

Syllabus
Mass Media & Society
Fall 2009

Course: MCOM 110 Section 3520

Location & Time: RM 21-235 Thursday 6:00-8:50 pm

Instructor: Prof. Evan C. Wirig

Office: DAB 20-207 **Phone:** 644-7465

e-mail: evan.wirig@gcccd.edu

Home page: www.grossmont.edu/evanwirig

Office Hours: Tuesday 8:00-10:50am; Wednesday 10:00-10:50am and Thursday 8:00-9:50am or by appointment.

NOTE: *When using e-mail please put your name and MCOM 110 in the **SUBJECT** line.*

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 each other.

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

Grading:

- 4 Exams worth 100 points each (400 points total)
- 5 UN-ANNOUNCED Quizzes worth 20 points each (100 points total)
- 1 Media research paper worth 100 points
- In Class Presentation Analysis worksheets and class participation 100 points

NOTE: *If students miss an exam for ANY excuse or reason, it is the instructor's policy that the student may take the Make-Up-Essay exam BEFORE the next scheduled weekly class period. No make ups will be available after the beginning of the next scheduled class meeting. No make-up is available for the final exam. Exams and Quizzes will consist of materials gone over in class as well as the reading assignments from the book and handouts. Exams are listed on the schedule. Quizzes will be unannounced and may NOT be made up.*

Grading Breakdown:

A = 700 - 665 A- = 664 - 630 B+ = 629 - 616 B = 615 - 588 B- = 587 - 560
C+ = 559 - 539 points C = 538 - 490 D = 489 - 420 F = 419 and below

Attendance Policy: In the Grading scheme Class Participation In class presentation sheets are worth 100 points toward your final grade. If a student is continually absent, they cannot participate or hand in analysis sheets. Students are required to attend ALL class sessions. Attendance will be taken at the beginning of each class session. **Students will be counted as absent after the roll has been taken and the roll book has closed.** If a student misses more than

5 class sessions during the semester, the student *may* be administratively dropped from the course, *or* could receive a “0” participation points. It is the responsibility of the student to keep abreast of all course materials, deadlines and assignments and will be the student’s responsibility to meet all deadlines in any instance. Please notify the instructor ***before*** the class meets if you are going to be absent.

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.

All Cell phones and other electronic communication devices, including computers, PDA’s, etc. ***must be turned off*** when entering the classroom unless prior permission has been granted by the instructor. The instructor does not consent to being recorded or imaged in any way, nor gives consent, implied or otherwise, for his image or voice to be distributed or appear on social websites, media or other distributed methods public or private. Violations will be reported to Student Affairs.

Disability Awareness: Students with disabilities who may need accommodations in this class are encouraged to notify the instructor and contact Disabled Student Programs & Services (DSP&S) **early in the semester** so that reasonable accommodations may be implemented as soon as possible. Students may contact DSP&S in person in room 110 or by phone at (619) 644-7112 or (619) 644-7119 (TTY for deaf).

Academic Integrity: Cheating and plagiarism (using as one's own ideas writings, materials, or images of someone else without acknowledgement or permission) can result in any one of a variety of sanctions. Such penalties may range from an adjusted grade on the particular exam, paper, project, or assignment (all of which may lead to a failing grade in the course) to, under certain conditions, suspension or expulsion from a class, program or the college. For further clarification and information on these issues, please consult with your instructor or contact the office of the Associate Dean of Student Affairs. For MCOM 110, it is the instructor’s policy that acts of academic dishonesty will be met with a “0” for the assignment be it a test, quiz, worksheet, or term paper.

The syllabus and schedule may change to accommodate our needs throughout the semester

Thursday Night MCOM 110 Schedule

Please have readings completed for discussion PRIOR to class

WEEK 1 Aug 27	Class Overview— Intro to Mass Communications & Mass Comm. Impact Reading: Ch 1 & 2	WEEK 10 OCT 29	Film Part 1 Reading: Ch 6
WEEK 2 Sept 3	Books Reading: Ch 3	WEEK 11 Nov 5	Film (concl.) & Media Effects Reading: Ch 11 PAPER DUE (100 pts)
WEEK 3 Sept 10	Newspapers and Journalism Reading: Ch 4	WEEK 12 Nov 12	1 st Hour—Media Effects (concl) & Review 2 nd Hour— EXAM 3 (100 pts) 3 rd Hour—Exam Review and Power of the Media
WEEK 4 Sept 17	1 st hour—Review 2 nd hour— EXAM 1 (100 pts) 3 rd hour—Review of Exam; How to write a Research Paper	WEEK 13 Nov 19	Advertising Effects and Practices Reading: Ch 13
WEEK 5 Sept 24	Magazines Reading: Ch 5	WEEK 14 Nov 26	NO CLASS HAPPY THANKSGIVING
WEEK 6 Oct 1	Radio Reading: Ch 8	WEEK 15 Dec 3	Ethics & Media Culture Reading: Ch 15
WEEK 7 Oct 8	Recording Industry Reading: Ch 7	WEEK 16 Dec 10	Mass Media Technologies Reading: Ch 10
WEEK 8 Oct 15	1 st Hour—Radio/Rec. concl & Review 2 nd Hour— EXAM 2 (100 pts) 3 rd Hour—Review Exam— Research Progress Rpts	<u>FINAL EXAM:</u> THURSDAY DECEMBER 17 th 5:30-7:30pm.	
WEEK 9 OCT 22	Television Reading: Ch 9	<u>ALL STUDENTS MUST TAKE THE FINAL EXAM</u>	
		<u>NO MAKE-UP WILL BE GIVEN</u>	

MCOM 110 PAPER ASSIGNMENT

You are required to write a research paper between 900-2000 words (roughly 3-5 pages). You may choose either MLA or APA as the format for your paper. No other formats will be accepted.

The topic for this paper will be centered around a media social function, problem, event, technology or historical aspect which cause society or the public to be influenced, entertained, informed or persuaded. This is a RESEARCH PAPER, which means it is not about your personal opinions, view, bias or as a platform for a personal sounding board.

The Instructor **STRONGLY RECOMMENDS** for students to go on-line or to the library and secure an APA or MLA style sheet.

BE WARNED!! Academic dishonest papers (using as one's own ideas writings, materials, or images of someone else without acknowledgement or permission) will be net with a "0" for the assignment!!

Format for the paper should conform to the following format:

- *Typed or computer printed, double spaced with 1-inch margins
- *Common 12 point font (Times New Roman or Courier)
- *Title Page (Title of you paper, your name, course title and number)
- *Introduction
- *Thesis Statement (What your paper will cover)
- *Body
- *Conclusion or Summary
- *Reference page

You should include at least 4 different annotated references. All references *MUST be cited in the BODY of the paper as well as on the Reference Page*. Senile web links and social network sites including but not limited to Skype, My Space, Twitter, You Tube, Face Book, Wikipedia or other blogs are not acceptable as annotated sources.

DO NOT PUT YOUR PAPER IN ANY KIND OF FOLDER. Simply staple the paper in the upper left hand corner.

DUE DATE: Papers are due at the beginning of the class period as stated on the class schedule. Papers will be subject to a 50-point penalty if turned in after 6:15pm, and ***WILL NOT BE ACCEPTED AFTER THAT TIME***. Additionally, e-mailed papers **WILL NOT** be accepted. The instructor strongly encourages you to plan ahead and to make sure you have access to a computer/word processor or typewriter, a working printer, reliable internet access as well as a sufficient amount of supplies like ink/toner, paper, etc. or that you have sufficient funds to print from a secondary facility (like a library or copy center) in order to complete this assignment. Excuses involving these types of issues will not be accepted. Your paper will graded using the following rubric/criteria:

<u>CRITERIA</u>	<u>POINTS POSSIBLE</u>
Media Related Content	45 pts
Scholarly Writing	25 pts
Research	10 pts
Use of References and Reference Page	10 pts
Style and Consistency	10 pts