

MCOM 2307 – Mass Media and Society
Online Asynchronous Course
Instructor: Anita Brown
Email: Abrown@uttyler.edu
Phone: 903-566-7364
Best way to contact me: Email
Office: Virtual during summer
Office Hours: By appointment during summer

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%
Media Log and Reflective Analysis	30%
	Total = 100%

Course Requirements:

Textbook/Reading Material:

- Media/Society: Technology, Industries, Content, and Users 7th ed. by David Croteau and William Hoynes, ISBN: 9781071819357
- 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 (July 9), 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

- A. 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.
- B. Assignments and due dates may be changed at the instructor’s discretion with fair notice to students.
- C. 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.
- 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. 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.

- F. Assignments will be discussed weekly, students will be given a course schedule, 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, 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.
- G. 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.

Assignment Overview

1. **Assignments (SLOs 1, 2, 3, 4, 5, 6, 7, & 8)** During the semester, students will complete a variety of discussions and knowledge checks. 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 Reflective Analysis (SLOs 1, 2, 3, 6, & 8)** Students will spend one week during the semester logging their media consumption and will then write a reflective analysis utilizing the information obtained while logging their media consumption. The analysis will also take a broader look at media and its overall relationship to society. The purpose of this assignment is to give students an opportunity to explore their own media consumption in more depth and to give them an opportunity to reflect on the role media plays in their own life and, in the bigger picture, society.

Course Schedule

Week One: Monday, July 6 – Sunday, July 12

Topics:

1. Media/Society in a Digital World
2. The Evolution of Media Technology

Module requirements:

1. Watch course introduction videos
2. Review weekly material
3. Read Chapters 1 & 2

Due Sunday, July 12 at 11:59 p.m.

1. Syllabus Quiz
2. Discussion: Introduction & Personal Media Literacy
3. Knowledge Check #1

Week Two: Monday, July 13 – Sunday, July 19

Topics:

1. The Economics of the Media Industry
2. Political Influence on Media
3. Media Organizations and Professionals

Module requirements:

1. Review weekly material
2. Read Chapters 3, 4, & 5

Due Sunday, July 19 at 11:59 p.m.

1. Discussion: Media Economics & Politics
2. Knowledge Check #2

Week Three: Monday, July 20 – Sunday, July 26

Topics:

1. Media and Ideology
2. Social Inequality and Media Representation

Module requirements:

1. Review weekly material
2. Read Chapters 6 & 7

Due Sunday, July 26 at 11:59 p.m.

1. Discussion: Media & Ideology
2. Knowledge Check #3

Week Four: Monday, July 27 – Sunday, August 2

Topics:

1. Audience and Creators
2. Media Influence

Module requirements:

1. Review weekly material
2. Read Chapters 8 & 9

Due Sunday, August 2 at 11:59 p.m.

1. Discussion: Media Influence
2. Knowledge Check #4

Week Five: Monday, August 3 – Saturday, August 8

Topics:

1. Globalization and the Future of Media

Module requirements:

1. Review weekly material
2. Read Chapter 10

Due Saturday, August 8 at 11:59 p.m.

1. Media Log
2. Discussion: Reflective Analysis
3. Knowledge Check #5