

C200/S104, Introduction to Mass Communication/First-Year Seminar

Course Information

Fall 2019

12:50 – 2:30 p.m. Monday/Wednesday, Crestview 205

Professor: Ron Allman

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Course Objectives

This course will help you better understand the importance and influence of the mass media. You will become a more informed and discerning consumer of media. We will explore the various media in the areas of social, political, economic and technological influences. The course will develop your critical thinking skills about the media through class discussions and writing assignments.

During this class, you will learn the following:

- You will learn about major developments in the history of mass communication, including the development of books, magazines, newspapers, radio, television, and online media. [A1]
- You will learn theories of how media messages are crafted and how media affects society. [A2]
- You will read about competing explanations of media influence and discuss competing perspectives on the law, ethics and business of mass communication. [B]
- You will learn about and discuss how individuals, groups, institutions and organizations use media, and what effects media have on individuals, groups, institutions and organizations. Evidence will be provided in course readings and other material that supports associated conclusions. [C]
- We will discuss mass communication's development and its social and historical effects on diversity and equality. Various theories of media influence and media effects focus on the structural biases inherent in media systems and their effects on perceptions of diversity and equality. [D]
- We will discuss what it means to be media literate and why developing such literacies are Valuable in various decisions and responsibilities. In general, media literacy involves the ability to recognize that media messages are constructed for specific purposes and then be able to deconstruct and analyze them. Every unit will challenge students to reflect on what media literacy means within the context of a given mass communication development. [E]

The First-Year Seminar component will help you increase the opportunities for success in college. You will become acquainted with the services and resources available at IU Southeast. You will improve your skills in reading, research, test-taking and critical thinking. You will increase your involvement at IU Southeast, and you will develop a supportive relationship with

the faculty. Only one grade will be given at the end of the course, and it will be given for both C200 and S104. It is not possible to pass one without the other; likewise, one cannot withdraw from one without withdrawing from the other.

As part of the First-Year Seminar, you will be required to visit several offices at IU Southeast to learn about the services that are available to you. Each office you visit will stamp your "Passport," given to you in class. Each student will also be required to attend and report on three campus extracurricular activities from specific lists.

Students with Special Needs

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone, 812-941-2243, or [email, mtspring@ius.edu](mailto:mtspring@ius.edu), early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at [this website: www.ius.edu/disability-services/](http://www.ius.edu/disability-services/).

Required Text

"Media Matters," by Richard A. Wilber, available at this [website: https://he.kendallhunt.com/wilber](https://he.kendallhunt.com/wilber). ISBN: 9781524916596

Reading Assignments

All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. I reserve the right to quiz you on the readings if I feel the reading assignments are not being done. During this course, pay close attention to the media. You should read the newspaper every day, as well as watching television news or listening to radio news. The Internet is also a valuable source of news.

Attendance, Punctuality and Deadlines

Class attendance is mandatory. You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken. Being late twice will be considered an absence. A total of three absences will result in a grade of "F." Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence. All assignments are due before the beginning of class. Deadline extensions will only be given under special circumstances. Make up exams will not be given.

Class Interruptions (Smart Phones, Tablets, Laptops, Et Cetera)

Phones and other electronic devices will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent. Texting is considered a class interruption.

Computer Rules

During class time, computers will be used only for class work. Checking email, Facebook, Twitter and YouTube is not acceptable and is a distraction to you and others. You will be asked to leave and will be considered absent.

FYS Surveys

As one of many ways we hope to both get to know you and to help you achieve your goals as students and as people, we will be requiring you to complete two surveys over the course of this semester. The completion of these surveys is a component of the requirements for successful completion of your FYS requirements; however, we both hope and intend for you to derive some rewards from having done so, beyond simply earning points and checking another item off your to-do lists. Your FYS instructor will receive the results of your survey, and will follow up with you, possibly individually, or during class sessions, to discuss challenges and possibilities, as well as ways to assure that you're in the best possible position to meet your goals, and to graduate from college ready to succeed at new challenges.

Beginning of Semester Survey: College Student Inventory (CSI) – you will receive an email with the subject line: CSI: Beginning FYS Survey. This email will be sent to your IUS email account and it will include a personalized link. You will have two weeks to complete the survey.

End of the Semester Survey: Mid-Year Student Assessment (MYSA) – you will receive an email with the subject line: MYSA: FYS end of the semester survey. This email will be sent to your IUS email account and it will include a personalized link. You will have 2 weeks to complete the survey.

Grading

The total number of points you accumulate out of a possible 750 will determine your final grade.

The breakdown is as follows:

1. 10 homework assignments – 10 points each (pass/fail) = 100 points
2. 3 writing assignments – 50 points each = 150 points
3. 6 quizzes (online) – 50 points each = 300 points
4. 1 FYS passport (pass/fail) = 25 points
5. 3 FYS extra-curricular papers – 25 points each = 75 points (papers due on same date)
6. 1 group project = 100 points

Points will be determined by the following:

A – 705-750 A- – 675-704 B+ – 645-674
B – 630-644 B- – 600-629 C+ – 570-599
C – 555-569 C- – 525-554 D+ – 502-524
D – 480-501 D- – 450-479 F – Less Than 450

There will be no extra credit opportunities. Your writing will be graded on content as well as form. Papers should be free of grammatical errors. Papers will be organized, clear and concise.

All assignments will be uploaded to Canvas, except for the FYS passports and group project.

Class Schedule

Aug. 26 Introduction / Mass Media

For Next Class - Read chapters: FYS – 1

Aug. 28 Mass Media / College Basics [A1, E]

Homework 1 due

For Next Class - Read chapters: FYS – 2

Sept. 2 No Class

Sept. 4 Books / College Skills [A1, E]

For Next Class - Read chapters: Wilber – 1; FYS – 3

Sept. 9 Books / Academic Support System [C, D]

Homework 2 due

Quiz 1

For Next Class - Read chapters: FYS – 4

Sept. 11 Newspapers / Resources, Rules and Rights [A1, E]

First writing assignment due

For Next Class - Read chapters: Wilber – 2; FYS – 7

Sept. 16 Newspapers / Studying and Testing [C, D]

Homework 3 due

Quiz 2

For Next Class - Read chapters: FYS – 6

Sept. 18 Magazines / Planning [A1, E]

For Next Class - Read chapters: Wilber – 2; FYS – 5

Sept. 23 Magazines / Social Networking [C, D]

Homework 4 due

Quiz 3

For Next Class - Read chapters: FYS – 8

Sept. 25 Recording Industry / Critical Thinking / Degree Maps [A1, E]

For Next Class - Read chapters: Wilber – 4; Dahlgren – 9

Sept. 30 Recording Industry / Writing [C, D]

Homework 5 due

Quiz 4

Oct. 2 Radio / Writing Center Tour [A1, E]

For Next Class - Read chapters: Wilber – 3

Oct. 7 No Class

Oct. 9 No Class

Oct. 14 Radio/Movie Day [C, D]

Homework 6 due

Oct. 16 Movies [A1, E]

Second writing assignment due

Research topic assigned

For Next Class - Read chapters: Wilber – 5

Oct. 21 No Class

Oct. 23 Movies [C, D]

Quiz 5

Passports due

Oct. 28 Library Tour

Oct. 30 Television [A1, E]

For Next Class - Read chapters: Wilber – 6

Nov. 4 Television / Career Development Presentation [C, D]

Homework 8 due

Nov. 6 Social Media [A1, E]

FYS extra-curricular activities papers due

For Next Class - Read chapters: Wilber – 10

Nov. 11 Social Media [C, D]

Homework 9 due

Third writing assignment due

For Next Class - Read chapters: Wilber – 11

Nov. 13 Mass Media Effects

Homework 10 due

Quiz 6

Nov. 18 Group Meetings

Nov. 20 Group Meetings

Nov. 21 No Class

Nov. 27 Group Meetings

Dec. 2 Group Meetings

Attendance is mandatory

Dec. 4 Presentations [A1, D, E]

Attendance is mandatory

Dec. 9 Presentations [A1, D, E]

Attendance is mandatory

Writing Assignments

The length of each paper should be about three type-written pages, double-spaced. All papers must be printed. The papers should be thoughtful, well developed, persuasive and free of grammatical errors. One point will be deducted for each spelling or grammar error. Those needed extra writing help may want to utilize the Writing Help Center.

First writing assignment Due Sept. 11

Try to avoid all mass media for two days and describe the experience. If you were successful in avoiding mass media, how hard was it? What was your strategy? What did you miss the most? What did this experiment tell you about the importance of mass media in your life? If you were unsuccessful, how far did you get? Why were you unsuccessful? What could you not do without? What did this experiment tell you about the importance of mass media in your life?

Second writing assignment Due Oct. 16

Watch a movie about the journalism industry and write a critique. Do you think the movie accurately depict the role of journalism and journalists? How believable was the movie? What changes could have been made to make the movie more accurate? Did you like the movie? Why or why not? Some suggested titles are the following: "All the President's Men," "The Bonfire of the Vanities," "Broadcast News," "Switching Channels," "City of God," "Control Room," "The Insider," "Outfoxed," "Shattered Glass," "Veronica Guerin" and "Enron: The Smartest Guys in the Room." You may not watch "Runaway Bride." If you do not own a DVD player, team up with a classmate who does. You may wish to watch the movie with a group of classmates, but you will still have to write your own paper.

Third writing assignment Due Nov. 11

This writing assignment will involve doing research. Most of this research should be done in the IUS Library. Do not depend on the Internet for your research – the information is unreliable. The topic will be assigned Oct. 16.

Group Project

The class will be divided into three to four small groups. The groups will give an in-class presentation on topics covering the different media studied in class. Each group member must take part in the presentation as well as in the research. Members who do not fully participate will be penalized. The presentation will be judged for content as well as presentation style. You may use any presentation materials you wish.

First-Year Seminar Assignments

Passport

The offices which you must visit to have your passports stamped or signed are the following: Visited together as a class: Writing Help Center, Library and Career Services. To be visited individually or in small groups by **Oct. 23**: Academic Success Center, Student Development Center (optional), a computer lab, Financial Aid, Student Life, Math Lab, a school office (Arts & Letters, Social Science, Natural Science, Business, Education or Nursing), administration area, Registrar's Office, Bursar, IUS Police and my office (not optional). Each of these visits might take a few minutes. You may want to go as a small group with a couple of other students in this class; please do not go as too large a group. You should familiarize yourself somewhat with an office before you visit the office.

Extra-Curricular Activities Papers

During the semester you are to visit three campus events or activities. In each case you are to write a two-page paper describing and evaluating the event. One of the events is to be a music concert or recital, a play, or an art show opening. One of the events is to be a varsity athletic contest, a campus life activity, or a student government meeting. One of the events is to be speech, panel, international event or a meeting/event of a student organization. These reports are due by **Nov. 6**. Consult the "Events" page of The Horizon for possible activities to attend.

Diversity Statement

Diversity is the valuing and respecting of difference, including socio-economic status, race, religion, gender, gender identity, sexual orientation, disability, veteran status, cultural and international origin, and other groups traditionally underrepresented at the university and in society. We grow and evolve as a university through seeing equality and representation as a goal and human right for everybody. IU Southeast is committed to recruiting students from diverse populations and to making the climate and curriculum welcoming and equitable. Students will leave the university with a raised level of awareness of the history of equality and difference and attain international awareness, so that their understanding of academic disciplines, society, and the workplace will be enhanced, and they will be receptive to and promote valuing and respecting difference in their lives and in the workplace.

Policy for Religious Observances

Indiana University respects the right of all students to observe their religious holidays. Accordingly, instructors will make reasonable accommodation, upon request, for such observances. As a student, it is your responsibility to request accommodations by the end of the second week of the semester using the Request for Religious Accommodations Form, which you can download [at http://www.ius.edu/diversity/files/religious-observances-request-for-accommodation.pdf](http://www.ius.edu/diversity/files/religious-observances-request-for-accommodation.pdf). More information on the religious observances policy is available [at http://www.ius.edu/diversity/resources/religious-observances.php](http://www.ius.edu/diversity/resources/religious-observances.php).

Student Code of Conduct

- [website: https://www.ius.edu/dean-of-students/code-of-conduct/index.php](https://www.ius.edu/dean-of-students/code-of-conduct/index.php)

Disability Services

- [website: https://www.ius.edu/disability-services/](https://www.ius.edu/disability-services/)

Weather Delay

- [website: https://www.ius.edu/about-southeast/emergency-preparedness/weather-policy.php](https://www.ius.edu/about-southeast/emergency-preparedness/weather-policy.php)