

MCOM 1330-03 Spring 2018 2–3:20pm TR Dan Rather Comm. Bldg rm 125
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ANALYSIS OF ELECTRONIC CULTURE

Syllabus

Course Description

This course will survey the history and theory of communication media with an emphasis on the modern United States. Topics addressed include: the impact and development of print and electronic media; the structure of contemporary media industries; the influence of advertisers, regulatory agencies and ratings services; production, distribution and syndication systems; the social influence of mass media content in culture; and the relationship of media content to the development of personal and 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. Students will be introduced to essential concepts in communication theory, to significant events in media history, and to emerging developments in media industries.

Course Objectives

1. Critical Thinking – Students will be able to demonstrate the ability to think creatively about film, inquire into the unknown, analyze content and synthesize ideas.
2. Communication – Students will be able to demonstrate the ability to effectively develop, interpret and express ideas through written, oral and visual communication.
3. Social Responsibility – Students will be able to demonstrate intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities.
4. Personal Responsibility – Students demonstrate ability to connect personal choices, actions and consequences to ethical decision-making.

This course will prepare students for effectively assessing a contemporary experience that is increasingly mediated by media messages. Skills essential to the development of Media Literacy will be emphasized with regular in-class critiques of media 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, and media technologies
- the emergence and historical development of mass media and new media
- theoretical concepts related to the study of mass media
- media literacy skills that promote self-empowerment

Required Materials

Fang, Irving. *Alphabet to Internet: Media In Our Lives*. 3rd edition, Routledge, 2015. ISBN 978-1138805859. [Publisher site](#)

Coursework

Students are expected to read in preparation for class and to take notes during each session. The class will consist of lectures, screenings, discussion, and Blackboard postings. Students are graded on the basis of four tests that cover assigned readings and anything presented in class. Tests composed of multiple-choice questions and short answer/essays. Attendance is required, with three absences maximum—there are no excused absences, everyone has three for whatever reason. Beyond three, 20 points deducted per absence. Late arrivals count as absences.

Grading

17% Test 1

17% Test 2

33% Test 3

33% Test 4 (final)

Weekly Schedule

The schedule is subject to change for coverage of breaking events in mass media. Test dates will be announced one week in advance. Students are required to know all readings listed here.

Week 1 (Thursday, January 18) Writing

Read Introduction and chapter 1, pp. 1–36

Week 2 Early Printing

Read chapter 2, pp. 37–58

Week 3 Mass Printing

Read chapter 3, pp. 59–86

Week 4 Mail

Read chapter 4

*Test 1 (date TBA)

Week 5 Telegraph

Read chapter 5, pp. 111–124

Week 6 Telephone

Read chapter 6, pp. 125–130

Week 7 Recording

Read chapter 7, pp. 147–155

Week 8 Radio

Read chapter 11, pp. 225–239

*Test 2 (date TBA)

Spring recess March 12–16

Week 9 Photograph

Read chapter 8, pp. 163–167

Week 10 Cinema

Read chapters 9 and 10, pp. 183–208

Week 11 Television

Read chapter 12, pp. 251–276

*Test 3 (date TBA)

Week 12 Persuasion

Read chapter 16, pp. 335–350

Week 13 Computers

Read chapter 13, pp. 277–282

Week 14 The Internet

Read chapter 14, pp. 292–298

Week 15 Video Games

Read chapter 15, pp. 315–323

*Test 4 final exam schedule to be announced by university

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](#).

Copying and Pasting is a form of plagiarism. All writing for this class must be your original composition, quoting and citing other sources when used.

Use of Electronic Devices in Academic Classrooms

Devices such as laptops, smartphones, and tablets are prohibited in the classroom except for activities directed by the instructor, for disabled students, and for emergency situations. Failure to comply with the instructor's policy could result in expulsion from the classroom or with multiple offenses, failure of the course. Any use of a telephone or text messenger or any device that performs these functions during a test period is prohibited, except when expressly permitted by the instructor. These devices should not be present during a test or should be stored securely in such a way that they cannot be seen or used by the student. Even the visible presence of such a device during the test period will result in a zero for that test. Use of these devices during a test is considered de facto evidence of cheating and could result in a charge of academic dishonesty. Adapted from policy listed here: <http://www.shsu.edu/dept/academic-affairs/aps/aps-curriculum.html>

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: www.shsu.edu/dept/academic-affairs/documents/aps/students/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 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>