

#JN201 – Media and Society
Winter 2018 Syllabus

Instructor: **Suzi Steffen**

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Course Description (CRN 30850)

This four-credit course examines the roles the various mass media play in shaping our democratic society. It explores the history, technology and economics of the publishing, music, broadcasting, advertising and film industries. It also looks at the news media and the internet, with emphasis on how the media impacts our culture.

About the Instructor

My background includes working for more than 20 years as a writing professor (Iowa, Oregon, LBCC); arts writer and editor (Eugene Weekly, Lane Monthly magazine and The Eugene Review as well as freelance work for the Oregonian, Oregon ArtsWatch, Portland Mercury and more); content marketer (Gawker, the City of Eugene, Mountain Rose Herbs, Ojai Music Festival). I have two master's degrees, one in art history from the University of Iowa, and one in journalism/literary nonfiction from the University of Oregon.

Through professional connections, I can help guide you if you want to pursue a career in the media. You will find a variety of links and resources on Twitter at @jprofsuzi and eventually at our class blog,

Class Schedule

This class meets from 10 to 11:50 a.m. Monday and Wednesday in Tadena 219.

Things That You Need

- **“Media Essentials: A Brief Introduction”** by Richard Campbell, Christopher Martin and Bettina Fabos, 1st or 2nd edition (*copy on reserve at the LBCC Library*)
- **Weekly readings** as assigned on Twitter and the course site. □
- **Note-taking tools that are not laptops or phones.** (They're not banned, but you will be banned personally from the class if I see you using your laptop or phone for non-class purposes.)
- **A Twitter account** from which you will live-tweet events, movies, and perhaps even quizzes for this class. You may lock it; you must follow Suzi and your classmates and let them follow you; it may be separate from any other Twitter account you have.

Outcomes for this Class:

At the close of class, students will be able to:

- Demonstrate an awareness of the history and evolution of mass media, including the radio, television, music, internet, book, magazine, newspaper and movie industries.
- Demonstrate an understanding of the role of technology in mass media.

- Demonstrate an appreciation of the role played by mass media practitioners in shaping public discourse, especially in journalism, advertising, social and other media.
- Demonstrate the ability to use the internet to research current issues facing mass media.

Summary of Class Activities

Here's what you can expect in this class, and how you can succeed:

- Read the assigned chapters each week in the text, *Media Essentials*.
- Read the weekly articles or essays as assigned; listen to the assigned podcasts; watch the assigned videos; come to class and live-tweet the assigned movies.
- Participate in the weekly online forum through your own media blog, where you also will post your two larger blog projects.
- Complete the 8 mid-week quizzes (no quiz in weeks 1 or 10).
- Wrap up with the comprehensive essay final exam at term's end.

Grading Point Values

Quizzes – 80 points (10 per quiz) – Each week of weeks 2-9, students will take a 10-point quiz on the week's material, which includes not only information from the textbook but also other assigned readings, videos, podcasts and current events. Quizzes generally will be posted on Canvas each Monday, and are to be **completed before the end of the day Wednesday**. The quizzes are "open book," so use the resources of the course. However, the expectation is that you complete quizzes on your own, not in collaboration with others.

Discussion Posts – 80 points (10 per week) – These posts are weekly online discussions, usually focusing on a media issue or some other aspect of that week's topic. Discussion topics generally are posted by Wednesday on Canvas. *Media forums must be completed BEFORE MIDNIGHT ON SUNDAY. Late posts will be marked down at least one letter grade.* Students can earn extra credit (up to 2 points per week) for responding to posts of classmates. See Discussion Post instructions in Canvas.

Larger Media Projects – 100 points – In addition to the weekly discussion posts, you will do two projects examining media in more detail. The topics can be found on Canvas Pages - click on the "Media Project Outline" page. These expanded posts will focus on topics such as advertising, television, movies, music, newspapers and magazines, social media and other media-related topics.

Elements of this project include:

- TWO expanded posts, with each post running **500 to 1,000 words**, counting for up to 50 points per post.
- At least three (3) links per post to other related online sites
- Creative and legal use of photos, YouTube or Vimeo clips, tweets, public Facebook posts and other multimedia

Late posts may be marked down at least one letter grade.

Final Exam – 100 points – The final exam is comprised of several essay questions, and it will be comprehensive, consisting of material covered throughout the term. Like the quizzes, the expectation is that you complete the Final Exam on your own, not in collaboration with others.

Participation -- 50 points (5 per week) -- Each week we will have some activity in class for which you can earn points. Must be present to win!

Grading

- A – 90 to 100 percent (369 points and higher)
- B – 80 to 89 percent (328 to 368 points)
- C – 70 to 79 percent (287 to 327 points)
- D – 60 to 69 percent (246 to 286 points)
- F – 59 percent and below (245 points and below)

Total possible points -- 410

Canvas

Starting Wednesday, we will make extensive use of Canvas. By logging on to Canvas you can access your grades, assignments and other information. To get started, log on to LBCC's eLearning site at elearning.linnbenton.edu.

Class Outline and Assignments

NOTE: *This syllabus may be revised by the instructor as needed.*

Week 1 – Jan. 8-10: Mass Media and Culture

- **Read Chapters 1 and 14 (1st edition) or 15 (2nd edition) in *Media Essentials – Mass Communication: A Critical Approach* and *Media Economics and the Global Marketplace***
- Sign up for Canvas
- Assigned videos and readings on Canvas and/or Twitter
- Open a Twitter account, follow @JProfSuzi and mention me in an introductory post (“Hi, @Jprofsuzi, it’s your #J202 student Armando!”)
- Discussion Board 1 - Due Sunday

Week 2 – Jan. 15-17: The Internet and New Technologies

- **Monday is Martin Luther King Jr. Day.** We do not have class. I’d encourage you to go and live-tweet, if you’re not reporting on, any MLK Day activities in Albany or Corvallis (or even Eugene, if you live there).
- **Read Chapter 9 in “Media Essentials” – The Internet and New Technologies**
- **Assigned readings linked on Canvas, Twitter, the blog**
- Assigned videos
- Quiz 1 - Due Wednesday
- Discussion Board 2 - due Sunday

Week 3 – Jan. 22-24: Advertising and Public Relations

- **Chapters 10-11 (1st edition) or 11-12 (2nd edition) in *Media Essentials – Advertising and Commercial Culture and Public Relations* and *Framing the Message***

- **Assigned readings linked on Canvas, Twitter**
- Assigned videos
- Quiz 2
- Discussion Board 3

Week 4 – Jan. 29-31: Broadcast Television and Cable TV

- **Chapter 8 in *Media Essentials* – Television, Cable and Specialization in Visual Culture**
- **Assigned readings**
- Assigned videos
- Quiz 3
- **Media Project #1 due**
- Live-tweet Super Bowl **commercials** for up to 10 points of extra credit

Week 5 – Feb. 5-7: Freedom of Expression

- **Chapter 13 (1st ed.) or 14 in *Media Essentials* – Legal Controls and Freedom of Expression**
- Assigned readings
- Assigned videos
- Quiz 4
- Discussion Board 5
- **Olympic Games begin Feb. 9. You may live-tweet up to one hour of live coverage, focusing on commercials, sponsorships, messages of short profiles, and other relevant details, for e.c. points, anytime between now and Feb. 25. You may only earn up to 10 points for this, so choose wisely.**

Week 6 – Feb. 12-14: Newspapers and the Culture of Journalism

- **Chapters 3 and 12 (1st ed.) or 13 (2nd ed.) in *Media Essentials* – Newspapers: The Rise and Decline of Modern Journalism and The Culture of Journalism: Values, Ethics, and Democracy**
- Assigned readings
- Assigned videos
- Quiz 5
- Discussion Board 6

Week 7 – Feb. 19-21: Sound Recording, Music and Radio

- **Chapters 5-6 in *Media Essentials* – Sound Recording and Popular Music and Popular Radio and the Origins of Broadcasting**
- Assigned readings and podcasts
- Quiz 6
- Discussion Board 7

Week 8 – Feb. 26-28: Books and Magazines

- **Chapters 2 and 4 in *Media Essentials* – Books and the Power of Print and Magazines in the Age of Specialization**

- Assigned readings and videos
- Quiz 7
- Discussion Board 8
- **LIVE TWEET THE OSCARS ON MARCH 4 for up to 10 points of e.c.**

Week 9 – March 5-7: Movies

- **Chapter 7 in *Media Essentials* – Movies and the Impact of Images**
- Assigned readings
- Watch *any* Oscar-nominated movie and write a review for extra credit.
- Quiz 8
- Discussion Board 9
- **Media Project #2 due**

Week 10 – March 14–16: Class Wrap-up and Final Exam

- Discussion Board 10

Week 11 – March 21: Finals Week

- Final Online Essay Exam - Due at noon Monday, March 21

The Writing Center

One excellent resource is LBCC's Writing Center. You can get help organizing, developing and revising written assignments. The Writing Center is in the Learning Center on the second floor of Willamette Hall. The Writing Center is generally open from 9 a.m. to noon and 12:30 to 3:30 p.m. Monday through Friday. For more information, see

<http://www.linnbenton.edu/writing-center>.

You also can get help through the Online Writing Lab (OWL). For more information, go to **<http://www.linnbenton.edu/current-students/study/learning-center/writing-center/online-writing-lab-owl>**.

Note: You can earn extra credit on your assignments if you use the Writing Center to help organize, write and edit your assignments. To earn your extra credit, be sure to have the Writing Center note that you worked with one of the staffers.

Seven Positive Expectations:

Students at LBCC:

1. Take responsibility for learning material, participating in course activities, advocating for their needs and knowing rules and regulations governing the educational community.
2. Follow the direction of faculty and staff, including providing information and identification when requested.
3. Respect the learning environment and follow safety guidelines.
4. Maintain honesty and integrity in all work, communication and interactions.
5. Properly use college equipment, computers and facilities, including timely return of loaned equipment/materials.

6. Follow all college regulations, including those posted in special labs and classrooms, such as rules governing electronic devices.
7. Follow state and federal laws.

For more information see "Students' Right and Responsibilities," which can be found online at linnbenton.edu

Cultural Richness at LBCC

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to nurturing the development of culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

Statements of Inclusion and Nondiscrimination

The LBCC community is enriched by diversity. Everyone has the right to think, learn and work together in an environment of respect, tolerance and goodwill. We will work toward creating a community without prejudice, intimidation or discrimination. *(Related to Board Policy #1015)*

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state or local laws.

Center for Accessibility Resources

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in this class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations, but are not yet registered with CFAR, please go to <http://linnbenton.edu/cfar> for steps on how to apply for services or call 541-917-4789.

Late Assignments and Incompletes

- Any assigned coursework with a fixed deadline that is not turned in on time may be reduced at least one letter grade. Assignments posted or turned in more than two weeks late will earn a maximum of half credit.
- "I" grades (incompletes) will not be granted.
- Any students who don't attend the first week of classes or post assignments online will be dropped from the course.

If you withdraw from class

Students who are unable to successfully complete the course should withdraw by submitting the proper paperwork prior to the end of the 7th week of class.

A Word About Plagiarism

Do your own work! Claiming someone else's work as your own or using information or ideas without proper attribution can lead to your failing an assignment or the class. Attribution is required whenever you use other sources, especially on the Internet. Don't copy and paste text and other material!

Plagiarism is subject to disciplinary action as described in LBCC's guide on Students' Rights, Responsibilities and Conduct. This also is available online at the LBCC website.