

Communication 2520: Introduction to Mass Communication
 Spring 2014. Room: Coleman Hall 1255
 MWF 9-9:50 p.m.

Instructor: Dr. Scott Walus **Office:** 1810 Coleman Hall
Email: smwalus@eiu.edu **Office Hours:** MW 11a.m.-1p.m. & by appt.
 (Note: Always use this email to contact. Face to face works great as well).

Required Texts:

Campbell, R., Martin, C. R., & Fabos, B. (2010). *Media & Culture: An Introduction to Mass Communication* (7th ed.). Boston: Bedford/St. Martin's.

Other texts will be available via online learning management platform as noted on the syllabus. Bring a notebook and pen as well.

Course Description:

This course will provide a survey of the current media landscape. In order to understand this landscape of television, radio, film, recorded music, and new media, we will examine multiple areas of each medium including its history (of both content and political/economic factors) and the theoretical perspectives deployed in order to understand both what people do with media and what media does to people. Additionally, the course will trace the interrelated nature of media industry and producers, mediated messages, and audiences and examine how these changing relationships impact the mediated landscape.

Course Objectives:

1. To problematize “media,” understanding them not as monolithic, but rather a series of interrelated structures.
2. To understand how the political economy of media industries impacts media content.
3. To historicize trace how media became what they are today and their potential futures.
4. To be able to reflect upon and critically understand your own media consumption.
5. To understand the available theoretical perspectives for researching media.

Professionalism/attendance:

Exams, quizzes, and in-class writing assignments cannot be made up unless university-sanctioned absences and are presented in advance of the class and are made up within 5 days of the absence. Also, you are expected to read for class as the articles are relevant and give you the basis for course discussions. It is incredibly difficult to learn without multiple exposures to idea. Compare it painting, one coat of paint looks terrible, three look great. The readings are the primer, in class lectures are the first coat, and studying for the exams are the last coats.

Assignment/Late Work Policy

Simply: I do not accept late work and do not allow in-class assignments/quizzes to be made up.

Complexly: All out-of-class assignments are to be typewritten, printed, and brought to class the day that they are due at the beginning of class. I do **NOT** accept e-mailed assignments. Late work is **NOT** accepted in this class. I am steadfast on this policy. I will, however, always accept assignments early. **NO** quizzes or in-class writing can be made up unless I receive documentation of university travel in advance and then you must make the work up within 5 days of the absence.

General Grading Guidelines:

Grades will be assigned as follows:

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

In any course, it is important to remember that each of you begins with zero points and must earn your way up to each of these grades. I am here to support you in this process, but this process is ultimately your own evolution as a scholar as you demonstrate not only an understanding of the material, but also the ability to apply to real life situations and critically evaluate the material and case studies. Grading will be done as follows

C: Represents achievement that meets the course requirements in every respect. This score does not indicate any shortcoming. All the work was done adequately and completely, and the work showed basic understanding and mastery of the course material.

B: Represents achievement that is significantly above the level necessary to meet course requirements. Not only were all the basic expectations met, they exceeded minimum expected quality levels. This work probably showed one or more of the following characteristics: excellent understanding of the class material, excellent application of theory to practice, unusual thought and thoroughness in thought and preparation.

A: Represents achievement that is outstanding relative to the level necessary to meet course requirements. This work is superior in every respect and represents the highest level of achievement. Its quality is good enough that even though there is still room for improvement, it would be unreasonable to expect a college student to do better.

D: Represents achievement that is worthy of credit even though it does not fully meet course requirements, While there was merit to what was done, there were also deficiencies that meant the work did not fully meet the minimal expectations.

F: Represents performance that fails to meet the course requirements and is unworthy of credit. This work shows serious deficiencies in regard to the expectations for the assignment.”

Point breakdown:

300 pts	Examinations on each of the three main areas of the course (Not cumulative)
50 pts.	Quizzes and in-class writing activities. (No make ups allowed)
50 pts.	Two papers on media usage (Must be typed, printed, and handed in on or before due date)

400 points total

Wag of the finger:

Leave all unnecessary technologies out of sight during class. Texting, apps, web browsing, and other cell phone related activities can be put on hold for 150 minutes a week. Contrary to popular belief, instructors can still see you texting despite it being hidden by the desk. Laptops are welcome, but please sit in the back rows of the room as not to distract your classmates (we all know the magnetic power of screens!) and stay on task. The same applies if you need to make/take a call, go in the hallway. No questions asked by me.

Additionally, while I appreciate and (and highly encourage) a lively discussion in class, if you are disrupting your classmates with off-topic conversations, I will ask you to leave class for the day and you will not be allowed to make up any in-class assignments.

Academic Dishonesty:

You are expected to write your own papers and generate your own answers on quizzes and exams. Plagiarism and academic dishonesty will not be tolerated. Consequences of academic dishonesty range from failing of the course to expulsion from the university.

Student Standards:

All faculty in the Department of Communication Studies are expected to uphold the standards of good scholarship and we expect our students to do the same. Students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing and presentational skills while also building comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom. We, as a faculty, agree to hold our students to these standards.

Disability office notice:

If you have a documented disability and wish to discuss academic accommodations, please contact the Office of Disability Services at 581-6583.

Tentative Class Schedule:

I reserve the right to change the schedule as necessary. Where readings are marked TBA, I will inform you the class before and I will post them to Desire2Learn. CMF = Campbell, Martin & Fabos, your textbook.

Week 1	Topic for Discussion	Assignment due
1/13-1/17	Course Orientation. Mass Communication: A Critical Approach	Read Ch. 1 (CMF) “Mass Media” – Durham Peters (D2L)
Week 2		
1/22-24	Media Economics & The Global Marketplace No class 1/20 (MLK Jr. Day)	Read Ch. 13 (CMF) McQuail Ch. 9 (D2L) McChesney - “New Global Media” (D2L)

Week 3

1/27-1/31 Advertising & Commercial Culture Read Ch. 11 (CMF)
Schrage – “Is Advertising Dead?” (D2L)

Week 4

2/3-2/7 The Internet & New Technologies Read: Ch. 2 (CMF)
New Media Biagi Ch. 9 (D2L)
Gleick - “Prest-o, Change-o” (D2L)
Harmon - “Trials of multi-tasking” (D2L)
Stoll - “Culture of Computing” (D2L)
Shenk - “The first law of data smog”(D2L)

Week 5

2/10-2/12 Public Relations & Framing the Message; Read Ch. 12, Brown - “Spin Sisters” (D2L)
Legal Control, Freedom of Expression, Ch. 16 (CMF)
and Media Ethics
No Class 2/14 (Lincoln birthday) (Optional review session outside of class
Location and time TBD)

Week 6

2/17-2/21 **Exam #1 (on 2/19)**
Sound Recording and Popular Music Read Ch. 3 (CMF)
Rayner, Wall, & Kruger Ch. 8 (D2L)

Week 7

2/24-2/28 Popular Radio & the Origins of Read Ch. 4 (CMF)
Broadcasting; Television History Biagi Ch. 8 (D2L)
Assign: A day without a screen paper

Week 8

3/3-3/7 Flow/programming strategies Read Ch.5 (CMF)
Television and the Power of Visual Culture Williams - “Programming as Sequence or
Flow” (D2L)
Reality Television Carter – New Voyeurism (D2L)
Nichols - “Reality TV and Social Perversion”

Spring break 3/10-3/14

Week 9

3/17-3/21 Cable: A Wired vs. Wireless World Read Ch. 6 (CMF) / Ted Turner reading (D2L)
A Day Without a Screen paper due (3/21)

Week 10

3/24-3/28 Cable (continued)
Exam #2 (3/28) (Optional review session outside of class
 Location and time TBD)

Week 11

3/31-4/2 Media Effects Read Ch. 16 (CMF)
 McQuail Ch. 17 (D2L)

No class on 4/4 (professor presenting research at conference)

Week 12

4/7-4/9 The Critical/Cultural Approach History and modern articulations
 McQuail Ch. 18 (D2L)
 T: Kellner and Durham – “Adventures in Media Studies” (D2L)
 Assign media observation and reflection assignment

No class on 4/11 (professor presenting research at conference)

Week 13

4/14-4/18 Critical/cultural approach continued Audiences
 Read: Fiske ch. 7 (D2L)
 McQuail, Blumler, and Brown “The televised audience: A revised perspective” (D2L)

Week 14

4/21-4/25 Medium Theory
 Read: McQuail Ch. 6 (D2L)
 Meyrowitz - Medium Theory (D2L)
 McLuhan “The Medium is the Message” (D2L)
Media observation and reflection paper due (4/25)

Week 15

4/28-5/2 Representation in media
 Read: O'Donnell (D2L)
 (Optional review session outside of class
 Location and time TBD)

Finals Week

5/5 **Exam #3** Monday 2:45-4:45 p.m. as scheduled by the university