

**MCOM 2307 – Mass Media and Society**  
**Online Asynchronous Course**  
**Instructor: Anita Brown**  
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**Office: CAS 223**  
**Office Hours: Office Hours: Friday 12:00 p.m. – 3:00 p.m., and by appointment**

**Course Description:** Examines the relationship between mass communication processes and both the individual and society and media influence on knowledge, attitudes, and behavior. In addition, this course explores the interrelationship between social, economic, political, and cultural changes and media outlets.

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

1. Identify how mass media influence society and vice versa.
2. Demonstrate personal responsibility in the use of mass media.
3. Apply critical thinking skills in reflecting on mass media and its role in society.
4. Identify historical and cultural contexts of mass media
5. Identify production values used in mass-mediated messages.
6. Recognize the role that a given medium plays in shaping perceptions.
7. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for mass communication.
8. Demonstrate an understanding of ethical behavior in mass media industries.

**Evaluation and Grade Calculation**

**90 – 100% = A, 80 – 89% = B, 70 – 79% = C, 60 – 69% = D, 0 – 59% = F**

Group	Weight
Assignments	70%
Major group paper (media log, group discussion, progress checks, paper, & evaluations)	30%
Total = 100%	

**Assignment Overview**

1. **Assignments (SLOs 1, 2, 3, 4, 5, 6, 7, & 8)** During the semester, students will complete a variety of analysis assignments, discussions, and knowledge checks. For the analysis assignments, they will be required to examine a medium in more detail. The purpose of the analysis assignments is to give students an opportunity to explore media, its role in society, its role in their personal lives, and their own media literacy in more depth. Each

analysis assignment has a length, source, and topic requirement. The purpose of the discussions is to give students an opportunity to explore their personal thoughts on mass media and society and compare/contrast their thoughts to those of their classmates. Each discussion post and required responses will be required to be a minimum length, utilize sources, and adhere to the posted topic. The purpose of the knowledge checks is to give students a final opportunity to review the weekly material and test their understanding of the material before moving onto the next topic.

- 2. Media log and group paper (SLOs 1, 2, 3, 6, & 8)** Students will spend one week during the semester logging their media consumption. The purpose of this is to give them a better understanding of and realistic look at their own media consumption. Students will then be required to work with a group of classmates to write a comparative analysis paper. In the paper, students will look at their personal media usage, utilizing their media logs, in comparison to their classmates' media usage. They will also examine this in relation to society, the impact of media on society & society on media, and the various theories that play a role in our understanding of the impact of media.

### **Course Requirements:**

#### **Textbook/Reading Material:**

- Media/Society: Technology, Industries, Content, and Users 7<sup>th</sup> ed. by David Croteau and William Hoynes, ISBN: 9781506315348
- Additional readings or content will also be provided as electronic postings and/or links.

#### **Other:**

- Device to complete course requirements – computer, tablet, phone, etc. capable of playing lecture videos, accessing Canvas and email, downloading or viewing media content, accessing media content, and typing assignments for submission in the appropriate format (no screenshots of notes from your phone, PDFs, etc. are permitted).
- Microsoft Office or other word processing software that allows exporting to .DOC/.DOCX (many word processors will export to this Microsoft Word format).
- Internet access – this is an online course so you must be able to get online to complete the requirements. It is an asynchronous course, however, and you will not be attending Zoom lectures, so it does not matter where you access the course from.

### **Class Policies and Expectations – Online Classes**

#### **1. Classroom Policies and Expectations**

- A.** 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.

- B. Participate – you must be an active part of the course to succeed. In an online class, this means working through the modules as I have set them up, reading your textbook, viewing weekly videos, participating in discussions, etc. In asynchronous online courses, you take away more from the course the more you are active in it. If you simply do the assignments and ignore the rest, you will not take much away from the course.
- C. Treat each other with respect and display common classroom courtesies in your discussion posts.
  - 1. You are responsible for your attitude and how you treat others. 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, you will receive a zero for the discussion grade.
- D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- E. 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.
- F. 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.

## **2. Attendance Policy**

- A. This course is an asynchronous, online course. This means that we will not have scheduled meeting times each week, but you are required to log into Canvas throughout the semester. If you have not spent time on Canvas before the census date (September 1), your attendance will be recorded as “not attended.” Additionally, you are required to complete the course requirements according to the provided schedule. This includes watching lecture videos, reading textbook chapters, and completing assignments by the listed due dates.

## **3. Assignment Policies**

- B. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.

- a. 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. Assignments will not be accepted after this final date. No discussion assignments can be submitted late.
- C. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- D. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- E. 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.
- F. I will not accept screenshots of assignments. 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.
- G. Assignments will be listed in each weekly overview, students will be given a course schedule, Canvas includes a syllabus module that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, 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 due and to stay on top of your assignments.
- H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a "0" for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
  - a. In addition to UT Tyler's Student Conduct and Discipline policy, plagiarism/cheating includes:
    - i. Self-plagiarism - the use of papers or other materials previously submitted elsewhere. I expect you to submit work created specifically for this class during this semester.
    - ii. AI generated content – the purpose of my assignments is for you to explore your understanding of the material on a deeper level, not have a computer explore it for you.
    - iii. Utilizing blank posts or random lines of text on discussion posts to gain access to the thread before creating your original post.
    - iv. Utilizing sources outside of Canvas to complete knowledge checks and quizzes.

## Course Schedule

### Week One: Media/Society in a Digital World

Monday, 8/21 – Sunday, 8/27

**Module requirements:**

1. Read course syllabus & schedule
2. Watch “What is Media” and “Chapter One” videos
3. Read Chapter 1 in text

**Due by Sunday, 8/27 by 11:59 p.m.**

1. Syllabus quiz
2. Discussion: Introduction
3. Knowledge check #1

### Week Two: Media Literacy

Monday, 8/28 – Sunday, 9/3

**Module requirements:**

1. Watch “Media Literacy” video
2. Read “What is Media Literacy”
3. Read “Media Literacy Theory”
4. Read “Media Literacy Principles and Questions”

**Due by Sunday, 9/3 by 11:59 p.m.**

1. Media literacy analysis

### Week Three: The Evolution of Media Technology

Monday, 9/4 – Sunday, 9/10

**Module requirements:**

1. Watch “Chapter Two” video
2. Read Chapter 2 in text

**Due by Sunday, 9/10 by 11:59 p.m.**

1. Knowledge check #2

### Week Four: Final Paper Work Week #1

Monday, 9/11 – Sunday, 9/17

**Module requirements:**

1. Read media log & final paper overviews
2. Complete preliminary research
3. Hold initial discussion with group

**Due by Sunday, 9/17 by 11:59 p.m.**

1. Initial group discussion & responses

### Week Five: The Economics of the Media Industry

Monday, 9/18 – Sunday, 9/24

**Module requirements:**

1. Watch “Chapter Three” video
2. Read Chapter 3 in text

**Due by Sunday, 9/24 by 11:59 p.m.**

1. Discussion: Economics of media
2. Knowledge check #3

### Week Six: Political Influence on Media

Monday, 9/25 – Sunday, 10/1

<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Watch “Chapter Four” video</li> <li>2. Read Chapter 4 in text</li> </ol>	<p><b>Due by Sunday, 10/1 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Analysis: Media regulation</li> <li>2. Knowledge check #4</li> </ol>
<p><b>Week Seven: Media Organizations and Professionals</b>  <b>Monday, 10/2 – Sunday, 10/8</b></p>	
<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Watch “Chapter Five” video</li> <li>2. Read Chapter 5 in text</li> </ol>	<p><b>Due by Sunday, 10/8 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Knowledge check #5</li> </ol>
<p><b>Week Eight: Final Paper Work Week #2</b>  <b>Monday, 10/9 – Sunday, 10/15</b></p>	
<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Hold meeting with group</li> <li>2. Work on final paper</li> </ol>	<p><b>Due by Sunday, 10/15 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Group progress check #1</li> </ol>
<p><b>Week Nine: Media and Ideology</b>  <b>Monday, 10/16 – Sunday, 10/22</b></p>	
<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Watch “Chapter Six” video</li> <li>2. Read Chapter 6 in text</li> </ol>	<p><b>Due by Sunday, 10/22 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Analysis: Media and ideology</li> <li>2. Knowledge check #6</li> </ol>
<p><b>Week Ten: Social Inequality and Media Representation</b>  <b>Monday, 10/23 – Sunday, 10/29</b></p>	
<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Watch “Chapter Seven” video</li> <li>2. Read Chapter 7 in text</li> </ol>	<p><b>Due by Sunday, 10/29 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Discussion: Ideology and representation in media</li> <li>2. Knowledge check #7</li> </ol>
<p><b>Week Eleven: Audience and Creators</b>  <b>Monday, 10/30 – Sunday, 11/5</b></p>	
<p><b>Module requirements:</b></p> <ol style="list-style-type: none"> <li>1. Watch “Chapter Eight” video</li> <li>2. Read Chapter 8 in text</li> </ol>	<p><b>Due by Sunday, 11/5 by 11:59 p.m.</b></p> <ol style="list-style-type: none"> <li>1. Knowledge check #8</li> </ol>

**Week Twelve: Final Paper Work Week #3**  
**Monday, 11/6 – Sunday, 11/12**

**Module requirements:**

1. Hold meeting with group
2. Work on final paper

**Due by Sunday, 11/12 by 11:59 p.m.**

1. Group progress check #2
2. Media log

**Week Thirteen: Media Influence**  
**Monday, 11/13 – Sunday, 11/19**

**Module requirements:**

1. Watch “Chapter Nine” video
2. Watch “Chapter Nine – Theories” video
3. Read Chapter 9 in text

**Due by Sunday, 11/19 by 11:59 p.m.**

1. Discussion: Media influence
2. Knowledge check #9

**Week Fourteen: Thanksgiving Break**  
**Monday, 11/20 – Sunday, 11/26**

**Thanksgiving break – No module requirements**

**Week Fifteen: Globalization and the Future of Media**  
**Monday, 11/27 – Sunday, 12/3**

**Module requirements:**

1. Watch “Chapter Ten” video
2. Watch “Chapter Ten – Theories” video
3. Read Chapter 10 in text

**Due by Sunday, 12/3 by 11:59 p.m.**

1. Analysis: Global media analysis
2. Knowledge check #10

**Week Sixteen: Finals Week**  
**Monday, 12/4 – Saturday, 12/9**

**Requirements:**

1. Work with group to finish final paper

**Due by Friday, 12/8 by 11:59 p.m.**

1. Group paper
2. Group member evaluations