

Course	MEDC 5310 Section 58 Media and Culture
Instructor	Name: James Mahanes Phone: 502-296-1261 cell) Home 291 8902 Email: j.mahanes@insightbb.com
Term & Dates	May 26-July 26, 2008 Summer , Thursdays, 6-10 pm
Location	Louisville Metropolitan Campus
Course Description	This course examines the mass media as it reflects and influences the attitudes, values, and behaviors, myths, and preoccupations that define a given culture. Students focus on media literacy as a systematic way of deciphering media messages. The course considers the functions of mass media in society and the effect on the individual.
Prerequisites & Incoming Student Competencies	Knowledge of mass communication theory and the origin and development of media communication systems.
Course Objectives	Upon successful completion of this course, students will: a. have an understanding of popular culture and its role in the development of mass media b. possess a "media literacy" outlook. Will be able to develop media packages showing sensitivity consumers of mass media. c. Will understand the ways that media both reflect and shape societal attitudes, values, and behaviors. d. Be skilled in the design and development of media messages in at least three formats (TV commercial, news copy, computer web-based tools, etc)
Course Level Learning Outcomes	The course outcomes for the participant includes a profile of being "media savvy" and proficient in "thinking and acting" on media messages.
Materials	Text will be "Media Literacy: Keys to interpreting media messages", Siverblatt, 3 rd edition, Greenwood Publishing Group Texts can be obtained by calling MBS Direct at 1-800-325-3252, or at WWW.mbsdiret.net Credit cards and checks are accepted
Supplemental Resources	We will be utilizing various newspaper, Radio and Television resources as well as Film and on line web based resources.
Grading	Media portfolio, analysis, design and development of three media examples for

	<p>a chosen hypothetical(simulated) product, service, or cause.....50%</p> <p>Weekly assignments (reaction email and class sharing.....40%</p> <p>Participation and attendance (this includes email dialogue)...10%</p> <p><u>Grades:</u></p> <p>A 95-100</p> <p>A- 90-94</p> <p>B+ 88-89</p> <p>B 84-87</p> <p>B- 80-83</p> <p>C 70-79</p> <p>F Less Than 70</p> <p>I Incomplete Work</p>
<p>Activities</p>	<p>Lecture, Class Dialogue, Projects, Student Presentations</p>
<p>Policy Statements: University Policies</p>	<p><u>CONDUCT</u></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> <ol style="list-style-type: none"> 1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University. 2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities or of authorized activities on University premises. 3. Theft or damage to property at the University. <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><u>ATTENDANCE POLICY</u></p> <p>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</p>

	<p>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><u>MAKE-UP WORK REQUIREMENTS</u></p> <p>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 gradewill 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>Drops and Withdrawals</p> <p>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>Special Services</p> <p>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> <p><u>DISCLAIMER</u></p> <p>This syllabus is intended to provide a basic structure to this course. It MAY be modified for class size, student competencies, etc. Adherence to this syllabus is subject to change at the sole discretion of the instructor.</p>
Course Policies	
Weekly Schedule	<p>Throughout the semester a climate of dialogue, experiential activities and assigned progress sharing will shape the sessions.</p> <p>Week 1 Topics Keys to interpreting media Introductions of projects Correlating student out comes with course objectives</p> <p>Week 2 Topics: Context, Framework, and Production Values of media Comparative Media activity</p>

	<p>Week 3 Topic Understanding Human behavior in the context of "audience" Film to have been seen- "Field of Dreams" "Media is the message"</p> <p>Week 4 Topic "Logical Conclusion" exercise Style , perception and background in Media decisions Perception exercise The "News room" Film to have been seen- "A beautiful Mind"</p> <p>Week 5 Topic: Continuation of "perception " in commercials Collaboration in media development Film- A River Runs Through It"</p> <p>Week 6 Topic: Media Literary Analysis- A Case Study Political Communication Exercise with collage and media messages</p> <p>Week 7 Topics: Internet and web-based design and dialogue "Connected Learning" Comparative film</p> <p>Week 8 Topic: Issues in Media communications Student presentations</p> <p>Week 9 Topic: Student presentations Critique and wrap up</p>
Additional Information	