



MASSCOMM 110 Introduction to Mass Communication

Spring 2018 – 3 credits – MCHS 1303 – Tuesdays/Thursdays 9:30 to 10:45 a.m.

Catalog Description

Surveys the history and development of mass media and mass communication. This course is required for students majoring in Mass Communications. The course is open to non-majors. This foundational class has no prerequisites. This course earns one GEP toward Goal 2 Information Literacy and 2 GEPs toward Goal 4 Cultures and Diversity in general education. Prerequisites: None. Three hours of lecture per week.

<u>General Education Points</u>	
Goal 2, Information Literacy	1 GEP
Goal 4, Cultures and Diversity	2 GEP

Quick Links

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The current version of the course syllabus will be uploaded to BOLT with the revision date included in the file name



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Office Hours

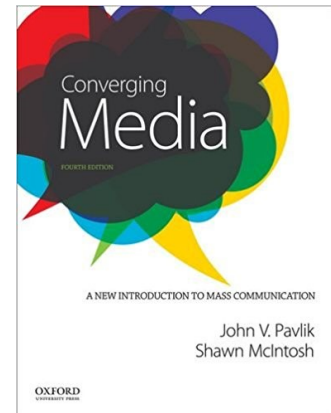
Tuesdays: 11 a.m. to 1 p.m.
 Wednesdays: 11 a.m. to 1 p.m.
 Thursdays: 11 a.m. to Noon

If these times do not work, please email me three (3) possible times that work better for you.

Required Text and Readings

Pavlik, J. V., & McIntosh, S. (2015) *Converging Media: A New Introduction to Mass Communication* (4th edition). New York: Oxford

You should also be in the habit of following the news regularly, as major current events, especially in the realm of politics and government, will be included on each examination.



Course Objectives

After successful completion of this course, students will be able to:

- Identify the fundamental concepts and theories (U.S. and International) of Mass Communications
- Compare and contrast historical developments of mass media (U.S. and International) to historical contexts (political, social, economic, cultural, etc.)
- Identify conceptual differences between the media and their practical applications within contextual constraints
- Analyze the impact of mass media upon society and its culture (U.S. and International)
- Apply media literary concepts to their consumption of mediated information

Class Meetings

This class meets twice a week for 75 minutes each period. You are expected to attend class, take notes, and participate in the discussions. There will also be short discussion assignments most class periods. A stripped down version of the PowerPoint will be available before class sessions to assist in notetaking. You should take notes not just on what I show on the screen, but also on class discussions, videos, and current events.

We will also utilize BOLT for some assignments. I will stay in touch with you through email between classes, so you should check your email regularly.

Grading

Grades are calculated by totaling all points from graded work, based on the following scale:

A	925-1,000	C	720-779
A-	900-924	C-	700-719
B+	880-899	D+	680-699
B	820-879	D	600-679
B-	800-819	F	0-599
C+	780-799		

The grading scale is non-negotiable. A final grade of 879, for instance, is a B. All grades are final unless questions about grades are addressed in writing within **2 weeks** after the grade is posted. If you have concerns about your grades check with me *sooner* in the semester rather than *later*.

The reason I do not round up grades is to remain fair for all students. If I round up a grade for a student who is one point below the cut-off, what do I do for the student who is 2 points below the cut-off? Three points? Five? At some point, there has to be a cut-off to ensure fairness.

Your final grade will be composed of the following assignments:

Online Discussions (20 points each):	100 points
Minute Papers (5 points each):	100 points
Online Quizzes (20 points each):	200 points
Midterm Exam:	250 points
<u>Final Exam:</u>	<u>350 points</u>
Total:	1,000 points

Full grading policies are available on BOLT under the START HERE module.

Assignment Descriptions

The following are brief descriptions of your assignments this semester.

Online Discussions (20 points; 100 points total)

During discussions, you will discuss among a small subset of classmates issues. These discussions will give you an opportunity to think through big picture issues related to mass media. Full discussion guidelines are available on BOLT under the START HERE module.

Minute Papers (5 points each; 100 points total)

During most class periods, you will write short “minute papers.” These papers will be related to the topic of the day, and will not be announced ahead of time. These papers are not meant to be formal expressions of writing. **You will not be graded on spelling, grammar, punctuation, or structure.** You can even write in bullet points if you want! The purpose of these papers is to get you actively thinking about that day’s topic. After each paper, we will discuss your thoughts.

At the conclusion of class, you will hand in your minute paper. You should write your name clearly on top in the form of LAST NAME, FIRST NAME. This will serve as your attendance for the day. **You can only hand in one paper. You may not hand in papers of friends who leave class early.** There are no make-up papers if you miss class for unexcused reasons.

Online Quizzes (20 points each; 200 points total)

Quizzes will test you on basic terminology and concepts from the book chapters. Some quizzes will cover one chapter; others will cover two. Quiz questions will be similar to those asked on the midterm and final exams. You may use your notes and book during the quizzes. You should complete the questions on your own, as this will best help you learn the material.

Midterm Exam (250 points)

The Midterm Exam will take place before Spring Break. You will be briefed ahead of time on what chapters the midterm covers, and what form the questions will take. You should be in the habit of reviewing your notes regularly so as to avoid cramming the night before the exam. Answers to the Midterm Exam will not be distributed or discussed in class. However, you are free to stop in during office hours to see your exam and results.

Final Exam (350 points)

The Final Exam will take place during Finals Week. The format and length will be similar to the Midterm Exam. You will be briefed ahead of time on what chapters the midterm covers, and what form the questions will take. Most of the material on the Final Exam will come from the second half of the semester, but some material from the Midterm may show up on the Final.

FULL COURSE POLICIES are available on BOLT under the START HERE module. You should review these policies frequently.

Week	Date	Activities
1	Tuesday, Jan. 23 Thursday, Jan. 25	<p>Monday, Jan. 22: CLASS BEGINS</p> <p>Mass Communication and Its Digital Transformation Read: <i>Converging Media</i>, chapter 1 Read: (START HERE module on BOLT): Syllabus, Academic Honesty Policy, Discussion Group Guidelines, Grading Policies, and Special Needs</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Discussion 1. Initial Post due to BOLT by Friday, Jan. 26 at 11:55 p.m. Replies due by Sunday, Jan. 28 at 11:55 p.m.
2	Tuesday, Jan. 30 Thursday, Feb. 1	<p>Monday Jan. 29: ADD/DROP ENDS</p> <p>Media Literacy in the Digital Age Read: <i>Converging Media</i>, chapter 2</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 1 (chapters 1 and 2) Opens Thursday, Feb. 1 at 11:00 a.m. Closes Sunday, Feb. 4 at 11:55 p.m.
3	Tuesday, Feb. 6 Thursday, Feb. 8	<p>Print Media: Books, Newspapers, and Magazines Read: <i>Converging Media</i>, chapter 3</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 2 (chapter 3) Opens Thursday, Feb. 8 at 11:00 a.m. Closes Sunday, Feb. 11 at 11:55 p.m.
4	Tuesday, Feb. 13 Thursday, Feb. 15	<p>Audio Media: Music Recordings and Radio Read: <i>Converging Media</i>, chapter 4</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Discussion 2. Initial Post due to BOLT by Friday, Feb. 16 at 11:55 p.m. Replies due by Sunday, Feb. 18 at 11:55 p.m.
5	Tuesday, Feb. 20 Thursday, Feb. 22	<p>Visual Media: Photography, Movies, and Television Read: <i>Converging Media</i>, chapter 5</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 3 (chapters 4 and 5) Opens Thursday, Feb. 22 at 11:00 a.m. Closes Sunday, Feb. 25 at 11:55 p.m.
6	Tuesday, Feb. 27 Thursday, March 1	<p>Interactive: The Internet, Video Games, and Augmented Reality Read: <i>Converging Media</i>, chapter 6</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 4 (chapter 6) Opens Thursday, March 1 at 11:00 a.m. Closes Sunday, March 4 at 11:55 p.m.

Week	Date	Activities
7	Tuesday, March 6 Thursday, March 8	MIDTERM EXAM in-class on Tuesday, March 6 at 9:30 a.m. The Impact of Social Media Read: <i>Converging Media</i> , chapter 7 Assignment: <ul style="list-style-type: none"> • Discussion 3. Initial Post due to BOLT by Thursday, March 8 at 11:55 p.m. Replies due by Sunday, March 11 at 11:55 p.m.
8	Monday, March 12	Spring Break Week!
9	Tuesday, March 20 Thursday, March 22	Journalism: From Information to Participation Read: <i>Converging Media</i> , chapter 8 Assignment: <ul style="list-style-type: none"> • Online Quiz 5 (chapters 7 and 8) Opens Thursday, March 22 at 11:00 a.m. Closes Sunday, March 25 at 11:55 p.m.
10	Tuesday, March 27 Thursday, March 29	Advertising and Public Relations: The Power of Persuasion Read: <i>Converging Media</i> , chapter 9 Assignment: <ul style="list-style-type: none"> • Online Quiz 6 (chapter 9) Opens Thursday, March 29 at 11:00 a.m. Closes Sunday, April 1 at 11:55 p.m.
11	Tuesday, April 3 Thursday, April 5	Media Ethics Read: <i>Converging Media</i> , chapter 10 Assignment: <ul style="list-style-type: none"> • Online Quiz 7 (chapter 10) Opens Thursday, April 5 at 11:00 a.m. Closes Sunday, April 8 at 11:55 p.m. • Discussion 4. Initial Post due to BOLT by Friday, April 6 at 11:55 p.m. Replies due by Sunday, April 8 at 11:55 p.m.
12	Tuesday, April 10 Thursday, April 12	Communication Law and Regulation in the Digital Age Read: <i>Converging Media</i> , chapter 11 Assignment: <ul style="list-style-type: none"> • Online Quiz 8 (chapter 11) Opens Thursday, April 12 at 11:00 a.m. Closes Sunday, April 15 at 11:55 p.m.

Week	Date	Activities
13	Tuesday, April 17 Thursday, April 19	<p>Media Theory and Research: From Writing to Text Messaging Read: <i>Converging Media</i>, chapter 12</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 9 (chapter 12) Opens Thursday, April 19 at 11:00 a.m. Closes Sunday, April 22 at 11:55 p.m.
14	Tuesday, April 24 Thursday, April 26	<p>Mass Communications and Politics in the Digital Age Read: <i>Converging Media</i>, chapter 13</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Online Quiz 10 (chapter 13) Opens Thursday, April 26 at 11:00 a.m. Closes Sunday, April 29 at 11:55 p.m. • Discussion 5. Initial Post due to BOLT by Friday, April 27 at 11:55 p.m. Replies due by Sunday, April 29 at 11:55 p.m.
15	Tuesday, May 1 Thursday, May 3	<p>Friday, May 4: LAST DAY OF CLASSES</p> <p>Global Media in the Digital Age Read: <i>Converging Media</i>, chapter 14</p> <p>Assignment: No assignment. Study for Final Exam.</p>
16	Wednesday, May 9	<p>May 7-11: FINALS WEEK</p> <p>The Final Exam will take place on Wednesday, May 9 from 8:00 to 10:00 a.m. in our normal classroom.</p>
17	Friday, May 18	<p>May 18: GRADES AVAILABLE TO VIEW ON MyHusky</p>