

Sam Houston State University » Department of Mass Communication

Course Title: Media Literacy

Course Number and Section: MCOM 1130 Section 04

Credit Hours: 1

Semester/Year: Fall 2017

Class location: ONLINE

Office: Dan Rather Communications Building, RM 308

Office hours: Tu 9-10:30 & Th 9-10:30

Instructor's Contact information: Alyssia Winston, acw051@shsu.edu

COURSE DESCRIPTION

This course requires students to critically examine and analyze media found in the world around them. Through in-class discussions, interactive media demonstrations and other experiences, this course helps students make sense of and control their media environments, as well as develop a critical approach to understanding and creating media.

COURSE OBJECTIVES

- Learn how news is created and how to analyze it for accuracy and news values
- Understand entertainment media and how to evaluate entertainment content
- Critically analyze advertising messages and regulations on advertising to different groups
- Understand the role of social media and the internet as places for public and private mediated communication

REQUIRED READING

Readings and audio/video material will be available through the course's online Blackboard site.

Check the calendar for further information.

COURSE REQUIREMENTS

Grading system

Assignment 1	25 points
Assignment 2	25 points
Midterm Exam	25 points
<u>Final Exam</u>	<u>25 points</u>
Total	100 points

Grading scale

A 90 points and above

B	80-89 points
C	70-79 points
D	60-69 points
F	59 points and below

E-mail - You must be able to receive e-mail via your “@shsu.edu” account. You will be responsible for any messages you miss if you do not use this university-assigned address. Class announcements may also be posted on Blackboard.

Deadlines - Failure to make assigned deadlines will negatively affect grades, and persistent deadline failures will result in failing the course.

Attendance -- Regular and punctual class attendance is expected of each student at Sam Houston State University. A student shall not be penalized for three or fewer hours of absences when examinations or other assigned class work have not been missed; however, a student may be penalized for more than three hours of absences. A student who is absent for more than three hours when examinations or other assigned class work have not been missed will drop a half of a letter grade for the entire course for each hour above the third hour. For example, a student who has a 90 in the class who is absent for four hours will have an 85.

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. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/dean-of-students/documents/2016-2018%20Student%20Guidelines.pdf>.

Dean of Student's Office

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.

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. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20....” 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). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed. For a complete listing of the university policy, see: <http://www.shsu.edu/dotAsset/0953c7d0-7c04-4b29-a3fc-3bf0738e87d8.pdf>.

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/dotAsset/187f9029-a4c6-4fb4-aea9-2d501f2a60f3.pdf>.

Course calendar (subject to change)

	Topic	Readings/Lectures	Assignments/Exams
Week 1 August 28	Course introduction		
Week 2 September 4		What is media literacy?	
Week 3 September 11	News media	What is news? Reporting practices	
Week 4 September 18		Public interest/public relations	
Week 5 September 25		Fake news	Assignment 1
Week 6 October 2	Entertainment media	Audiences	
Week 7 October 9		Television and movies	
Week 8 October 16			Midterm
Week 9 October 23		Video games	
Week 10 October 30	Advertising	Persuasive techniques	
Week 11 November 6		Analyzing meanings	
Week 12 November 13		Regulating content	Assignment 2
Week 13 November 20	Internet and social media	Social networks	
Week 14 November 27		Fan communities	
Week 15 December 4		Anonymity and harassment	
Finals Week			Final exam