

grading

Media Log	14%
Media Analysis	21%
Course Discussions	22%
Class Exercises	22%
Exams	21%

confirmed with the appropriate university offices. Students with more than 8 absences will receive a failing grade for the course. If you miss a class, in-class exercises and exams may not be made up.

Grading

I will not discuss grades in the classroom. All discussions will take place at least 24 hours after the grade is received. Each student is responsible for completing all course requirements and for keeping up with all that goes on in the course. Final grades will be determined by all course assignments and extra credit.

Course assignments.

Media Log

This assignment asks you to chronicle your daily media use in detail. You will turn in a log of media use and an analysis of themes in your log. LO1, LO3, LO4, LO6

Media Analysis

You will learn media analytical tools over the course of the semester that you will be asked to apply in this analysis for a deeper understanding of media messages and their impact on culture and society. LO1, LO4, LO5, LO6

Course Discussions

Plan to complete assignments prior to attending class and build on the reading/course prep work during class and online. LO1, LO2, LO4, LO6

Class Exercises

Class exercises will build on the readings/course discussions that should be completed prior to attending class. LO1, LO2, LO3, LO4, LO5, LO6

Exams

There will be 3 exams throughout the course, an exam at the end of each unit that will cover the material covered in that unit. LO2, LO4, LO6



Source: Lou Brooks

Extra Credit

Every student has the opportunity to earn 10 extra credit points for: 1) being prepared for class, 2) being on time every class and staying the full duration of the class period, and 3) attending every class. You must meet all criteria.

Course goals.

G1. Provide an overview of the prevailing theories and history of media studies

G2. Explore the different sub-fields and methodological approaches to media studies

G3. Examine the relationship between media structures and human behavior, social relations, social institutions, and culture

Learning objectives.

LO1. Engage critically with a variety of media texts, practices, and institutions

LO2. Express historical knowledge about the emergence and development of media including the major technological revolutions and textual transformations

LO3. Develop and convey a critical perspective on your role as consumers and creators of media

LO4. Convey an understanding of fundamental concepts for analyzing the nature, development and effects of media technologies and media texts

LO5. Apply ethical principles in your research

LO6. Convey an understanding of the political implications of representation and their possible social implications, including the reinforcement of structural inequalities in society

The fine print.

Accessibility Statement

Emerson is committed to providing equal access and support to all students who qualify through the provision of reasonable accommodations so that each student may fully participate in the Emerson experience. Student Accessibility Services (SAS) staff will be working remotely for the fall of 2020. If you have a disability that may require accommodations, please contact SAS at 617-824- 8592 or SAS@emerson.edu to make an appointment with an SAS staff member. Students are encouraged to contact SAS early in the semester. Please be aware that accommodations are not applied retroactively.

Plagiarism Statement

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism, which can be found at: emerson.edu/policy/plagiarism. If you have any questions concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, please speak to me.

Diversity Statement

Every student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. Issues of diversity may be a part of class discussion, assigned material, and projects. I will make every effort to ensure that an inclusive environment exists for all students. If you have any concerns or suggestions for improving the classroom climate, please do not hesitate to speak with me or to contact the Social Justice Center at 617-824-8528 or by email at sjc@emerson.edu

Title IX Statement

I am a responsible employee at Emerson College which means I am not a confidential resource therefore I am required to report disclosures that may violate Emerson's Sexual Misconduct Policy. If you would like to speak with someone confidentially, please contact the offices of Violence Prevention and Response, Counseling and Psychological Services, or Health and Wellness. Otherwise, if you would like to report an incident involving a possible violation of Emerson's Sexual Misconduct Policy, please contact our Title IX Coordinator at titleix@emerson.edu or 617-824-8999. For more information: <http://www.emerson.edu/reportaconcern>

COVID-19

If you are asked to quarantine or isolate, please stay in your residence. If you need assistance while quarantining or isolating, please reach out to Student Affairs at 617-824-8640. For more information on Emerson's COVID-19 guidelines please visit <https://www.emerson.edu/one-emerson>

Spring 2022 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Assignments**
Week 1 Understanding “The Media”		
1/11	ONLINE: Synchronous Syllabus, course overview, introductions Media studies introduction <i>Assign Media Log</i>	Ch. 1
1/13	ONLINE: Synchronous Political Economy of the Media Traditional model: One to many	Ch. 2
Week 2		
1/18	Paradigm shift: Many to many	
1/20	The Internet and social media	Ch. 10
Week 3		
1/25	Media convergence and participatory culture	
1/27	Transmedia navigation	
Week 4		
2/1	Video games	Ch. 9
2/3	McLuhan & Innis <i>Assign Media Video Project</i>	<i>Unit 1 Exam</i>
Week 5 Decoding Media Messages		
2/8	The Frankfurt School: Ideology & subaltern classes	
2/10	Media effects and cultural approaches to research	Ch. 13 Media Log
Week 6		
2/15	Conducting media research	
2/17	Analytical Tools <i>Assign Media Analysis</i>	
Week 7		
2/22	NO CLASS (Monday schedule observed)	
2/24	Rhetorical analysis	
Week 8		

3/1 Intersectional feminist analysis

3/3 Queer analysis

Week 9 SPRING BREAK

Week 10 Media Creators

3/15 Cultural analysis

3/17 Workshop: How to Conduct a Textual Analysis

Week 11

3/22 Politics of representation

3/24 The rise of participatory politics *Unit 2 Exam*

Week 12

3/29 Examining civic media

3/31 Global media activism **Media Analysis Paper**

Week 13

4/5 Film history and impact Ch. 6

4/7 Diversity in film

Week 14

4/12 TV: The history of visual culture Ch. 8

4/14 Emerson Make-Up Day

Week 15

4/19 TV: The impact of visual culture

4/21 Interactive media and human-computer interaction

Week 16

4/26 Extended Reality: VR, AR, MR, XR

4/28 **Unit 3 Exam**

**Additional readings and assignments listed on course Canvas site