

com 201-05

Spring 2015

WF 10.50

Central 244

Salem
State
University

introduction to communication



Course description.

This course examines key concepts of the mass media, tracing the evolution and history of major media institutions, from the invention of the printing press to the Internet and emerging media technologies and systems. Studying the media from multiple perspectives, students will become more media literate and

sophisticated in their assessment of its influence on the global community.

to include your name in the text.

Late Assignments

I will deduct up to 5 percent per day late for all late assignments. Any work that is not made up within 20 days of the original due date will not be accepted. No late assignments will be accepted after the last day of class.

Required text.

Campbell, R., Martin, C.R., & Fabos, B. (2013). *Media & culture: Mass communication in a digital age* (9th ed.). Boston: Bedford/St. Martin's.

Policies.

Communication

Please allow a 48-hour response time for emails. You may contact me via text message but please remember

Participation

If you are unprepared for or disruptive to the class you will lose participation points.



Source: © Roz Chast/The New Yorker Collection/www.cartoonbank.com

contact info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu
CC 149
Wednesday & Friday
10-10:30 a.m., 12:30-1:30 p.m.
Office: (978) 542-7089
Mobile: (916) 233-8184

grading

Paper 1	8%	February 13
Media Video Project	7%	February 27
Midterm Exam	13%	March 6
Professionals Project & Presentation	33%	April 10
Paper 2	13%	April 24
Final Exam	13%	TBD
Participation	13%	

Grading

I will not discuss any grades for any assignment on the day I hand it back to you nor will I discuss individual grades in the classroom. All such discussions will take place in my office at least 24 hours after the grade has been received.

Course assignments.

Paper 1: Media Quandaries

Write a 3-page paper that identifies and applies moral and legal issues related to communication media technology and communication professions. (LO1, LO3, LO4, LO6)

Paper 2: Media Literacy

For this paper you will choose one communication profession we discuss this semester (journalism, advertising, or public relations) and complete a media literacy critical analysis relating to that field. You will write a 5-page paper to complete your media literacy analysis. Your paper should use the media literacy process described in your

textbook as an organizational outline. (LO1, LO3, LO4, LO5, LO6)

Media Video Project

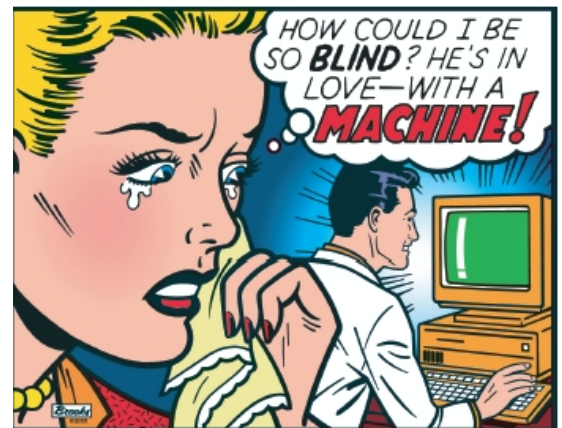
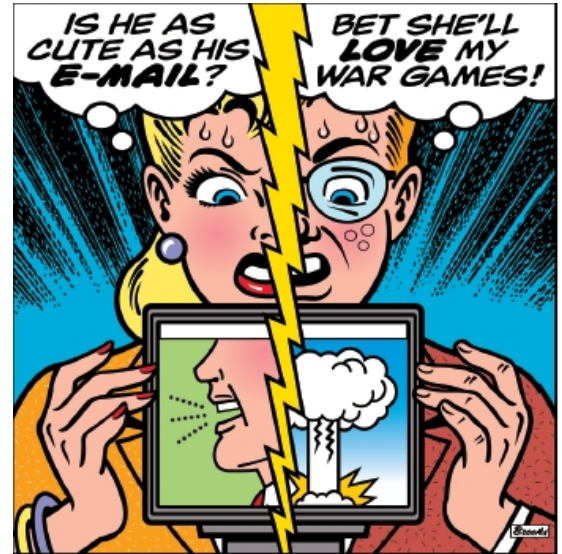
For this project you will analyze the transformation of messages across social media platforms and document your findings in a short video. (LO1, LO2, LO3, LO4)

Professionals Project

For this project you will choose a communication profession from one of the five areas we discuss this semester (journalism, public relations, advertising, media studies, or media production). In groups of 3 you will create a product related to that field and present it to the class. (LO1, LO2, LO4, LO5)

Exams

There will be a midterm and a final exam for this course. The midterm will cover all the material from the first half of the semester and the final will cover all of the material from the second half of the semester. (LO1, LO4, LO5, LO6)



Source: Lou Brooks

Extra Credit

Every student has the opportunity to earn 15 extra credit points for: 1) being on time to every class and staying the full duration of the class period, and 2) attending every class. You must meet both criteria.

Course goals.

G1. Develop a media-literate critical perspective to better understand the relationships between media structures and human behavior, social relations, and social institutions

G2. Become critical consumers and producers of media content

G3. Be able to make informed decisions about communication professions

Learning objectives.

LO1. Complete media analysis papers, projects and exams that follow the media literacy process: describe, analyze, interpret, evaluate, and engage

LO2. Use media tools to engage in the examination and analysis of contemporary social issues

LO3. Incorporate prevailing concepts and evidence-based analysis in media analysis papers and projects

LO4. Analyze and reflect on media tools and practices and their repercussions on human behaviors, social relations, and social institutions

LO5. Compare and contrast concepts of advertising, public relations, or journalism with current media concepts

LO6. Identify and apply moral and legal issues related to communication media technology and communication professions

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. Charges of academic dishonesty are reviewed through a process that allows for student learning and impartial review. Performing, aiding or inciting any of the actions listed under the full academic dishonesty policy constitutes an offense subject to disciplinary action. For more information, visit: catalog.salemstate.edu/content.php?catoid=19&navoid=2098

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with me immediately. Students with disabilities should provide documentation to and schedule an appointment with the Office for Students with Disabilities and obtain appropriate services. If you have a disability and will need accommodations to complete course requirements, please contact disability services in Berry Library & Learning Commons Room 20

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with students who are victims to reduce fears and concerns regarding their personal safety. Any individual who believes he/she may have experienced sexual harassment or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: www.salemstate.edu/27036.php

Spring 2015 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Readings & Assignments
Week 1		
1/21	Syllabus, Course Overview, Introductions	
1/23	Mass Communication: A Critical Approach Media Literacy	Chapter 1 www.freepress.net
Week 2		
1/28	Media Effects and Cultural Approaches to Research <i>Assign Paper 1</i>	Chapter 15
1/30	Legal Controls and Freedom of Expression	Chapter 16
Week 3		
2/4	Media Economics, Digital Media & Convergence	Chapter 13
2/6	Alternative & Community Media <i>Assign Media Platform Video Project</i>	Media_Policy_101.pdf (pg. 2-13)—On Canvas AltMedia.pdf—On Canvas
Week 4		
2/11	Professionals Project Overview & Workshop	
2/13	Media Production	Paper 1 Due
Week 5		
2/18	The Culture of Journalism: Values, Ethics, and Democracy	Chapter 14 www.spj.org http://salemstatelog.org/wordpress/
2/20	Newspapers: The rise and Decline of Modern Journalism	Chapter 8: p. 275-284
Week 6		
2/25	Advertising and Commercial Culture	Chapter 11
2/27	Advertising	https://www.facebook.com/SalemStateUniversityAdClub Media Video Project Due
Week 7		
3/4	Midterm Exam Review	
3/6	Midterm Exam	
Week 8		

3/11	Public Relations and Framing the Message	Seitel-Chapter1.pdf—On Canvas
3/13	Public Relations	www.prssa.org www.ssuprssa.org http://twitter.com/SSUPRSSA www.facebook.com/ssuprssa

Week 9

SPRING BREAK

Week 10

3/25	Professionals Project Workshop	
3/27	Media Studies	Gender_Media.pdf—On Canvas Males_Media.pdf—On Canvas

Week 11

4/1	Race, Gender, Class & Media	Race_Media.pdf—On Canvas Class_Media.pdf—On Canvas
4/3	Public Speaking & Presentations <i>Assign Paper 2</i>	Presentation.pdf—On Canvas

Week 12

4/8	Professionals Project Workshop	
4/10	Professionals Project Presentations	Professionals Project Due

Week 13

4/15	Professionals Project Presentations	
4/17	Professionals Project Presentations	Reflection Paper Due Group Evaluation Due

Week 14

4/22	Popular Radio and the Origins of Broadcasting	Chapter 5
4/24	Television and Cable: The Power of Visual Culture	Chapter 6 Paper 2 Due

Week 15

4/29	The Internet: Staying Connected through Social Media	Chapter 2
5/1	<i>Final Exam Review</i>	

May 5-12 FINAL EXAM Date and time TBD. Check Canvas for details.