

MCOM 3390
Mass Communication Theory

Instructor: Mary Anna Kidd

Email: mkidd@uttyler.edu**

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

Office: HPR 268

Office Hours: M 10-11; W 8:00-8:50;

4:00-5:00, or by appointment

**best way to contact me is via email. If you don't receive a reply within 24-48 hours, either re-send the email or call me. (note: 24 hours weekday, 48 hours weekend)

REQUIRED READING:

Mcquail, D. (2010). *McQuail's Mass Communication Theory (6th Ed.)* Thousand Oaks, CA: SAGE.

Select readings assigned in class.

COURSE DESCRIPTION: "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."

OBJECTIVES: By the end of this course, you should be able to:

MCOM Competency: Students will be able to conduct research and evaluate information using methods appropriate to public relations/integrated communication or multimedia journalism professions. (Analysis & Systematic Inquiry)

1. Understand a broad range of approaches to mass communication theory and models.
2. Describe the ideas that influence the practice and development of communication systems (i.e., print, radio, television, internet, etc.). (A&S)
3. Develop competence in library research for literature specific to mass communication theory and research (A&S).
4. Analyze key concepts and issues in mass communication theory. (A&S)
5. Determine their own positions concerning media influence and management, and review practical applications of those theories. (A&S)
6. Identify the epistemological, ontological and axiological placement of the various mass communication theories.
7. Describe the relationship between theory and ethics and practice (A&S).

THINGS TO KNOW ABOUT MY CLASS:

Attendance: Attendance is mandatory. I treat our class like a business. We're partners, and I expect you to show up as you expect me to show up. I don't need excuses when you are absent, unless you have a doctor's note or other type of verification. Just let me know. However, our attendance together is what makes this class work. More than nine (9) absences may result in a 10 percent drop in your overall grade (note point structure under attendance/participation in grades section).

- Students who anticipate being absent due to religious observance or university-related activities should inform the instructor by the second class meeting.
- You are responsible for turning in all assignments by deadline even though you may be absent. You are also responsible for lecture materials, announcements and assignments made during any absence.
- **10 minutes late or leaving early may be considered absent.**
- No make-up tests will be allowed unless you must be absent on the day of an in-class exam and have notified the instructor at least three (3) days in advance, or can provide

documentation supporting why it was a necessary absence. Any make-up exam must be taken before the exam. No make-up tests allowed for online exams or quizzes.

- Students late to in-class exams on test days may not be allowed to take the exam if students have already completed the exam and left the room.

Assignment Policy:

- Unless otherwise specified, assignments are due at the start of each class, printed and stapled. Late assignments will be penalized by one letter grade per day late (i.e., if it is one day late, you lose 10 percent off the top.)
- Assignments must be typed using the format for the assignment.
- Assignments and due dates may change at the instructor's discretion with fair notice.
- Students must complete all assignments in order to pass the course. This does not mean, however, that merely completing all assignments guarantees a passing grade.
- All assignments must include student name, date, assignment name, and course name.

Classroom Courtesies:

- Cell phones are a part of our lives. They are a part of our communication. Be courteous when using yours in class or I will have to create a silly rule.
- No eating unless there is enough for everyone. Beverages (non-alcoholic) are allowed. Bottles, cans and glasses are expected to depart with you.
- Laptop and tablet use is for note-taking and class-related research. Other uses will be noted and these devices can be restricted in class.
- Talk, debate, ask questions, and challenge, but stay on topic.

Access to Technology:

- I use Blackboard to communicate, post assignments and readings, present feedback, and provide a space for you to communicate with your classmates. Check Blackboard regularly.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.
- **PLAGIARISM WILL NOT BE TOLERATED.** This 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. 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.uttyl-er.edu/judicialaffairs/scholasticdishonesty.php>.

GRADING: Here what you'll be graded on:

- **Participation + Class Attendance** (10%). You are expected to be at all classes. You get 100 points for that. Any class you don't make, you subtract 3 points. You are still subject to University Policies regarding attendance. Excessive absences will not be tolerated in this class or university. If you miss more than 9 classes, you will lose a letter grade over all. Please understand and adhere to the UT-Tyler attendance policy.
- **In-Class Assignments/Journals** (20%). Each student will do a guided journal writing about select chapters in the text. Other in-class assignments or special short pieces will also be expected periodically.
- **Special Project** (15%). Working individually or in a group, you will develop a presentation explaining a specific media theory – either a video or classroom oral presentation. Your goal is to explain the theory and show how knowledge of that theory can help your professional performance.
- **Position Statement – Which is more powerful?** (10%). You will write a short paper detailing which side of the media influence debate you side with, and support your position with evidence.
- **Theory Paper** (20%). You will write a detailed explanation of a particular mass communication theory. You may cover any theory EXCEPT the theory YOUR group highlights (the theories other groups highlight are available, though).
- **Exams** (25%).
- **Extra Credit:** You will have the opportunity to earn extra credit throughout the semester.

For most assignments, grading rubrics will be available on Blackboard before the assignment is due. To get full points, the assignment is expected to be exceptional and practically perfect. I grade your work with the following assumptions:

- A Exceptional work; thoughtful, complete mastery of material; engaging, clear writing.
- B. Demonstrate thoughtful, complete mastery of material and better than normal writing.
- C Demonstrate fundamental mastery of material and acceptable/normal writing.
- D Demonstrate minimal mastery of material and below average writing.
- F Inability to successfully deal with course material, and inadequate writing.

Remember: 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>.

TENTATIVE COURSE OUTLINE, MEETING DATES, TOPICS: (subject to change at instructor's discretion).

W	Day	Topic	Read	Due	Classwork
1	M 8/29 W 8/31 F 9/2	Introduction to class What is Mass Comm Theory?	Syllabus Ch. 1	Watch "how to read textbook" video Syllabus Quiz (BB) Information Sheet (bring to class)	Discuss journals, papers, & group projects
2	M 9/5 W 9/7 F 9/9	Labor Day Holiday Mass Communication Theory & Media History	Ch. 1	Top three media theories (in class)	
3	M 9/12 W 9/14 F 9/16	Media Structure & Performance	Ch. 8	Ch. 8 Journal Group Theories	
4	M 9/10 W 9/21 F 9/23	Media Economics & Governance	Ch. 9	Ch. 9 Journal	Discuss Special Projects
5	M 9/26 W 9/28 F 9/30	Concepts & Models Present 'ologies	Ch. 3	Ch. 3 Journal	
6	M 10/3 W 10/5 F 10/7	Theory of Media & Society	Ch. 4	Ch. 4 Journal Position Statement	
7	M 10/10 W 10/12 F 10/14	Exam #1 Review Normative Theory	Ch. 7	Ch. 7 Journal	
8	M 10/17 W 10/19 F 10/21	Production of Media Culture	Ch. 12	Exam #1 Due by class time 10/17	
9	M 10/24 W 10/26 F 10/28	Media Content	Ch. 13	Ch. 13 Journal	
10	M 10/31* W 11/2 F 11/4	Special Projects		Special Project Presentations & Videos Due	
11	M 11/7 W 11/9 F 11/11	Audience Formation & Experience	Ch. 16	Ch. 16 Journal	Present Arbitron Ratings

12	M 11/14 W 11/16 F 11/18	Processes & Models of Media Effects	Ch. 17	Ch. 17 Journal	
13	11/21-26	Thanksgiving Holiday No class			
14	M 11/28 W 11/30 F 12/2	Epilogue/Global	Skim Ch. 19 & 14	Exam #2 Discussion	
15	M 12/5 W 12/7 F 12/9	Individual Appointments (individual meetings in HPR 268 – no class)		Theory paper Outline (email)	
16	M 12/12 12/13-17	Study Day Final Exam TBD		Theory Papers Due	

***Last day to withdraw from classes: Oct. 31**

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 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 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)**