

**MCOM 3390 - Mass Communication Theory**  
**Synchronous Hybrid Course**  
**MWF 10:10 a.m. – 11:05 a.m.**  
**Instructor: Anita Brown**  
**Email: Abrown@uttyler.edu, Phone: 903-594-8149**  
**Office: CAS 223**  
**Office Hours: T/Th 11:30 a.m. – 1:00 p.m. (via Zoom by appointment only)**

**Course Description:** This course is an overview of mass communication theories emphasizing their development and application in practicum and research. Theories will include those concerning effects, audience psychology and sociological aspects of mass media.

**Student Learning Outcomes:** By the end of this course, students will be able to:

**1. Competency: Writing and Storytelling**

- A. Write correctly and clearly using the formats and compelling storytelling styles appropriate for the audiences and purposes for public relations/integrated communication or multimedia journalism.
  - I. Develop competence in library research for literature specific to mass communication theory and research.
  - II. Identify the epistemological, ontological, and axiological placement of the various mass communication theories.

**2. Competency: Analysis and Systematic Inquiry**

- A. Legal and Ethical Principles
  - I. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism.
    - a. Determine their own positions concerning media influence and management and review practical applications of those theories.
    - b. Describe the ideas that influence the practice and development of communication systems (i.e., print, radio, television, internet, etc.)
  - II. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism.
    - a. Describe the relationship between theory and ethics and practice.

**3. Competency: Mediated Presentation**

- A. Apply theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or multimedia journalism.

- I. Understand a broad range of approaches to mass communication theory and models.

**NOTE:** Due to the ongoing pandemic, this course will follow a hybrid course model for the fall 2020 semester. I want to ensure that everyone has a good learning experience in this course, and I understand that some portions of a hybrid course structure may not work for all students. Because of this, students will be given an option on how they would like to participate in the course. Your selection is going to depend on your individual situation during the pandemic. Students will be placed into groups according to their selection. You will be able to change your selection once the semester starts and progresses, but to ensure the class format operates smoothly, you must let me know that you would like to switch. Students have the option between:

1. Hybrid: students will rotate between coming to class for face-to-face lectures/activities and attending the lecture/activity online. Online attendance will be synchronous, meaning that it is required that students be present online during the scheduled class period to participate in the lecture/activity being provided.
2. Online only: this option is for students who are considered high-risk, are uncomfortable with returning to campus during the ongoing pandemic, do not want to wear a mask while in class, or have other reasons for not being face-to-face. Synchronous attendance will be required, and students must participate online during the scheduled course time.

If you have a concern about completing any portion of this class online due to internet availability, please let me know within the first week of the course starting. Additional classroom and university policies that will be followed to ensure the health and well-being of students, faculty, staff, and visitors can be found further in the syllabus. For the full university reboot policy visit <https://www.uttyler.edu/reboot/>.

### **Important Covid-19 Information for Classrooms and Laboratories**

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu).

**Evaluation and Grade Calculation -**

Assignments and Activities	25%
Article Analysis (4)	25%
Tests (2)	25%
Final Project (4 parts)	25%
1. Proposal	
2. Annotated bibliography	
3. Reflection	
4. Final project	

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Total	100%
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Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

**Course Requirements**

**1. Required Readings:**

- A. Baran, S. & Davis, D. (2020), Mass Communication Theory: Foundations, Ferment, and Future, Eighth Edition
  - 1. Text must be this edition – older editions do not contain updated research and chapters are in a different order.

**2. Required Programs/Software/Technology**

- A. Zoom – a free account can be created at <https://zoom.us/>.
- B. Computer, phone, or tablet to access Zoom meetings
- C. Microphone – a microphone is required for participation in discussions during synchronous online meetings.
- D. Microsoft Word or comparable word processing software.
  - 1. You may use Google Docs or Pages but your assignment **MUST** be exported to a .DOC or .DOCX format before submission.
  - 2. You **may not** utilize notepad or notes on your phone. If you submit a screenshot of your notepad on your phone or tablet, you will receive a zero for the assignment.

**Class Policies and Expectations**

**1. Classroom Policies and Expectations**

- A. Students, faculty, staff, and visitors are required to wear face coverings inside university buildings. (UT Tyler Reboot Policy)

1. Accommodations are available for individuals with religious, medical, or other concerns, which will be processed through the Office of Human Resources (faculty and staff) and the Office of Student Accessibility and Resources (students).
- B. Social distancing measures must be followed in the classroom.
  1. Students that are attending face-to-face meetings may not sit next to each other and must maintain appropriate distances.
- C. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
- D. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- E. Treat each other with respect and display common classroom courtesies.
  1. Given the nature and content of this course, there are times that we will discuss current events and politics. There is a strong possibility that you will disagree with something someone says at some point in the semester. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom or will be removed from the Zoom lecture.
- F. Zoom is to be utilized for the hybrid portion of the class. The Zoom chat function will be enabled but it is to ask/answer questions or to inform me of technical issues. It is not to be utilized as a private chat platform – this use results in classmates getting distracted and is the equivalent to talking during lecture. The chat will be monitored during class and if this is occurring, you will be removed from Zoom after being given an opportunity to cease the distraction.
- G. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, check social media, view/work on material for another course, or simply browse the internet during class times.
  1. I understand emergencies and the need to take a call or text. If this must happen, be discreet, do not disturb others, do not let it get in the way of your learning, and DO NOT abuse this.
- H. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
  1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.

- I. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- J. Hold me to the same standards and expectations that I hold you to.

## **2. Attendance Policy**

- A. Students are expected to attend class during each scheduled meeting day and time either through face-to-face attendance or synchronous online meetings during the scheduled class time.
- B. Lectures will be recorded and will be made available on Canvas. If you are unable to attend a meeting, for any reason, it is your responsibility to get the recorded lecture and view it. It is also your responsibility to complete any graded activities that you miss outside of class time.
  - 1. This course is heavily focused on discussions, lectures, and participation. Because of this, this course is not asynchronous (work at your own pace).
- C. If you must miss an exam, it is your responsibility to inform me that a make-up exam will be needed. No make-up exams will be allowed if the reason for missing does not fall within the exceptions below.
  - i. Exceptions to this include illness supported by a doctor's note, a school sponsored event that the student has given prior notice for, religious observances that the student has given prior notice for, a death in your family, or an emergency that can be documented. Additional exceptions will be handled on a case by case basis and must be discussed with me.
- D. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

## **3. Assignment Policies**

- A. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, links, and reading assignments.
- B. Assignments do have deadlines and these deadlines need to be met. You will need to submit each assignment before the due date and time.
- C. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.

- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize APA format for any assignment that requires the utilization of outside sources.
- G. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- H. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions.
- I. Assignments will be discussed in class, students will be given a course schedule and an assignment list, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.
- J. Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail the assignment, risk failing the course, and be subject to academic and disciplinary action.

## University Policies

**Course Withdrawal:** The last date to withdraw from classes without penalty is **November 2, 2020**.

### A. UT Tyler Honor Code:

1. Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:  
<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

### B. Campus Carry:

1. We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

C. UT Tyler a Tobacco-Free University:

1. All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

D. Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action. (See next section for University Policy)

E. Student Standards of Academic Conduct

1. Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.
  - a) “Cheating” includes, but is not limited to:
    - (1) copying from another student’s test paper;
    - (2) using, during a test, materials not authorized by the person giving the test;
    - (3) failure to comply with instructions given by the person administering the test;
    - (4) possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks

- constitutes a violation if they have been specifically prohibited by the person administering the test;
- (5) using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
  - (6) collaborating with or seeking aid from another student during a test or other assignment without authority;
  - (7) discussing the contents of an examination with another student who will take the examination;
  - (8) divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
  - (9) substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
  - (10) paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
  - (11) falsifying research data, laboratory reports, and/or other academic work offered for credit;
  - (12) taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
  - (13) misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- b) “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.
  - c) “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
  - d) All written work that is submitted will be subject to review by plagiarism software.



- F. The U-T Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. Appointments: 903-565-5995.
- G. Recording of Class Sessions
1. Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.
- H. Disability/Accessibility Services:
1. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application.
  2. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.
  3. The University of Texas at Tyler has a continuing commitment to providing reasonable accommodations for students with documented disabilities. Like so many things this Fall, the need for accommodations and the process for arranging them may be altered by the COVID-19 changes we are experiencing and the safety protocols currently in place. Students with disabilities who may need accommodation(s) in order to fully participate in this class are urged to contact the Student Accessibility and Resources Office (SAR) as soon as possible, to explore what arrangements need to be made to ensure access. During the Fall 2020 semester, SAR will be conducting all appointments via ZOOM. If you have a disability, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student

Application. For more information, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices> or call 903.566.7079.

I. Grade Replacement/Forgiveness and Census Date Policies:

1. Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 4th.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.
2. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.
3. The Census Date (Sept. 4th) is the deadline for many forms and enrollment actions of which students need to be aware. These include:
  - a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
  - b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
  - c) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
  - d) Being reinstated or re-enrolled in classes after being dropped for non-payment
  - e) Completing the process for tuition exemptions or waivers through Financial Aid

J. State-Mandated Course Drop Policy:

1. Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).
2. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

K. Student Absence due to Religious Observance:

1. Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

L. Student Absence for University-Sponsored Events and Activities:

1. If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

M. Social Security and FERPA Statement:

1. It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

N. Emergency Exits and Evacuation:

1. Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

O. UT Tyler Resources for Students:

1. UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu), CAS 212
2. UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu), LIB 401
3. UT Tyler Student Accessibility and Resources (903.566.7079), [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu), UC 3150
4. UT Tyler Counseling Center (903.566.5746)
5. University Health Clinic (903.939.7870)
6. The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.

(See next page for an overview of graded content)

### Overview of Graded Content:

- 1. In-Class Theory Activities:** Throughout the semester there will be a handful of activities that will take place during class periods. The goal of the theory activities is to help build connections to and increase the understanding of the role of theory in the mediated world. Not all chapters covered will have a corresponding activity, but there will be at least one per unit (4-5 chapters per unit) and the activities will examine several important theories seen in the unit. To receive credit for in-class activities, you must be in class the day that the activity is completed or complete it on your own time. If you miss an activity due to an absence, it will be your responsibility to complete the activity on your own time. There will be no other class days used for the activity once it has been completed. Activities will be completed following the completion of the corresponding lecture and students will be informed of an upcoming activity prior to the class meeting that it occurs. The material needed for each activity will be posted under the individual assignment pages after the activity has taken place in class. The grades received for in-class activities will be included in the “Assignments and Activities” weight group, which is worth 25% of your overall grade.
- 2. Homework:** Throughout the semester, students will be assigned a variety of assignments that are required to be completed outside of class time. The topic and the format of each homework assignment will vary and will correspond with recently completed lectures/discussions. The assignments will require personal reflection, media analysis, or a combination of both. The purpose of the homework assignments is to create a deeper understanding of the effect and influence of media on individuals and society in relation to ethics, human rights and freedoms, social and personal development, etc. Additionally, there will be a syllabus quiz at the beginning of the semester that will be part of your homework assignments to ensure that students understand the crucial policies and procedures of the class. The format, topic, and grading criteria for each homework assignment can be found under each individual assignment page. The grades received for homework will be included in the “Assignments and Activities” weight group, which is worth 25% of your overall grade.
- 3. Article Analysis:** There will be 4 article analysis assignments assigned to students during the semester. The purpose is to give students an opportunity to explore mass communication theory beyond what is covered in class, to expand on the material being covered in class, and to give students an opportunity to research topics that specifically interest them in more detail. Additionally, these assignments will give students additional practice in researching academic material and to help discover sources for their major

project. The format, research topic, and grading criteria for each assignment can be found under each individual assignment page. The “article analysis” weight group is worth 15% of your overall grade.

4. **Tests:** There will be two tests that you are required to take during this semester (midterm and final). For each test, you will have a minimum of a week to take the test and you can use your notes from class, book, and PowerPoint material. The purpose of the tests is to have you revisit the material, so please do so while you take the test, and to show that you have developed a strong understanding of the material. The format for both tests are short answer and essay questions that ask you to use real-world examples (no hypotheticals) and to show that you understand the material. It is strongly recommended that you start the tests a few days before they are due and that you avoid starting at the last minute to ensure you have enough time to provide thorough, thoughtful answers. You may leave the test at any time and return to it later to finish, but it is strongly recommended that you record your answers in a Word document first in the instance that Canvas does not save your progress. Make sure you use your time wisely to complete the tests before the due time and day. Make-up tests or extensions beyond the due date will not be permitted unless the reason for missing falls under one of the exceptions discussed in the attendance policy. The “test” weight group is worth 30% of your overall grade.
5. **Final Project:** For your final project, you will create an informative video that examines complementary theories and how they relate to media and society. For example, your video might cover topics such as the three theories of the selective process and how they could affect what people share and follow on social media, the different theories of the press (priming, gatekeeping, framing, and agenda setting) and how they could affect news media, theories about behavior and social development and media’s effect on adolescents, cultural media theories and the ways in which media affects popular culture, and so on. While you may use similar topics, you are not restricted to these examples – I encourage you to get creative with what you are examining. The content within your video must be created using factual research that you have completed, it must be accurate and involve real situations (no satire, parody, farcical content, etc. is allowed) and you must show an understanding of the theories being discussed and the ways in which they relate to media and society. You may choose to complete this project individually or with a partner. The format, specific requirements, and additional information about your final project can be found on the assignment page. There are four parts that must be completed for your final project - proposal, annotated bibliography, reflection, and final project. All parts fall in the “final project” weight group, which is worth 30% of your grade.

### **Graded Content and Due Dates:**

**Due on <date> by 11:59 p.m.:**

**Sunday, August 30**

- Assignment #1: Syllabus quiz
- Assignment #2: Initial media theory reflection

**Sunday, September 13**

- Article analysis 1
- Graded participation activity: Propaganda Theory (in-class activity)
- Graded participation activity: Normative Theory (in-class activity)

**Sunday, September 27**

- Final project: Proposal

**Sunday, October 4**

- Article analysis 2
- Assignment #3: Reflective analysis – Uses and receptions
- Graded participation activity: Critical – Cultural Trend (in-class activity)

**Sunday, October 11**

- Test one (opens on Monday, October 5)

**Sunday, October 25**

- Article analysis 3
- Assignment #4: Reflective Analysis – Online Videos and Adolescents
- Graded participation activity: Media Cognition and Information Processing (in-class activity)

**Sunday, November 1**

- Final project: Annotated bibliography

**Sunday, November 22**

- Article analysis 4
- Assignment #5: Reflective analysis – Commodification of culture and mediaization
- Graded participation activity: Meaning making through media (in-class activity)

**Sunday, December 6**

- Final project
- Final project reflection

**Friday, December 11**

- Test Two (opens on Monday, November 30)
- Assignment #6: Media theory reflection revisited