



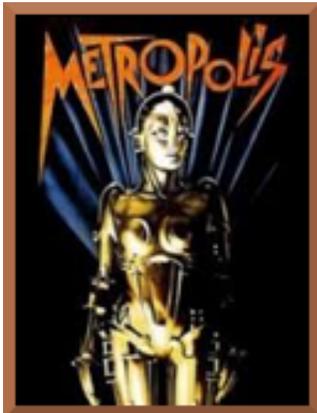
MCOM 2307



Mass Media & Society

I. Course Description

There is an old question: Does art reflect life, or does life reflect art? In this class we ask a slightly different question: Do media influence society, or does society influence media? That question is built on other questions about how media work which cannot be answered unless you have some idea of media history.



However, no single class can answer all those questions. The goal, then, is to give a framework for the questions, and then provide the tools for you to continue to explore them after this class is finished.

That is not the catalog description of this course. That description is both more inclusive and also vaguer. So go and read it too, then join me in an exploration the mediascape.

Instructor: Dr. Mary Anna Kidd

Email: mkidd@uttyler.edu*

Phone: (903) 566-7076 (o); (903) 525-9449 (h)

Office: HPR 268

Office Hours: M 10-11 am

W 8-8:50 am, 4-5:00 pm
or by appointment

*The best way to reach me at most times is via email. Allow 24 hours for response on weekdays, and 48 on weekends.

II. What do you need for this class?

- Textbook: Pavlik, J.V., & McIntosh, S. (2014). *Converging media: A new introduction to mass communication* (4th Ed.). New York: Oxford University Press
- Computer (better than tablets or phones for accessing classroom content)
- Reliable internet access
- Curiosity

III. Course Philosophy:

This is an exploration of the intersection between media and society. I (Dr. Kidd) and not the god of media knowledge, nor am I the queen of the universe. We are going on this journey together. We will learn from each other as we move forward. I always learn something from my students. Students always learn something from each other. Each one of us has a unique set of skills and experiences to share. While I provide a map for the journey, and measures for its successful completion, this is a cooperative effort. Let's see what we can learn together!



IV. Course Objectives:

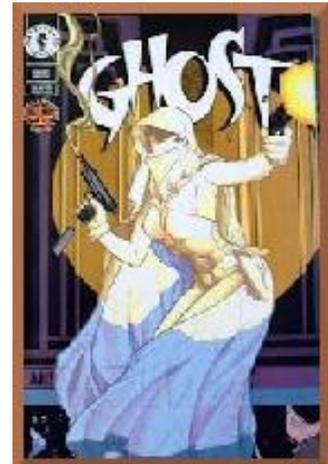
By the end of this class you should be able to:

- **Identify Influences:** Identify how mass media influence society, and vice versa.
- **Explain Trends:** Explain trends in mass media processes, products and personalities.
- **Identify Global Issues:** Identify national and global mass media ideals and issues
- **Differentiate between Schools of Thought:** Differentiate between and among different schools of thought about and within the various mass media.
- **Understand and Apply Ethics:** Understand various ethical and value systems and be able to use this understanding in personal and professional decision-making.
- **Think critically:** Think critically about mass media



Human Expression Core Competencies

- Communication: through writing, speaking, listening, and graphics/PPT
- Critical Thinking
- Teamwork
- Personal Responsibility



V. Contact Information

This is how to connect with your teacher:

Email: mkidd@uttyler.edu (best option)

Online Office Hours: TBD

Office Phone: 903-566-7076 (but not best option – see above)



VI. Assignments

- a. Media Log (10%) - get to understand how you use media (CT, CM)
- b. Storify Media Literacy Project (15%) - join with others in creating the 'story' of one particular media literacy topic (CM, CT, TW, PR)
- c. Summary Assignments (15%) – explore, explain & apply course concepts (includes short essays & personal inventory) (CM, CT).
- d. Final Paper (20%) - critically explore one particular media career. (CM, CT)
- e. Exams (20%) - the time when you are tested on what you have learned to date (objective & subjective measures - aka: different types of questions) (CM, CT, PR)
- f. Quizzes (10%) - checking understanding of videos and readings. (CT)
- g. Participation (10%) – learning activities such as group discussions, class discussions, activities, etc. that provide different opportunities to engage with each other and the course content. (PR)
 - a. This includes attendance! If you miss more than 9 classes, your grade will be reduced by 10%. Three tardies = 1 absence.



VII. What to Expect:

From Everyone:

COURTESY: I am a great believer in the idea of treating others with courtesy and respect. Here is a link with netiquette expectations.

- i. **COOPERATION:** Cooperation is involved in the course – I am not the only person in this class who has experienced living in a mediated world. You are expected to contribute through providing good discussion posts, sharing articles and videos you find, etc. Cooperation also includes getting your share of group work turned in on time as well as sharing your ideas with your group. On my end, it involves working to resolve problems.
- ii. **CONSISTENCY:** We all need to be consistent in our work and our behavior. Students need to do their work on schedule and not fall behind in readings, watching the lectures, etc. Instructors need to stay on top of student communication, grading, etc. We all need to be consistent in our efforts.



Consistency also pertains to checking your email regularly and checking the Blackboard site for announcements.

- iii. **CRITICAL THINKING:** This is also one of the competencies the Human Expression core classes are supposed to strengthen in students. We are expected to think deeply about media and society. To put in in media vernacular, we need to be an active, involved audience.
- iv. **CREATIVE THINKING:** One other expectation is for everyone, including your instructor, to try to approach content from different angles. Creative thinking accompanies critical thinking.

From the instructor:

CLARIFICATION:

1. If you are confused about an assignment, ask me for clarification! I would much rather have you ask than continue to struggle to try to read my mind.
2. I will review major papers if I receive them 72 HOURS OR MORE before they are due. You **DO NOT** have to send me a completed paper. I will review it even if it is only a few paragraphs, or an extended outline.



CONCERN:

3. Problem solving is not reserved for clarifying class assignments or exam questions. However, I can't help you if you don't let me know that you are struggling. Please stay in contact.

I want to be sure that you know there are resources out there to help you on many different levels, included studying, taking notes, and taking exams. Help is available to online students as well as those on campus.

PAPER REVIEW: If you send me an email, I will try to respond within 24 HOURS during the week, and within 48 HOURS on the weekend.

VIII. RECOMMENDED READING & VIEWING:

This is a class about media and society so participation in media consumption is valuable. How many other classes are you told to read articles and posts, listen to the radio, and watch tv?

So be sure to read things in print and online. Explore promotional emails and ad campaigns. Watch the news. Watch You Tube. Check things out on Facebook and other social media.

Why? Because the more you immerse yourself in media, and view it critically, the more you will get out of this class. An added bonus is you will discover new and interesting media – expanding your horizons!

Send your instructor links to articles and videos you find that relate to class content. If you find it interesting, others probably will too. The best contributions will be shared with the class.

Here are some suggested things to read:

Newspapers: *The Tyler Daily Telegraph, The Patriot Talon, Wall Street Journal, New York Times, Dallas Morning News, Fort Worth Star-Telegram, Christian Science Monitor.*

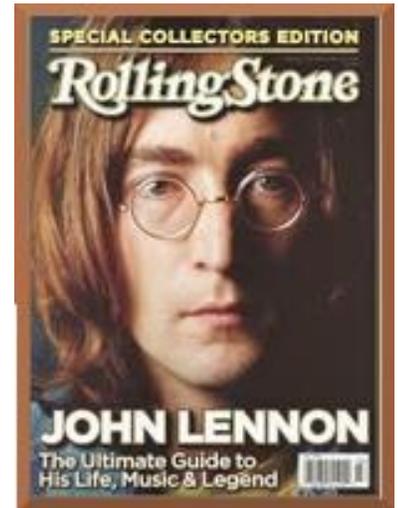
Magazines: *The Economist, Time, Atlantic Monthly, National Geographic*

Viewings: *PBS Newshour – online and on the air; The Daily Show with John Stewart; CNN’s Anderson Cooper 360; local television stations*

Listening: *Local stations, NPR stations streamed*

Online: *Politico.com, bbc.com, TexasTribune.org, Probulica.org, Youtube.com, Hulu.com, Poynter.org*

Resources: www.grammarly.com, newsroom101.net



In addition to the above, the following books will make you better writers:

- Clark, R.P. (2006). *Writing Tools, 50 Essential Strategies for Every Writer*
- Strunk, Jr., W., & White, E.B. (2000). *The Elements of Style (4th Ed.)*. New York: Longman.
- Shertzer, M. (1996). *The Elements of Grammar*. New York: Longman.

Walsh, B. (2004). *The Elephants of Style*. New York:

McGraw-Hill.

X: Grading Rubrics:

Most assignments will have a basic rubric to help guide you in completing the assignment. However, the following apply to all assignments:

- Clean copy is important. Your grade for each assignment will be reduced depending on how many errors you have.
- Facts are important. Your grade for each assignment will be reduced depending on how many errors of fact you have. In other words – make sure your information is accurate.
- Plagiarism will not be tolerated. Students caught plagiarizing will fail the assignment, may fail this class, and will be subject to academic and disciplinary action.
- Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>.

XI. What is plagiarism? AND how do you avoid it?

Plagiarism is, in essence, taking credit for someone else's work. Oddly enough, many students commit this academic sin unintentionally. Students may not realize that they need to cite ANY information that is not what we call common knowledge in the body of their papers.

This means that you need to provide an internal citation (author, year) beside each fact or paraphrased quote that you use from the sources in your bibliography. Think of it as if you are linking the information to the external website – the internal citations connect the reader to the right article in your bibliography.

Here are some sites which can help:

- [Purdue OWL \(Online Writing Lab\)](#)
- <http://www.plagiarism.org/>

Writing Center: Take advantage of writing help. 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.

Student Accessibility and Resources: In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources (SAR) office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu Student.

UNIVERSITY POLICIES AND PROCEDURES

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.

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>.

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.

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. (For Fall, the Census Date is Sept. 12.) 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. 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 (Sept. 12th) 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

State-Mandated Course Drop Policy: 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). 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.

Absence due to Religious Observance: 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.

Student Absence for University-Sponsored Events and Activities: 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.

Social Security and FERPA Statement: 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.

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.

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.

- i. "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 text;
 - * 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 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 instructor has designated that the exam 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, homework 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.

- ii. "Plagiarism" include, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any other means another's work and the submission of it as one's own acadmic work offered for credit.

- iii. "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.

iv. All written work that is submitted will be subject to review by SafeAssign™, available on Blackboard.

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)**