

Sam Houston State University » Department of Mass Communication

**MCOM 1130 Media Literacy, Section 1-3 » Spring 2018**

Section 1 – 8am-8:50am DRCB 301

Section 2 – 9am-9:50am DRCB 301

Section 3 – 10am-10:50am DRCB 301

Instructor: Casey Yetter » cby003@shsu.edu

Office: Dan Rather Communications Building, RM 308

Office hours: Monday 11am-12pm or by appointment

### **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 Textbooks**

- Readings will be available through the course's online Blackboard site.

### **Course Guidelines**

**Attendance Policy** – The Student Handbook 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. Therefore, the following attendance policy will be adhered to for this course:

- Absences will adversely affect the student's grade (see below for attendance grade weight as part of the overall grading plan). In accordance with department policy, **more than three unexcused absences will result in a letter grade drop for each additional absence.**
- Exceptions are for documented illnesses, family emergencies or for students attending SHSU activities in an official capacity.
- Documentation for illness or emergency should be presented upon the student's return to the classroom.

- Documentation for activities should be presented prior to the absence and contain the signature of the SHSU employee sponsor.
- **No documentation will be taken after two weeks since the absence in question.**
- Each semester hour of credit entails at least two additional hours of work outside the classroom per week: so for this 1 credit course, you should expect to do at least an additional 2 hours of work a week beyond class time. This is on average; some weeks may require more, others less.

**Grading scale**

A	100-90
B	89-80
C	79-70
D	69-60
F	59-0

**Assignments and Tests**

Discussion Board	10
Attendance and Participation	10
Midterm	25
Final	25
Projects	30
<b>Total</b>	<b>100</b>

**\* Guidelines for each project will be handed out during class or on Blackboard**

**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.
- I will reply to emails within 24 hours.
- All course related questions should be asked in the Course Questions discussion board on Blackboard.

**Classroom Etiquette**

- Do not use your cell phone during class time.
- Computers are to be used only for note taking. If found to be violating this rule, this permission may be revoked.
- Students sleeping in class will be marked as absent.
- Repeated tardiness will adversely affect your grade.

**Deadlines**

- Late assignments will be marked down five points per day after they have been graded. Thus, an “85” assignment that is two days late will receive a “75.”
- **No major assignments (tests and projects) will be accepted late unless you have notified the instructor *in advance* with an explanation.**
- **No assignment will be accepted more than five days after it is due.**

- Except in exceptional and documented situations, all make-up work (arranged prior to your absence) must be completed within two (2) calendar weeks of the set due date or the grade reverts to a zero.
- Assignments must be turned in in the format specified on the assignment instructions.
- You have a two-week window to appeal grades on exams and assignments.

**Academic Dishonesty** – 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: [Dean of Student's Office](#)

**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/~vaf\\_www/aps/documents/861001.pdf](http://www.shsu.edu/~vaf_www/aps/documents/861001.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 are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. 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 Counseling Center 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 Counseling Center. For a complete listing of the university policy, see:

[http://www.shsu.edu/~vaf\\_www/aps/811006.pdf](http://www.shsu.edu/~vaf_www/aps/811006.pdf)

**The Sam Houston Writing Center**, located in Farrington 111, is open from 8 a.m. until 3 p.m. Monday through Friday in person or Skype. Writing tutors will work with you at any stage of the writing process (brainstorming, generating a draft, organizing a draft, or revising a draft) for any written assignment. The Writing Center operates on an appointment system, so please call (936) 294-3680 to schedule a session with a writing tutor. Skype sessions are available for distance students, and a tutor is available at the University Center. See website for more information: [www.shsu.edu/wctr](http://www.shsu.edu/wctr).

**MCOM 1130 Spring 2018 Course Schedule (Subject to change)**

<b>Week of</b>	<b>Section</b>	<b>Topics</b>	<b>Major Assignments</b>
<b>Jan 22</b>		1. Course Introduction	
<b>Jan 29</b>	Unit 1 – News	2. What is Media Literacy?	
<b>Feb 5</b>		3. News	12 Hour News Audit (Part 1 of Project 1)
<b>Feb 12</b>		4. Public relations, legitimate practices and fake news	Identifying news Bias (Part 2 of Project 1)
<b>Feb 19</b>	Unit 2 – Social Media	5. Social Media	<b>Project 1 Due</b>
<b>Feb 26</b>		6. Social Media – Anonymity and Harassment	
<b>Mar 5</b>		MIDTERM	MIDTERM
<b>Mar 12</b>		SPRING BREAK	
<b>Mar 19</b>	Unit 3 – Advertising	7. Advertising – Persuasive Techniques	
<b>Mar 26</b>		8. Advertising – Analyzing Meanings	Analyzing Advertisement (Project 2)
<b>April 2</b>	Unit 4 – Entertainment	9. Television and Movies	<b>Project 2 Due</b>
<b>April 9</b>		10. Audiences	
<b>April 16</b>		11. Fan Communities	
<b>April 23</b>		12. Celebrity	
<b>April 30</b>		13. Video Games	
<b>May 7</b>		FINAL	FINAL