

MCOM 2307.061: Mass Media and Society

University of Tyler at Texas, Online/Asynchronous, CRN #80955

Instructor: Dr. Erik Gustafson

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Office: CAS 229

Office Hours: MWF 10:00am-12:00pm or by appointment

Course Description: This course, covering major forms of mass media—film, radio, television, new media—will instruct students on how to take a critical approach to media and interpret the interplay of mass media, culture, and society.

A primary Mass Communication Degree program student learning objective of MCOM 2307 is that upon successful completion of MCOM 2307, students should be able to describe the role that history, culture, and other factors play in mass media in shaping our human relations and communication with diverse others.

Primary learning objectives of MCOM 2307 as part of the Human Expression component of the UT Tyler core is that it would help to promote critical thinking, personal responsibility, social responsibility, and teamwork.

Toward accomplishing these student learning objectives, upon completion of MCOM 2307, students will be able to:

1. Demonstrate personal responsibility in the use of mass media
2. Describe how media shape perceptions, human relations, culture, and communication
3. Apply critical thinking skills in reflecting on mass media in society
4. Identify breakdowns in the communication processes in mass media

Textbook: None – All readings posted as PDFs on Canvas

Course Policies and Expectations

Description of Instructional Methods: Instruction will be student-centered and require the development of theoretical knowledge and the demonstration of practical competence in small group communication through a variety of instructional methods. The tools implemented include, but are not limited to, recorded lectures, textbook readings, supplementary readings, PowerPoints, online exams/quizzes, independent and guided research, individual and group presentations, and written documents.

Communication: The best way to reach me will be via email. You will receive group updates from me through Canvas – because that is the system that is available to us – but do not respond through Canvas messenger. During the work week (M-F 9:00am – 5:00pm), I will respond to emails within 48 hours. If you do not receive a response from me within this time frame, please send another message. Response times are subject to delay on the weekends and evenings.

Attendance/Participation: This is an asynchronous online class, meaning that we will never have synchronous class meetings. It is still your responsibility to view each recorded lecture/PowerPoint and complete corresponding assignments on time. Additionally, some of our assignments may require you to schedule time to synchronously interact with classmates. It will be your responsibility to schedule and coordinate with your classmates in the event of such assignments.

Late Work: As a rule of thumb, I do not accept late work. Outside of academia, you will be expected to complete your assigned work by the date it is required. Period. This class will mirror that expectation. It is particularly important in an online class – in which the bulk of course materials and assignment completion is self-directed – that you complete work on time to demonstrate the ability to be self-sufficient and independent. Of course, I do understand that life happens. If something comes up, please contact me prior to the assignment deadline to discuss your options. Late work and make-up assignments will be assessed on a case-by-case basis.

Technology Use: In order to be successful in this course, you will need to have access to a good internet connection, as well as have a device that can view and record video/audio, as well as produce Microsoft word documents. Primarily, your work will be submitted through the Canvas platform. However, for some of our presentation recordings – as well as collaborative projects– we may also use some third-party sites such as YouTube, Flipgrid, Zoom, and potentially others. When assigned, it will be your responsibility to create accounts for each and submit work electronically in a timely manner.

Classroom Etiquette: During the course of the semester, you all will be tasked with viewing and responding to your classmate's work, as well as working in groups for certain projects. You are expected to be cordial and cooperative with your classmates. Any disrespectful or malicious behavior towards classmates will not be tolerated and is subject to disciplinary action and/or removal from the course.

University Policies

UT-Tyler Honor Code

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. 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>

Campus Carry

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>

UT Tyler a Tobacco-Free University

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.

Academic Honesty and Academic Misconduct

The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the Student Conduct and Discipline policy (Links to an external site.) in the Student Manual Of Operating Procedures (Section 8).

Student Standards of Academic Conduct

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. "Cheating" includes, but is not limited to: copying from another student's test paper; using, during a test, materials not authorized by the person giving the test; failure to comply with instructions given by the person administering the test; 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; using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program; collaborating with or seeking aid from another student during a test or other assignment without authority; discussing the contents of an examination with another student who will take the examination; divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors 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; substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment; 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; falsifying research data, laboratory reports, and/or other academic work offered for credit; 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 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.

“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. “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. All written work that is submitted will be subject to review by plagiarism software.

The UT-Tyler Writing Center

The 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. Appointments: 903.565-5995, writingcenter@uttyler.edu

Disability/Accessibility Services

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.

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.utt Tyler.edu/disabilityservices>, the SAR office located in the University Center, #3150 or call 903.566.7079.

Grade Replacement/Forgiveness and Census Date Policies:

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 (September 3, 2021). Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.utt Tyler.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.

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. The Census Date (September 3, 2021) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date).
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade).
- Being reinstated or re-enrolled in classes after being dropped for non-payment.
- Completing the process for tuition exemptions or waivers through Financial Aid

Final Exam Policy:

Final examinations are administered as scheduled. If unusual circumstances require that special arrangements be made for an individual student or class, the dean of the appropriate college, after consultation with the faculty member involved, may authorize an exception to the schedule. Faculty members are required to maintain student final examination papers for a minimum of three months following the examination date.

Incomplete Grade Policy:

If a student, because of extenuating circumstances, is unable to complete all of the requirements for a course by the end of the semester, then the instructor may recommend an Incomplete (I) for the course. The "I" may be assigned in lieu of a grade only when all of the following conditions are met: (a) the student has been making satisfactory progress in the course; (b) the student is unable to complete all course work or final exam due to unusual circumstances that are beyond personal control and are acceptable to the instructor; and (c) the student presents these reasons prior to the time that the final grade roster is due. The semester credit hours for an Incomplete will not be used to calculate the grade point average for a student.

The student and the instructor must submit an Incomplete Form detailing the work required and the time by which the work must be completed to their respective department chair or college dean for approval. The time limit established must not exceed one year. Should the student fail to complete all of the work for the course within the time limit, then the instructor may assign zeros to the unfinished work, compute the course average for the student, and assign the appropriate grade. If a grade has not been assigned within one year, then the Incomplete will be changed to an F, or to NC if the course was originally taken under the CR/NC grading basis.

Grade Appeal Policy:

UT Tyler's Grade Appeal policy requires the completion of a Grade Appeal form for this action to take place. The grade appeal begins with the instructor of your course. If you do not agree with the decision of the instructor, you may then move your appeal to the department chair/school director for that course. If you are still dissatisfied with the decision of the chair/director, you may move the appeal to the Dean of the College offering that course who has the final decision. Grade appeals must be initiated within sixty (60) days from the date of receiving the final course grade. The Grade Appeal form is found on the Registrar's Form Library.

Withdrawing from Class:

Students you are allowed to withdraw ([Links to an external site.](#)) (drop) from this course through the University's Withdrawal Portal ([Links to an external site.](#)). Texas law prohibits students 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 other 2-year or 4-year Texas public colleges and universities. Make sure to consider the impact withdrawing from this class has on your academic progress as well as the financial implications.

We encourage you to consult your advisor(s) and financial aid for additional guidance.

CAUTION #1: Withdrawing before census day does not mean you get a full refund. Please see the Tuition and Fee Refund Schedule ([Links to an external site.](#)). CAUTION #2: All international students must check with the Office of International Programs ([Links to an external site.](#)) before withdrawing. All international students are required to enroll full-time for fall and spring terms.

Absence for Official University Events or Activities:

This course follows the practices related to approved absences as noted by the Student Manual of Operating Procedures (Sec. 1 -501 ([Links to an external site.](#))).

Absence for Religious Holidays:

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

FERPA:

UT Tyler follows the Family Educational Rights and Privacy Act (FERPA) as noted in University Policy 5.2.3 ([Links to an external site.](#)). The course instructor will follow all requirements in protecting your confidential information.

Military Affiliated Students:

UT Tyler honors the service and sacrifices of our military affiliated students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with me if any aspect of your present or prior service or family situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make me aware of any complications as far in advance as possible. I am willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. Campus resources for military affiliated students are in the Military and Veterans Success Center (MVSC ([Links to an external site.](#))). The MVSC can be reached at MVSC@uttyler.edu, or via phone at 903.565.5972.

Emergency Exits and Evacuation:

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.

UT Tyler Resources for Students:

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- 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.
- UT Tyler Counseling Center (903.566.7254)
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Brief Description of Assignments

Discussion Board (13 x 25 points = 325 points total): Each week you will be tasked with crafting a response to a prompt listed in a discussion board. Each prompt will vary in scope and length, but will generally require you to read, reflect, and apply the knowledge and skills outlined in the assigned readings. Some prompts may also require you to do external readings. Following your response to the initial prompt, you are also required to respond to at least one of your classmates posts.

Media Practitioner Development (3 x 50 points = 150 points total): Most of you will not go on to be media scholars and there are many skills that media practitioners need that cannot be covered in a textbook and/or recorded lecture. As such, you will be tasked with identifying, locating, participating, and reflecting upon independent skill activities and certifications throughout the semester. These activities/certifications (see assignment sheet for more details) will vary, but should be closely tied to your career interests and goals. Instructor approval is required prior to completion of each activity.

Module Projects (3 x 125 points = 375 points total): At the end of each module, you will be required to complete a more substantial intervention in the content by way of a module project. These projects will vary in length and scope, but will require external research, written analyses, and recorded presentations. See assignment sheets for more details.

Final Project (1 x 150 points): For your capstone project in this course, you will be given a list of options (see assignment sheet for more details). Each of these projects will require you to make a significant intervention in the history, theory, and practice of mass media communication. Final projects will be accompanied by both written components and recorded presentations.

Grade Scale

A: 900-1000 points

B: 800-899 points

C: 700-799 points

D: 600-699 points

F: 599 points and below

Tentative Schedule

		Schedule (Tentative)		
	Week	Topic	Reading	Assignments
Module 1: Foundations of Mass Media				Video Introductions due 8/30 Syllabus Contract due 8/30
	1 (8/24-8/30)	Course Overview		
	2 (8/31-9/6)	Introduction to Mass Media	Postman, 1985/2006 (pg. vii-15)	DB #1 due 9/6
	3 (9/7-9/13)	The Mass Media Communication Process	Silverblatt, 2013 et. al (pg. 1-38)	DB #2 due 9/13
				DB #3 due 9/20 MP #1 due 9/20 Media Log due 9/20
	4 (9/14-9/20)	Media Effects and Theories	McQuail, 2017 (pg. 370-397)	
Module 2: The Development of Mass Media	5 (9/21-9/27)	Media Ecology and the Four Epochs	Logan, 2002; Strate, 2004; McLuhan & McLuhan 1988	DB #4 due 9/27
	6 (9/28-10/4)	Media in Ancient Times (Oral Era)	Innis 1954	DB #5 due 10/4
	7 (10/5-10/11)	Writing & Typography (Literate Era)	Crowley & Heyer, 2024; Einstein, 1979	DB #6 due 10/11
	8 (10/12-10/18)	Telegraphy & Television (Electric Era)	Carey, 1988; Postman, 1985	DB #7 due 10/18
				DB #8 due 10/25 MP #2 due 10/25 Tetrad Presentation/Paper due 10/25
	9 (10/19-10/25)	Digital Media & Social Media (Digital Era)	Standage, 2014; Manovich, 2002	
Module 3: Contemporary Media Environment				
	10 (10/26-11/1)	The End of Mass Media &	Boukes et. al, 2026; Logan, 2025	DB #9 due 11/1
	11 (11/2-11/8)	New and Developing Media	Levinson 2007	DB #10 due 11/8
	12 (11/9-11/15)	Artificial Intelligence	Gunkel, 2021	DB #11 due 11/15
			Calzati & de Kerckhove, 2024; Kroker & Cook, 2023	DB #12 due 11/29
	13 (11/16-11/22)	Quantum Computing		
	14 (11/23-11/29)	No Class - Thanksgiving Recess		
				DB#13 due 12/6 MP #3 due 12/6 Professional Profile Assignment due 12/6 Final Project due by 12/8 (Optional) MP #4 due by 12/8
	15 (11/30-12/6)	Pioneers the Future of Mass Media: Perspectives and Directions	Zuckerberg, 2026 Amodei, 2024	
	16 12/6-12/13	Finals Week		
		** All assignments due by 11:59pm unless specified otherwise **		

Syllabus Contract

I have read the syllabus for MCOM 2307 and agree to the terms for required coursework and acceptable behavior.

Name:

Year in School:

Major/Minor:

Hometown:

Professional Headshot:

What do you hope to get out of this class?

What are your career interests?

Who are the top 3 people who inspire you (this can be personally or professionally) and why?

Who are your top 3 musical artists and/or songs?

What are your favorite TV Shows, movies, or books/authors?

Lastly, if you feel comfortable doing so, please list any time commitments (work, extra-curriculars, family, etc.) you have – or expect to have – outside of CMST 2307 this Fall. (This section is entirely optional and exists just so that, if you wish, I am aware of your general schedule and can accommodate you accordingly).