

MASSCOMM 120

Emergent Media in Mass Communications

Fall 2015 – 3 credits – Bakeless 0309

Class Time: Section 1396, MWF 9-9:50 a.m.
Section 1397, MWF 10-10:50 a.m.

Instructor: Dennis Owen Frohlich, Ph.D.
Website: DennisFrohlich.com
Office: McCormick Center #1210B
Phone: 570-389-4889
Email: dfrohlic@bloomu.edu

Office Hours

Monday: 11 a.m. to Noon
2 p.m. to 3 p.m.
Wednesday: 11 a.m. to Noon
2 p.m. to 3 p.m.
Friday: Noon to 1 p.m.

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

Required Texts

Potter, W. J. (2014). *Media Literacy: 7th Edition*.

As electronic media are constantly evolving, it is imperative that you get the latest edition of the textbook, not an older edition, as the content will likely be outdated.

Electronic and online readings will also be required throughout the semester. Electronic readings will be posted to BOLT, and online readings will be linked in the course syllabus.

Catalog Description

Explores history and fundamental principles of emerging media in the Mass Communications field. This foundational level course develops students' media and information literacy, knowledge and skills, and prepares them for an expanding technological society. The course is required for students majoring in Mass Communications, is open to non-majors, and has no prerequisites.

Course Objectives

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

- Describe how traditional and emerging media have influenced the mass communication field
- Compare how media types have developed historically
- Describe media types that exist in other cultures
- Identify the impact of emerging media upon society and its culture
- Identify a current issue in emerging mass communications technology and provide an analysis of its impact

Class Meetings

Class will meet three times a week in Bakeless, room 0309. Some of the readings for that week will be discussed in lecture, but not every part of the reading will be discussed. You are still responsible for completing your readings, even if we don't have time to discuss them. Class sessions will primarily be lecture based, though there will be ample opportunities for you to discuss course concepts. You are expected to attend class and to contribute to discussions.

Lectures slides will be available on BOLT after class concludes. During class, do not focus on trying to write down everything that's on the slides: you can get this information after class. Instead, take notes on what's NOT mentioned on the slides, such as discussions we have, questions that other students ask, videos we watch, or other media presented during the lecture.

Assignments

Your grade will be based on the following assignments. Assignment descriptions are included in this syllabus, and more descriptive assignment sheets—plus grading rubrics—are available on BOLT.

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|-------------------------|---------------------|
| Attendance: | 100 points |
| Blog Entries (6): | 170 points |
| Blog Replies (5): | 100 points |
| Media Log and Analysis: | 80 points |
| Research Blog Entry: | 150 points |
| Midterm: | 150 points |
| <u>Final Exam:</u> | <u>250 points</u> |
| Total: | 1,000 points |

Grading

Grades are calculated by totaling all points from graded work. Grading will be based on the following scale:

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|----|-----------|
| A | 920-1,000 |
| A- | 900-919 |
| B+ | 880-899 |
| B | 820-879 |
| B- | 800-819 |
| C+ | 780-799 |
| C | 720-779 |
| C- | 700-719 |
| D+ | 680-699 |
| D | 600-679 |
| F | 0-599 |

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 please 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.

Assignment Descriptions

The following are brief descriptions of your assignments this semester. More detailed directions will be given in class. Grading rubrics can be found on BOLT so you understand what I am looking for.

Blog Entry 1 (20 points)

For this first blog entry, introduce yourself. Tell us who you are, what you are studying in school, some of your interests, or whatever other information you feel comfortable disclosing. Remember that these blogs will be public, so anybody could theoretically see them. It is up to your discretion what details you share of your life, whether you want to post a photo of yourself, or even if you want to use your full name. This post should be 300-400 words long. You will also submit the link to your blog to BOLT.

Blog Entry 2 (30 points), 2 Replies (20 points)

For this blog, you will respond to the following prompt: "What is a media culture that you are a part of? How does this culture use media, and what needs does this media use satisfy?" When writing, reference concepts from the Week 4 lectures and readings.

This post should be 400-600 words long and include at least one piece of multimedia (properly credited if you did not create it). This week, you will also reply to at least 2 classmates' blogs using the same WordPress account that you write your blog with. Replies should be 150-200 words long.

Blog Entry 3 (30 points), 2 Replies (20 points)

For this blog, you will respond to the following prompt: "In what ways is the internet, as a medium, different than a traditional mass communication medium? How has the advent of the internet changed or challenged this traditional mass communication medium?" You won't have space to cover all forms of traditional mass media, so focus on one medium (paper publishing, television, radio, etc.). You should reference concepts from the Weeks 5-6 lectures and readings.

The same writing and responding guidelines from Blog Entry 2 apply this week.

Blog Entry 4 (30 points), 2 Replies (20 points)

For this blog, you will respond to the prompt: "How has emergent media challenged and redefined the news industry? Does the future of news look promising, or are there struggles the industry needs to overcome?" You should reference concepts from the Week 9 lectures and readings.

The same writing and responding guidelines from Blog Entry 2 apply this week.

Blog Entry 5 (30 points), 2 Replies (20 points)

For this blog, you will respond to the prompt: "How comfortable are you with the targeted advertising model that has emerged online? What kinds of personal information are you willing to give up for free content?" You should reference concepts from the Week 11 lectures and readings.

The same writing and responding guidelines from Blog Entry 2 apply this week.

Blog Entry 6 (30 points), 2 Replies (20 points)

For this blog, you will respond to the prompt: "Where do you stand on the acceptability of pirating digital media content? Do you agree with the idea that digital piracy is no different than shoplifting?" You should reference concepts from the Week 13 lectures and readings.

The same writing and responding guidelines from Blog Entry 2 apply this week.

Media Log and Analysis (80 points)

For this assignment, you will start by tracking your media consumption for three days. At the conclusion, you will analyze how media impacts your life. In this course we will study many ways in which emergent media affects society, so this assignment will set the stage for the rest of the semester and help you understand the ways in which media affects your life.

Research Blog Entry (150 points)

Think of this assignment as a research paper, but in digital format. For your final blog entry of the semester, you will identify a current issue in emerging mass communications technology, research it, and provide an analysis of the impact this issue has on some aspect of society. The

lectures and readings are good places to look for topics, though we will also discuss possible topics in class.

This post should be 1,200-1,500 words long and include at least three pieces of multimedia (properly credited if you did not create them). You should reference course concepts found in the readings and lectures, as well as reference at least 5 outside sources (link to sources if they are electronic).

Midterm Exam (150 points)

The midterm will cover content from Weeks 1-7, and will be taken during class. Test will be mostly multiple choice, along with a short essay question. More details on the test, and what to study, will be reviewed the week before the exam.

Final Exam (250 points)

The final exam will be comprehensive, covering content from Weeks 1-15. Approximately 30% of the questions will be from Weeks 1-7 (the content covered on the Midterm Exam), while the remaining 70% of the questions will be from Weeks 8-15. The exam will be similar in format to the midterm exam: multiple choice questions, along with two essay questions. More details on the test, and what to study, will be reviewed the week before the exam.

Attendance

Attendance is required. If you leave class early without speaking to me, or arrive late, that does not count as attendance. Attendance will be taken via a sign-in sheet. If you miss the sign-in sheet as it is passed around, it is your responsibility to sign in before you leave.

Attendance will be taken 20 times throughout the semester, worth 5 points each time it is taken. You are allowed **3 unexcused absences** during the semester. If you miss class due to illness, school activities, military service, or other university-approved reasons, please email me before class time, if possible, so that I don't mark you absent.

Late Work

Please read the syllabus carefully to know how to turn in assignments and when they are due. Most assignments will be submitted electronically to BOLT. When submitting assignments electronically, you will have a 10-minute grace period to account for possible issues when uploading your assignment, after which time the assignment will be considered late. Please do not wait until the last minute to submit assignments.

Assignments turned in late will receive a 30% penalty. Late work will **only** be accepted for **24 hours** after the due date. Work turned in later than 24 hours will not be accepted.

If you are going to miss class or a due date, please notify me **BEFORE THE DUE DATE** if at all possible. If you have an excused absence, I will still accept your assignment.

Academic Honesty

All work completed for this course must respect the intellectual property of others. When using somebody else's copyrighted material, whether words, images, media, or ideas, proper credit must be given. If direct quotations are used, they must be enclosed in quotation marks and properly cited. If copyrighted material is used indirectly, it must still be properly cited!

If in doubt, include a citation. If you have any questions at all, ask your instructor *before* the assignment is submitted. *Ignorance of what constitutes plagiarism is not an excuse!*

The academic community is operated on the basis of honesty, integrity, and fair play. Bloomsburg's PRP 3512: Academic Integrity Policy applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, either determined by the instructor or the Provost, depending on the seriousness of the offense. Informational resources about academic honesty for students can be found at http://www.bloomu.edu/policies_procedures/3512

Special Needs

Any students eligible for classroom accommodations are invited to meet with Dr. Frohlich to discuss their concerns and to present their disclosure forms from the Students with Disabilities Center.

Our university provides reasonable accommodations to students who have documented disabilities. If you have a documented disability that requires academic accommodations and are not registered with the Students with Disabilities Center, please contact this office in the Warren Student Services Center, Room 043 as soon as possible to establish your eligibility.

Students with Disabilities Center

<http://www.bloomu.edu/disabilities>

Warren Student Services Center, Room 043

Phone: 570-389-4491

If you become sick during the course of the semester, or have some major personal crisis going on, please let me know as soon as possible so I can help you work around it. When I was an undergraduate, I was very sick one semester and missed a lot of classes, but my professors were willing to work with me. I'm sensitive to these issues and want to work with you, but if you do not tell me there's a problem I cannot help you.

Course Schedule

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

| Week | Date | Topics |
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| Module 1: Media Literacy in the Information Age | | |
| 1 | <p>Monday, August 24</p> <p>Wednesday, August 26</p> <p>Friday, August 28</p> | <p>August 24: CLASS BEGINS</p> <p>Topics</p> <ul style="list-style-type: none"> • Course Introduction • The Growth of Electronic Media • The Need for Media Literacy <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 1: Why Increase Media Literacy? <p>Assignments</p> <p>No assignment.</p> |
| 2 | <p>Monday, August 31</p> <p>Wednesday, September 2</p> <p>Friday, September 4</p> | <p>August 31: ADD/DROP ENDS</p> <p>Topics</p> <ul style="list-style-type: none"> • Introduction to Blogging • Developing Media Literacy <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 2: Media Literacy Approach <p>Assignments</p> <ul style="list-style-type: none"> • Sign-up for blog; submit link to BOLT. DUE Friday, September 4 at 11:55 p.m. • Blog Entry 1: Self Introduction. DUE Friday, September 4 at 11:55 p.m. |
| Module 2: Media Audiences | | |
| 3 | <p>Monday, September 7</p> <p>Wednesday, September 9</p> <p>Friday, September 11</p> | <p>Labor Day, September 7: NO CLASS</p> <p>Topics</p> <ul style="list-style-type: none"> • Audience Responses to Media • Mass Audiences vs. Niche Audiences <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 3: Individual Perspective on Audience • Potter, Chapter 4: Industry Perspective on Audience <p>Assignments</p> <ul style="list-style-type: none"> • Media Log and Analysis. DUE Sunday, September 13 at 11:55 p.m. |

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| 4 | <p>Monday, September 14</p> <p>Wednesday, September 16</p> <p>Friday, September 18</p> | <p>Topics</p> <ul style="list-style-type: none"> • Media Cultures • How Different Cultures Use the Same Media in Different Ways <p>Read</p> <ul style="list-style-type: none"> • Couldry, Chapter 7: Media Cultures: A World Unfolding [PDF available on BOLT] <p>Assignments</p> <ul style="list-style-type: none"> • Blog Entry 2: Media Cultures, plus 2 replies to classmates' posts. DUE Friday, September 18 at 11:55 p.m. |
| Module 3: Media Industries | | |
| 5 | <p>Monday, September 21</p> <p>Wednesday, September 23</p> <p>Friday, September 25</p> | <p>Topics</p> <ul style="list-style-type: none"> • Society and New Technology • The Business of Emergent Media <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 6: Development of the Mass Media Industries • Potter, Chapter 7: Economic Perspective • Potter, Chapter 15: Who Owns and Controls the Mass Media? <p>Assignments</p> <p>No assignment.</p> |
| 6 | <p>Monday, September 28</p> <p>Wednesday, September 30</p> <p>Friday, October 2</p> | <p>Topics</p> <ul style="list-style-type: none"> • The Rise of Computers • Development of the Internet • Who Controls and Owns the Internet? <p>Read</p> <ul style="list-style-type: none"> • Ryan, Chapter 4: Computers Become Cheap, Fast and Common [PDF available on BOLT] • Kovarik, Chapter 11: Networks [PDF available on BOLT] <p>Assignments</p> <ul style="list-style-type: none"> • Blog Entry 3: The Internet and Traditional Media, plus 2 replies to classmates' posts. DUE Friday, October 2 at 11:55 p.m. |

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| <p>7</p> | <p>Monday, October 5</p> <p>Wednesday, October 7</p> <p>Friday, October 9</p> | <p>Topics</p> <ul style="list-style-type: none"> • Interactive Media and Video Games • Relationship between Games and Players <p>Read</p> <ul style="list-style-type: none"> • Kent, Chapter 4: And Then There was Pong [PDF available on BOLT] • Kent, Chapter 10: The Golden Age (Part 1: 1979-1980) [PDF available on BOLT] • Potter, Chapter 12: Interactive Media <p>Assignments</p> <p>No assignment.</p> |
| <p>8</p> | <p>Monday, October 12</p> <p>Tuesday, October 13</p> <p>Wednesday, October 14</p> <p>Friday, October 16</p> | <p>October 13: MIDTERM</p> <p>Topics</p> <ul style="list-style-type: none"> • Mobile Communication • The Opportunities and Challenges of Smart Phones <p>Read</p> <ul style="list-style-type: none"> • Best: The race to 5G: Inside the fight for the future of mobile as we know it • Smith: The Best (and Worst) of Mobile Connectivity • Smith: Cell Phones, Social Media and Campaign 2014 <p>Assignments</p> <ul style="list-style-type: none"> • Midterm Exam. TAKEN IN CLASS, Monday, October 12. |
| <p>Module 4: Media Content</p> | | |
| <p>9</p> | <p>Monday, October 19</p> <p>Wednesday, October 21</p> <p>Friday, October 23</p> | <p>Topics</p> <ul style="list-style-type: none"> • Digital News • Media Convergence and the News Industry • News Authority <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 9: News <p>Assignments</p> <ul style="list-style-type: none"> • Blog Entry 4: News Media in the 21st Century, plus 2 replies to classmates' posts. DUE Friday, October 23 at 11:55 p.m. |

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| <p>10</p> | <p>Monday, October 26</p> <p>Wednesday, October 28</p> <p>Friday, October 30</p> | <p>October 30: LAST DAY TO WITHDRAW FROM CLASSES</p> <p>Topics</p> <ul style="list-style-type: none"> • Emergent Entertainment • Traditional Media Responds to Emergent Media <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 10: Entertainment <p>Assignments</p> <p>No assignment.</p> |
| <p>11</p> | <p>Monday, November 2</p> <p>Wednesday, November 4</p> <p>Friday, November 6</p> | <p>Topics</p> <ul style="list-style-type: none"> • Pervasive Advertising in an Age of Media • The Drive for Free Content • New Forms of Advertising <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 11: Advertising <p>Assignments</p> <ul style="list-style-type: none"> • Blog Entry 5: Targeted Advertising and You, plus 2 replies to classmates' posts. DUE Friday, November 6 at 11:55 p.m. |
| <p>Module 5: Consequences of Digital Media</p> | | |
| <p>12</p> | <p>Monday, November 9</p> <p>Wednesday, November 11</p> <p>Friday, November 13</p> | <p>Topics</p> <ul style="list-style-type: none"> • Media Effects, Complicated by Emergent Media • Media Violence and Rating Systems • Interactive Media and Active Audiences <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 5: Children as a Special Audience • Potter, Chapter 13: Broadening Our Perspective on Media Effects • Potter, Chapter 14: How Does the Effects Process Work? • Potter, Chapter 18: Media Violence <p>Assignments</p> <p>No assignment.</p> |

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| <p>13</p> | <p>Monday, November 16</p> <p>Wednesday, November 18</p> <p>Friday, November 20</p> | <p>November 20: NO CLASS (I will be attending the National Communication Association Annual Convention)</p> <p>Topics</p> <ul style="list-style-type: none"> • Digital Piracy • Media Ownership Cultures • The Challenge and Costs of Curbing Digital Piracy <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 17: Piracy <p>Assignments</p> <ul style="list-style-type: none"> • Blog Entry 6: Digital Piracy, plus 2 replies to classmates' posts. DUE Friday, November 20 at 11:55 p.m. |
| <p>14</p> | <p>Monday, November 23</p> <p>Tuesday, November 24</p> <p>Wednesday, November 25</p> <p>Friday, November 27</p> | <p>November 24: READING DAY Thanksgiving, November 25-27: NO CLASS</p> <p>Topics</p> <ul style="list-style-type: none"> • Digital Representation • Technology and the Body <p>Read</p> <ul style="list-style-type: none"> • Yee: The Proteus Effect: Implications of Transformed Digital Self-Representation on Online and Offline Behavior [PDF available on BOLT] • Seife: The weird reasons why people make up false identities on the internet. <p>Assignments</p> <p>No assignment.</p> |
| <p>15</p> | <p>Monday, November 30</p> <p>Wednesday, December 2</p> <p>Friday, December 4</p> | <p>December 4: LAST DAY OF CLASS</p> <p>Topics</p> <ul style="list-style-type: none"> • Who Has Your Information, and What Do They Do With It? • Protecting People, Businesses, and Governments from Digital Attacks • The Privacy vs. Security Debate <p>Read</p> <ul style="list-style-type: none"> • Potter, Chapter 16: Privacy • Athique, Chapter 14: Under Scrutiny [PDF available on BOLT] <p>Assignments</p> <ul style="list-style-type: none"> • Research Blog Entry: Analysis of a Current Issue in Emergent Media Studies. DUE Wednesday, December 2 at 11:55 p.m. |

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| <p>16</p> | <p>Monday, December 7</p> <p>Wednesday, December 9</p> <p>Friday, December 11</p> | <p>December 7-11: FINALS WEEK</p> <p>The final will be held in our normal classroom.</p> <p>Final for Section 1396 (Normally meets at 9 a.m. on MWF): Thursday, December 10 from 3:30 – 5:30 p.m.</p> <p>Final for Section 1397 (Normally meets at 10 a.m. on MWF): Friday, December 11 from 10:30 a.m. – 12:30 p.m.</p> |
| <p>17</p> | <p>Friday, December 18</p> | <p>December 18: GRADES AVAILABLE TO VIEW ON ISIS</p> |