

<b>Course</b>	MEDC 5000-58 Media Communications
<b>Instructor</b>	Name: Don Harris Phone: (502) 589-3661 Email: donaldharris20@webster.edu
<b>Term &amp; Dates</b>	Summer, 2008, May 26-June 26, <b>Mondays</b> , 6:00 p.m.-10:00 p.m.
<b>Location</b>	Louisville Metropolitan Campus
<b>Course Description</b>	Media Communications develops a structured approach to examining communications theory and its application in mass media. Consideration is given to the distinctive characteristics of each of the major mass communication systems, including print (newspapers, new services and magazines), electronic (radio, television, film and “new”), and persuasive media (advertising and public relations, rules, regulations, and controls). Students examine communications theory and its application to mass media.
<b>Prerequisites &amp; Incoming Student Competencies</b>	All students must have oral and written communication skills comparable to graduate level study.
<b>Course Level Learning Outcomes</b>	Upon successful completion of this course, students <b>WILL BE ABLE TO:</b> <ul style="list-style-type: none"> <li>• Identify the basic definitions, concepts and forms of mass communication</li> <li>• Explain the concept of culture and the communication process</li> <li>• Name the major communication theories and know how these theories may be applied in development of a communication campaign</li> <li>• Apply concept of culture and communication theory in the development of communication campaigns</li> <li>• Analyze the impact of the Internet on mass media and popular culture</li> </ul>
<b>Materials</b>	<i>“Introduction to Mass Communications, Media Literacy and Culture,” 5<sup>th</sup> edition, Dr. Stanley Baran, McGraw-Hill © 2008</i> Texts can be obtained by calling MBS Direct at 1-800-325-3252, or at Virtual Bookstore at <a href="http://www.mbsdirect.net">www.mbsdirect.net</a> . <b>Credit cards and checks are accepted.</b> Other bookstores and vendors may have this text. Make sure you purchase the correct edition.
<b>Supplemental Resources</b>	

<b>Grading</b>	<p><b>Grading Points and %:</b></p> <table border="0"> <tr> <td>Media Log Analysis &amp; Reflection Paper</td> <td>100</td> <td>10%</td> </tr> <tr> <td>(6) 300-Word Journaling reviews 50pts</td> <td>300</td> <td>30%</td> </tr> <tr> <td>Film Critique</td> <td>100</td> <td>10%</td> </tr> <tr> <td>Research Paper</td> <td>200</td> <td>20%</td> </tr> <tr> <td>MidTerm</td> <td>100</td> <td>10%</td> </tr> <tr> <td>Final</td> <td>100</td> <td>10%</td> </tr> <tr> <td>Attendance &amp; Participation</td> <td>100</td> <td>10%</td> </tr> </table> <hr/> <p><b>TOTAL</b> <span style="float: right;"><b>1,000 100%</b></span></p> <p><b>Grades:</b></p> <table border="0"> <tr> <td>A</td> <td>95-100</td> </tr> <tr> <td>A-</td> <td>90-94</td> </tr> <tr> <td>B+</td> <td>88-89</td> </tr> <tr> <td>B</td> <td>84-87</td> </tr> <tr> <td>B-</td> <td>80-83</td> </tr> <tr> <td>C</td> <td>70-79</td> </tr> <tr> <td>F</td> <td>Less Than 70</td> </tr> <tr> <td>I</td> <td>Incomplete Work</td> </tr> </table>	Media Log Analysis & Reflection Paper	100	10%	(6) 300-Word Journaling reviews 50pts	300	30%	Film Critique	100	10%	Research Paper	200	20%	MidTerm	100	10%	Final	100	10%	Attendance & Participation	100	10%	A	95-100	A-	90-94	B+	88-89	B	84-87	B-	80-83	C	70-79	F	Less Than 70	I	Incomplete Work
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<b>Activities</b>	<p><b><u>Media Log Analysis and Reflection Paper:</u></b> Students are to keep a media log in which they will record all of the forms of mass media they saw or heard over a three-day period (i.e. billboards, t-shirt logos, television, Internet, newspapers, magazines, radio, etc.). The log should indicate whether the student chose to use this form of mass media or whether he/she had no choice in seeing/hearing it (i.e. Bleed-over media, such as PA systems in grocery stores) and how many hours were consumed in this media use. The reflection aspect of the paper should detail what the student learned about his/her own media use/exposure, what he/she observed about the use of mass media in our society, and whether he/she has any surprises or concerns as a result of this exercise. This paper should be 2-3 pages in length and must be typed, double-spaced and stapled in the upper left-hand corner. The paper should be written in the first person. This will be due in the 2nd class session.</p> <p><b><u>Film Critique:</u></b> Students are asked to write a 3-5 page critique (typed, double- spaced and stapled) of any international film they choose. The critique should contain a discussion of the basic elements of film reviewed in class, including: acting, directing, cinematography, scriptwriting, musical score, social impact/value and the critic’s recommendation to the reader regarding the film. Be sure to properly cite any references used.</p>																																					

	<p><b><u>Media Research Paper:</u></b> Using the Internet and professional journals in Webster’s online library collection (Passports), the student will write a 7-9 page research paper on any aspect of media communications he/she finds particularly interesting. Research topics must be approved in advance by the instructor. The paper must be written in an approved academic APA paper format, which will include references/works cited. The introduction to the research paper should explain why the student is/has been interested in this particular area of media communications and the conclusion should detail how this additional research has been helpful in stimulating this interest. The paper should utilize the third person and a formal academic writing style. The students will present their papers to the class during our final session. Presentation should be approximately 15-20 minutes in length and include a Powerpoint presentation.</p> <p><b><u>Journaling Reviews:</u></b> The student will submit a typed, double-spaced 300-word summary of each week’s class by the following class session. The reviews should be typed and include a brief statement regarding any items that the student found to be particularly interesting and/or how this information might apply to their personal and professional lives.</p> <p><b><u>Participation Assignments:</u></b> Each week there will be discussions in class based on assignments given in advance on various mass media topics. Students will be expected to be prepared to participate fully in those discussions based on the research each has conducted on specific topics. Points will be given based on significant levels of preparedness and discussion.</p>
<p><b>Policy Statements: University Policies</b></p>	<p><b><u>CONDUCT</u></b></p> <p>Students enrolling in a graduate program at Webster University assume the obligation of conducting themselves in a manner compatible with the University’s function as an educational institution. Misconduct for which students are subject to discipline include the following categories:</p> <p>All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.</p> <p>Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University authorized activities.</p> <p>Theft or damage to property at the University.</p> <p>Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place. Students who engage in any of the above misconducts may be subject to dismissal from the University. To the extent that penalties for misconduct (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate actions under such laws.</p>

	<p><b><u>ATTENDANCE POLICY</u></b>  Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advance permission of the instructor should withdraw from the class. The University reserves the right to involuntarily drop enrolled students from classes, which they do not attend. Students who do not attend the first class session, who have not made prior arrangement with the instructor for being absent, will be dropped from the course.</p> <p><b><u>MAKE-UP WORK REQUIREMENTS</u></b>  For each class missed, makeup work will be assigned and must be submitted at the next class. The instructor will assign the topic and amount of work. This makeup work will be incorporated into the class participation grade. If make-up work is not submitted on time, the student’s final grade will be subject to a reduction of one (1) letter grade.</p> <p>Students are responsible for any class material presented during their absence and any assignments due should be submitted prior to the absence, if possible.</p> <p><b>Drops and Withdrawals</b>  Should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b>  If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p>
<b>Course Policies</b>	<p><b>Tardiness:</b> Students are expected to arrive for class on time. This is a matter of common courtesy for the other students and the instructor. If a student has an unavoidable situation that will often cause them to be late for class (i.e. work schedule or employer expectations), please contact the instructor to make arrangements for this reality.</p> <p><b>Participation:</b> Students are expected to participate in group discussions during the class. This is how we will get to know you and how you will learn to formulate and express your own opinions. Actively engaging in discussions helps to form a learning community in the class, and enhances the student’s performance in a professional setting.</p>

**Cell Phones and Pagers:** Please turn off all cell phones or put them on vibrating mode during the class to avoid disturbing others. If you receive an urgent/important message during class and need to respond immediately (i.e. illness of children), please notify the instructor and leave the classroom to do so.

**Deadlines:** Media communicators live and die by deadlines. To give some leeway to this reality, one “lifeline” or extension to students will be given each semester. One paper/assignment may be turned in a week after the deadline with no deduction of grade points. The instructor must be notified by the deadline that the student wishes to use his/her lifeline. After the lifeline has been used, all assignments will be due by the deadline. A late assignment will then receive a grade of “zero.”

**Style and Accuracy:** Assignments must be typed, double-spaced and stapled in the upper left-hand corner. Professional communicators care about their writing. If you submit a paper that is full of grammatical errors, it will result in a lower grade. This course requires the use of academic style in writing class papers. The recommended style is MLA. However, students may elect to use APA with the instructor’s approval. In the body of works, students may fully cite the source, or use parenthetical citation. Students are asked to use a cover page, providing: the course number and title; instructor’s name; title of paper; student’s name; and date. Students are asked to use a separate, last page for “Works Cited”.

<p><b>Weekly Schedule</b>  Schedule of required readings, class participations and assignments, lectures, discussion, students presentations and exams.</p>	<p style="text-align: center;"><b>ALL READINGS ASSIGNMENTS SHOULD BE COMPLETED PRIOR TO CLASS</b></p> <p>Week 1: May 26, 2008 -  Topics: Laying the Groundwork: Introduction/Overview of Mass Media  Readings: Baran, Chapters 1 &amp; 2  Participation: Assignments given</p> <p>Week 2 :June 2, 2008  Topics: Media, Media industries and Media Audience (Books &amp; Newspapers,)  Readings: Baran, Chapters 3 &amp; 4  Assignments: (1) Media Log Analysis/Reflection Paper  (2) Participation Assignment: Magazines</p> <p>Week 3: June 9, 2008  Topics: Media, Media Industries and Media Audience( Magazines &amp; Film)  Readings: Baran, Chap. 5 &amp; 6  Assignments: (1) Journaling Review from second week Class due  (2) Participation Assignment: International Film</p> <p>Week 4: June 16, 2008  Topics: Radio, Recording and Popular Music  Readings: Baran Chapters 7  Assignments: (1) Journaling Review from third week class due  (2) Film critiques due  (3) Participation Assignment due – Online Radio</p> <p>Week 5: June 23, 2008  Topics: Television &amp; The Internet  Readings: Baran, Chapters 8 &amp; 10  Assignments: (1) Research paper topics due  (2) Journaling Review from fourth week class due  (3) Participation Assignment: Streaming Television  (4) MID-TERM ASSESSMENT</p> <p>Week 6: June 30, 2008  Topics: Supporting Industries ( Advertising &amp; Public Relations)  Readings: Baran, Chapters 11 &amp; 12  Assignments: (1) Journaling Review from fifth week class due  (2) Participation Assignment: Ad Banners on News sites</p> <p>Week 7: July 7, 2008  Topics: Regulation of the Mass Media (Law and Ethics)  Readings: Baran, Chapters 14  Assignments: (1) Journaling Review from six week class due  (2) Participation Assignment: Codes of Journalism</p>
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<p><b>Additional Information</b></p>	