned readings to support your argument. Submit the paper in Canvas on or before or by the deadline listed in the Course Schedule.

Forum Participation (Discussion Boards)

In this course, forums are primarily used for discussing topics and issues related to course content. There are eight discussion topics for the semester. In addition to the course content related topics in discussion tool there are a number of ungraded forums. Use the Introductions forum to get to know your classmates; use the General Questions and Comments forum to ask questions of your classmates and instructor; use the Water Cooler forum for socializing.

I expect you to read a large majority of the messages as part of the course readings. When you reply to your classmates' messages, address your classmates directly—doing so helps all participants maintain a clearer sense of who is speaking and who is being spoken to. As we begin to associate names with tone and ideas, we come to know each other better.

Please change the subject line when you introduce a new topic.

Discussion Boards: Discussion Boards are primarily for discussing course related topics and issues. Discussions will be graded using the following criterion:

- Demonstrates Mastery of the Assigned Readings/Movies/Topics
 - Analyses are complete and thorough. Issue/problem to be considered critically is stated clearly and described comprehensively, delivering all relevant information necessary for full understanding/grasp of concepts.
- Evidence
 - Information is taken from (peer reviewed) source(s) with enough interpretation/evaluation to develop a comprehensive analysis.
- Forum Participation and Responsiveness to Peers
 - Actively participated and enhanced academic discussion by posting prior to the deadline and responding to peers on multiple days.
- Written Quality:
 - Grammar, Punctuation, and Syntax: Student utilizes proper punctuation, grammar, and syntax in their primary posting and peer responses.

Method of instruction: This class is delivered online; you are responsible for reading, watching, and/or

listening to the materials your instructor has provided for each week of the course. In addition to those presentations, you will interact with peers, your instructor, and your academic coach in weekly discussions and in other written assignments. You will also be required to login and post on several (different) days in your weekly discussion boards. Posting on multiple days will ensure that you are able to interact with your peers in an academic setting (much like that of a classroom), as well as encourages active course participation by logging in and reviewing course updates and course materials.

Professor James is responsible for all instruction in the course. During the first week, she will post an announcement introducing you to your Academic Coach. Your coach will interact with you on the discussion boards, will grade speaking assignments and/or discussion boards, and will serve as a tutor when you are unable to reach your instructor. Professor James provides the course content, resolves all disputes in the course, is responsible for assigning your final grade, and works closely with your coach.

Supplemental instruction: Students are encouraged to visit the Success Center in MB 2215 for assistance with written assignments. Supplemental Instructors and Lab Assistants are available to help you with all other course material in the Communication Lab in MB 4147. Supplemental course material may also be found in Canvas.

Grading:

Course grades: University policy stipulates that average work in this course merits a grade of 'C.' A grade of 'B' indicates high achievement that exceeds course requirements; a grade of 'A' indicates superior achievement that far exceeds course requirements. A grade of 'D' or 'F' indicates that there are major issues with the given assignment.

Course Activity	Percentage of Total Grade
Syllabus quiz	0
Discussion board conversations	50
Content quizzes	30
Term paper	20
Total	100

Grading Scale:

Letter Grade	Description
A (93-100)	Excellence in all rubric categories. Far exceeds the requirements of the assignment.
A- (90-92)	Excellence in nearly all rubric categories. Exceeds the requirements of the assignment.
B+ (87-89)	Excellence in most rubric categories. Meets all assignment requirements and exceeds some of them.
B (83-86)	Excellence in some, but not all rubric categories. More than an adequate response to the assignment.
B- (80-82)	Demonstrates a moderately high level of competence rubric categories. Response to the assignment is slightly more than adequate.
C+ (77-79)	Satisfactory completion of the content, structure, and originality of the assignment. Response is adequate; meets minimal requirements with minor errors.
C (73-76)	Satisfactory completion of the content and structure of the assignment. Adequate response; meets minimal requirements but with noticeable errors.
C- (70-72)	Adequate completion of the content of the assignment, but shows a lack of understanding of some elements. Meets minimal requirements with distracting errors.
D (60-69)	A passing grade with significant errors. Poorly thought out or poorly supported concepts and response to the assignment.
F (50)	Does not adequately meet major requirements of the assignment. Substantially missed major objectives or parts of the assignment. Contains significant errors.
No credit (0)	Assignment was not submitted by the due date or was determine to violate academic integrity policies.

**Unless otherwise stated, all materials, activities, and assessments are required and are not optional.*

Communication, Grading & Feedback:

By Skype (james_t) and/or phone appointment Monday-Friday. Please email Mrs. James to set up a time if you would like to discuss course overview, assignments, or grades. Please allow 24 hours (after a grade has been placed) to set up a meeting regarding a grade; this will allow me adequate time to review the completed grading rubric and provide in-depth feedback during our meeting. All meetings to discuss an upcoming assignment need to be set up at least 24 hours before the assignment deadline (or by the Friday before the deadline if the assignment is due on a Sunday night). This means that you will need to email me at least 48 hours before the assignment deadline to ensure that our phone and/or Skype meeting is set up well before the deadline. My email and Canvas Messenger are both linked to my cellphone to ensure that I can receive student communication as quickly as possible. Please do not hesitate to contact me! I am here to assist in your online journey to better your Public Speaking skills and encourage you to practice open communication with me and your online Academic Coach.

All assignments (outside of extra credit opportunities) will be graded within one week of their assigned due date.

Time Management:

A student should expect to spend three hours on preparation and learning assignments for every semester credit hour. If a class is a 3-semester credit hour class, it is expected that a student should spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about

12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.

Policies

Discussion Board

Discussion Board is primarily for discussing course related topics and issues.

Best practices are:

1. Read all message postings in online discussion.
2. Respond to the question directly
3. Reply to minimum of two other student posts.
4. Use a person's name in the body of your message when you reply to their message.
5. Avoid postings that are limited to 'I agree' or 'great idea', etc.
6. Ensure responses to questions are meaningful, reflective.
7. Support statements with concepts from course readings, refer to personal experience, examples.
8. Follow **Rules of Behavior (below)**.

Rules of Behavior

Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

Make-Up/Late Submission Policy

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Late work is not accepted.

Academic Dishonesty/Plagiarism/Cheating

The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student

who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an "F" for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the [University's Handbook: Scholastic Dishonesty](#).

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Attendance and Class Participation

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

Tracking

The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.

Absenteeism

All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.

Course Incomplete/Withdrawal/Grade Appeal

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals consult the University Handbook: [Drops and Withdrawals](#) and [Appeal Process](#).

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored.

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4243

Voice Telephone: 432-552-3702

Email: Leverington_P@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to [Accessibility and Privacy Statements](#).

Computer Skills, Technical & Software Requirements

Students may need to upload speeches to YouTube if they are unable to upload speeches utilizing the Canvas Recording Tool in the submission link. You will also need to utilize Microsoft Word in order to create assignment outlines.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to [UTPB Office 365 Page](#).

Computer Technical Requirements

See [Technical Requirements](#).

Online Student Authentication

UTPB requires that each student who registers for a distance course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must login to the UTPB learning management system using their unique personal identifying username and secure password (this is the first method). The faculty member or academic program determines the second method. The second method is:

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor, Examity)
- Uploading video speeches.

*Approved up to date photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD. Dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this [short video](#) to get a basic understanding of LockDown Browser and Monitor.

Download and install [LockDown Browser](#).

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information. Your instructors phone number is (816)752-5724.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you login.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630
Advising	UTPB E-Advisor (432) 552-2661 UTPB Academic Advising Center
Bookstore	UTPB Campus Bookstore (432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for online course).

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Schedule

Week	Topic	Required Reading	Activities	Deadline
Module 1: Digital Media & Convergence				
Week 1 Jan. 13-19	Course Introduction	Ch. 1: Mass Communication: A Critical Approach	Syllabus Quiz Introductions Discussion Board #1	Sunday January 19th by 11:59 p.m.
Week 2 Jan. 20-26	Media Convergence	Ch. 2: The Internet, Digital Media, and Media Convergence Ch. 3: Digital Gaming and the Media Playground	Watch <i>The Net</i> Discussion Board #2 Module 1 Quiz	Sunday January 26th by 11:59 p.m.
Module 2: Sounds & Images				
Week 3 Jan. 27- Feb. 2	Radio and Music	Ch. 4: Sound Recording and Popular Music Ch. 5: Popular Radio and the Origins of Broadcasting	Watch <i>Quiz Show</i> Discussion Board #3	Sunday February 2nd by 11:59 p.m.
Week 4 Feb. 3-9	Television and Film	Ch. 6: Television and Cable: The Power of Visual Culture Ch. 7: Movies and the Impact of Images	Watch <i>Cuckoo's Nest</i> Discussion Board #4 Module 2 Quiz	Sunday February 9th by 11:59 p.m.
Module 3: Words & Pictures				
Week 5 Feb. 10-16	Print Media	Ch. 8: Newspapers: The Rise and Decline of Modern Journalism Ch. 9: Magazines in the Age of Specialization Ch. 10: Books and the Power of Print	Watch <i>Night Crawler</i> Discussion Board #5 Module 3 Quiz	Sunday February 16th by 11:59 p.m.
Module 4: The Business of Mass Media				
Week 6 Feb. 17-23	The Business of Mass Media	Ch. 11: Advertising and Commercial Culture Ch. 12: Public Relations and Framing the Message Ch. 13: Media Economics and the Global Marketplace	Module 4 Quiz Annotated Bibliography	Sunday February 23rd by 11:59 p.m.
Module 5: Democratic Expression and The Mass Media				
Week 7 Feb. 24- March 1	Journalism, Media Effects and Media Policy	Ch. 14: The Culture of Journalism: Values, Ethics, and Democracy Ch. 15: Media Effects and Cultural Approaches to Research Ch. 16: Legal Controls and Freedom of Expression	Discussion Board #6	Friday March 1 by 11:59 p.m.
Week 8 March 2-6	Journalism, Media Effects and Media Policy	Ch. 14: The Culture of Journalism: Values, Ethics, and Democracy Ch. 15: Media Effects and Cultural Approaches to Research Ch. 16: Legal Controls and Freedom of Expression	Module 5 Quiz Term Paper Due	Friay March 6th by 11:59 p.m.

DB= Discussion Board / Q = Quiz / SA = Speaking Assignment