

SYLLABUS
MASS MEDIA & SOCIETY
Spring 2009

Course: MCOM 110 Sec. 8034

Location and Time: RM 21-235 MW 12:30-1:45

Instructor: Mr. Evan C. Wirig Office: DAB 2207 Phone: 644-7465

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Office Hours: T/Th 8:00am -10:00am or by appt.

Course Description: Survey of the forms, functions and controls of the mass media of television & motion pictures, radio, the recording industry, magazines, print journalism and multi-media. Emphasis will be placed upon the ways in which the media and society influence and change each other.

Text: *Mass Media in a Changing World (2nd ed) by Rodman* **(REQUIRED)**

Various Handouts

Grading:

*4 Exams worth 100 pts. each (400 pts. total)

*1 Media Research Paper 100 pts.

*5 unannounced quizzes worth 20 pts each (100 pts total)

*Presentation Analysis Worksheets and Class Participation 100 pts.

Note—to receive the opportunity to earn full participation points, each student must meet with the instructor for 3-5mins before the 2nd exam date.

All cell phones and other electronic communication devices **MUST** be turned off when entering the classroom. The instructor does not consent to his voice or imaged to be recorded by or disseminated by anyone. All students should read and be apprised of the evacuation areas/maps located in the classroom and follow the instructions in the event of an evacuation.

Examinations will consist of materials gone over in class as well as reading assignments from the book and handouts.

Attendance Policy: Attendance will be taken at the beginning of each class session. Students are required to attend all class and lab sessions. Students will be counted as absent after roll has been taken and the roll book has closed. If a student misses more than 5 class sessions, the student *may* be administratively dropped from the course, *or* receive a failing grade. It is the responsibility of the student to keep abreast of all material, deadlines and assignments missed, and will be his/her responsibility to meet all deadlines for assignments for **ANY ABSENCE, EXCUSED OR OTHERWISE**. Please notify me if you will be absent at any time for any reason. Only the instructor can grant an excused absence.

Disability Awareness: Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact DSPS early in the semester so that reasonable accommodations may be implemented as soon as possible. DSPS is located in room 110 and you can contact them by phone at 644-7112 or 644-7119 (TTY)

Academic Integrity: Cheating, stealing of ideas, plagiarism and other acts of academic dishonesty will not be tolerated. Any student caught in such practices will RECEIVE A “0” FOR THE ASSIGNMENT, and will be subject to disciplinary action from the College. Academic honesty is highly valued at the Grossmont College. You must always submit work that represents your original words or ideas. If any words or ideas used in class submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. **Wikipedia, MySpace, You Tube, Facebook or other blogs are considered to be unacceptable sources.**

Student Conduct: It is expected that all who attend Grossmont College will act collegially, and in a responsible adult manner. Students are expected to read the *Student Code of Conduct Policies* found in the current GC catalog and handbooks. This requires the student to act and conduct themselves with mutual respect and civility toward faculty, staff and students in all academic and professional discourse and in all other activities while on the GC Campus. Student conduct that the faculty member determines would impair the opportunities of others to learn or that disrupts the orderly functions of the class or department will be deemed as misconduct and will be subject to appropriate disciplinary action. The instructor may also summarily suspend the student from the class the day when the infraction occurs, as well as for the next two scheduled class/lab sessions. Additionally, anyone caught sending spy-ware; surveillance software; viruses or any other malicious media to anyone involved in the course through use of electronic or other media will be investigated by the administration and suspended from the course.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED.

Grading Breakdown: **Total Points Possible: 700**

A= 700 - 630 B= 629 - 560 C= 559 - 490 D= 489 - 420 F= 419 and below

The syllabus and schedule may be changed to meet our needs throughout the semester.

Please have all reading completed by Monday's Class

SCHEDULE

Week 1 Jan 26	Class Overview--Intro to Mass Communications and Impact of Mass Comm Reading: Ch 1 & 2
Week 2 Feb 2	Books Reading Ch 3
Week 3 Feb 9	Newspapers--Evolution of American Journalism/Contemporary American Journalism Readings: Chs 4
Week 4 Feb 16	NO CLASS Feb 16 -- President's Day <i>Wednesday FEB 16—EXAM 1 (100 pts)</i>
Week 5 Feb 23	Magazines Reading: Ch 5
Week 6 Mar 2	Radio Reading: Ch 8
Week 7 Mar 9	Recording Industry Reading: Ch. 7
Week 8 Mar 16	March 24 - Radio (concl) and Exam Review <i>Wednesday March 16—EXAM 2 (100 pts)</i>
Week 9 Mar 23	Television Reading: Ch 9
Week 10 Mar 30	Film as Popular Art Reading: Ch 6
Week 11 April 6	SPRING BREAK
Week 12 April 13	Film Cont. <i>PAPER DUE MONDAY April 13th (100 pts)</i>
Week 13 April 20	Monday April 20--Electronic Media Effect Ch 11 <i>Wednesday April 22--Exam 3(100 pts)</i>
Week 14 April 27	Advertising Effects and Practices Ch 13
Week 15 May 4	PR and "Advertising" Ways and Means Reading: Ch 12
Week 16 May 11	Ethics and Media Culture Reading: Ch 15
Week 17 May 18	Mass Media Technologies Reading: Ch 10

FINAL EXAM: Monday JUNE 1st 11:30 AM FINAL CAN NOT BE MADE UP. Everyone MUST take the final exam

PAPER ASSIGNMENT

You are required to write a research paper (3-5 pages).

You may choose either MLA or APA as a format style of your paper.

The topic needs to involve a social function, problem, or event of the mass media that caused the public to be entertained, informed or persuaded to a particular point of view. This is a RESEARCH paper, which means it is about a TOPIC. It is not to be about your personal view, bias, opinions or your own sounding board.

The instructor STRONGLY RECOMENDS that students got to the Library and get an MLA or APA style sheet.

Papers will be graded 75% content, 25% style and consistency.

BE WARNED!!! Plagiarized papers will be met with a "0" GRADE FOR THE ASSIGNMENT!!!

Format for the paper should be as follows:

*Typed or Computer Generated, double-spaced- 1 inch margins.

*Common 12 Point font (Times New Roman, or Courier 1)

*Title page (Title of your paper, your name, course title & number)

*Introduction

*Thesis Statement--What your paper will cover

*Body

*Conclusion

*Reference page

You should have at **least 3 different annotated** references. Senile Web links and **Wikipedia, MySpace, You Tube, Facebook or other blogs are unacceptable "sources"**.

DO NOT PUT YOUR PAPER IN ANY TYPE OF FOLDER. Simply staple the paper in the upper left hand corner on your title sheet.

DUE DATE--. Papers are due at **the beginning of class on the Due Date as stated on the schedule.** LATE PAPERS WILL NOT BE ACCEPTED.

If you have trouble selecting a topic, see me as soon as possible.