

MCOM 1330 Analysis of Electronic Culture
Classroom: Dan Rather Communications Bldg. Room 125 MWF 11-11:50
Professor: Judson Touby Phone: (936) 294-1344 email: jxt039@shsu.edu
Office Hours: MW 9am-11am (room128)

Text: Alphabet to Internet: Media In Our Lives by Irvding Fang 3th edition
(ISBN-13: 978-1138805859 ISBN-10: 1138805858) And assigned content posted on Blackboard.

Course Description: This course will survey the history & theory of mass media in America with an emphasis on television & new media. Topics addressed include: the impact & development of print & electronic media; the structure of contemporary media industries; the influence of advertisers, regulatory agencies & ratings services; production, distribution & syndication systems; the social influence of mass media content in culture; and the relationship of media content to the development of personal & collective values. Topics related to new media will be introduced throughout the semester – and integrated into the assessment of legacy media and legacy media industries.

The class will consist of lectures, screenings, discussion and Blackboard postings. Take notes. Every day. Date your notes. You might be tested on anything that is said or screened or otherwise presented in-class. View screenings critically & note the video that is screened & note any comments made regarding the screening.

Course Objectives: MCOM 130 will prepare students for effectively assessing a contemporary experience that is increasingly mediated by mass media/new media messages. Students will be introduced to essential concepts in communication theory, to significant events in media history & to emerging developments in mass/new media industries. MCOM 130 will familiarize students with the essential terms & analytical skills central to media studies. Fundamental skills essential to the development of Media Literacy will be emphasized with regular in-class critiques of television & online content. The class is designed to prepare students for more advanced studies in upper-division courses.

On completion of this course, students will be able to assess: the relationship between media industries, media content & media audiences, the emergence & historical development of mass media & new media, theoretical concepts related to the study of mass media, media literacy skills that promote self-empowerment

Grades:

(4) tests (150+250+250+250)

Tests composed of multiple-choice questions & short answer/essays.

(2) Written Assignments (50+50pts)

There will be two written assignments that will require you to analyze a TV show in detail and/or analyze a TV advertisement in detail.

Grade Scale: A – 1000-900

B – 899-800

C – 799-700

D - 699-600

F – 599-0

Make-up Exams available only in special cases.

ATTENDANCE: SHSU Student Handbook of University Policies states that regular and punctual class attendance is expected of each student at Sam Houston State University and that it is expected that each faculty member will keep a record of student attendance.

THE DEPARTMENT OF MASS COMMUNICATION HAS ADOPTED THE POLICY THAT EVERY ABSENCE OR 2 TARDIES OVER THE ALLOTTED 3-HOURS WILL RESULT IN THE LOSS OF ONE LETTER GRADE. FOR EXAMPLE, IF YOUR CLASS GRADE IS A B AND YOU HAVE 5 ABSENCES YOUR FINAL COURSE GRADE WILL BE A D.

READINGS & COURSE OUTLINE: The schedule for readings and/or lectures may change — depending on breaking events covered in the mass media. Some chapters will be read in their entirety; some chapters will be read only in part; some chapters will be addressed in lecture; and some chapters will be solely your responsibility. Additional chapters or sections of chapters may be assigned during the semester. Additional materials will be posted on Blackboard.

1st Week	Introduction & Ch 1 Writing: Gathering Thought (pp. 1-36)
2nd Week	Ch 2 Early Printing: Reaching More of Us (pp. 37-58)
3rd Week	Ch 3 Mass Printing: Reaching Still More (pp. 59-86)
4th Week	Ch 5 Telegraph: Uniting the United States (pp. 111-124) First Test during Week Four (exact date TBA)
5th Week	Ch 6 Telephone: Reaching without Touching (pp. 125-130)
6th Week	Ch 7 Recording: Beyonce Sings Better (pp. 147-155)
7th Week	Ch 11 Radio: Helping Us through the Rough Years (pp. 225-239) Second Test About Week Seven (TBA)
8th Week	Ch 8 Photograph: Personal and So Much More (pp. 163-167)
9th Week	Ch 9: Silent Film (183-201) & Ch 10: A Movie Century (203-208)
10th Week	Ch 12: Television: Pictures in Our Parlors (pp. 251-276) Third Test about Week Ten (TBA)
11th Week	Ch 16 Persuasion: The Push Never Stops (pp. 335-350)
12 th Week	Ch 13 Computers: Beyond Calculation (pp. 277-282)
13 th Week	Ch 14 The Internet: The World at Our Fingertips (pp. 292-298)
14 th Week	Ch 15 Video Games: Leaning Forward (pp. 315-323) Fourth Test scheduled last day of class.

CLASSROOM ENVIRONMENT: Active and constructive participation in class discussions is required. However, both listening and speaking are involved in successful participation, and this requires sensitivity to the ideas and methods of participation of others in the class.

PROPER CLASSROOM DEMEANOR/ RULES OF CONDUCT: Students will refrain from behavior in the classroom that disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking with each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with

University policy.

ACADEMIC HONESTY: All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

STUDENTS WITH DISABILITIES POLICY: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential.

NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made two weeks in advance of when the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examination are to be completed. SHSU REQUIRED POLICIES: Please visit

<http://www.shsu.edu/syllabus/>