

Sam Houston State University » Department of Mass Communication
MCOM 1130 Media Literacy, Section 4-6 » Spring 2018
Section 4-6 Online

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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 online 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 – Students enrolled in distance education courses at Sam Houston State University are expected to maintain ongoing course engagement in order to uphold positive academic standing with the University. In an online environment, "attendance" is more than just logging into a course. Online attendance is measured by your academic engagement with the course content, course tools, course instructor, and with other students in the course. Therefore, the following attendance policy will be adhered to for this course:

- Failure to complete online assignments by the due date will adversely affect the student's grade.
- Exceptions may be made for documented illnesses, family emergencies or for students attending SHSU activities in an official capacity.
- **No documentation will be taken after two weeks since the date 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
Participation & Completion of work	10
Midterm	25
Final	25
Projects	30
Total	100

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

Internet Access

- Students are responsible for having a working computer and reliable internet access to complete course requirements.
- Not having access to a computer or internet access will not be an acceptable excuse for late assignments or tests.

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.**

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 assignment (projects and tests) will be accepted late unless you have notified the instructor *in advance* with an explanation.**
- **No assignment will be accepted more than five weekdays 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

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

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.

MCOM 1130 Spring 2018 Course Schedule (Subject to change)

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