

HNRS 2351 - 002: World Text and Image III

Or

Media History, Communication Technology, and Societal Impact.

Professor: Joe Provencher

Office: CAS 232 (sometimes CAS 259)

Email: jprovencher@uttyler.edu

Office Hours: By Appointment, Wednesdays 8:00-10:30. Zoom appointments also available, reach out early and often

Course Description: Welcome to World Text and Image III. In this course, we will look at interesting intersections between human tool use and human behavior. Specifically, this course examines the impacts that changing communication technology has had on American society. While not exhaustive, we will cover major innovations from the invention of the printing press, to artificial intelligence, and examine the way that these changes may have contributed to our social reality. The course involves some history, some academic theory, and lots of critical reflection on just how much of our lived experiences are impacted by the particular tools we use to exchange information and ideas.

Learning Objectives:

1. Understand communication from a variety of theoretical and methodological perspectives.
2. Identify key epistemological approaches understanding human behavior on an individual and societal level
3. Execute thoughtful and appropriate criticism of narratives of historical development and progress.
4. Identify, access, and comprehend appropriate scholarly sources necessary to answer communication-based research questions and provide potential explanations for social problems.
5. Improve your communication skills with speaking and writing assignments
6. Express your ideas through creativity •
7. Develop your critical thinking and research skills
8. Expand your knowledge of digital literacy and digital media
9. Understand issues regarding civility and public discourse

Expectations and Course Structure: This course in an interactive lecture format. I will present notes and information during each class meeting, and I will count on your contributions. I expect you come to class ready to participate in our creation of our collective knowledge. I invite you to ask questions, answer questions, share insights, and engage in the material during activities. Lectures will not duplicate readings. You should stay atop of the weekly readings and complete them before coming to class, and be prepared for activities that assess your understanding of ideas in each chapter or article.

The point of class is to be as student driven as possible - because so much of the material will be up and available online, the goal of in-person meetings is to be able to provide greater depth, more clarity, answer specific questions, etc. So consider the classes an in-person seminar, to drive home key elements. All tests and quizzes will be administered online.

Covid 19 Information for Classrooms and Laboratories: Students are required to follow all procedures as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Course Website: We will be using Canvas for this course. I will upload necessary texts that are not part of your course packet, as well as any other course documents that may be of use to you throughout the semester. I will also use Canvas as a communication tool in order to contact you.

Required Texts:

All readings will be available on Canvas. I prefer to assign primary texts directly to students. So will be a mixture of articles, book chapters, even short videos as required for the course. Each unit has an assigned packet of readings — students are expected to keep up on readings throughout the semester.

Reflection papers 20%

* Throughout the year I'll ask you to reflect on the class content to date. These papers are graded for effort more than for being perfectly accurate in content. I want to know, of all the class material, what is interesting you, and why? How do you see it related to the rest of the course? To your daily life? How does the lecture material and readings tie into each other? To other concepts in the course? If you are answering each of these questions, whether you love or hate the material, find it engaging or boring, whatever your takeaway is, you will get high marks on the reflection papers. Full instructions for each unit are on canvass.

(5 Reflections @ 40 points each= 200 points)

Exams 40%

Two exams will be given during the semester, to assess students' knowledge of material covered in the readings. Although the exams will cover only the content from the given unit, some chapters and concepts will utilize concepts from earlier in the course, so each exam will contain

some amount of cumulative knowledge. The nature and format of the exams will be discussed in class as the date for each exam approaches.

(Exam 1 = 20%; Exam 2 = 20%, 200 pts / exam)

Final Project 25%

You will put together a project as your “final” project in the class. Consider this your cumulative project for the semester. More details of the assignment and a rubric will be provided, but here are the basics:

We will have covered a large amount of media technology and social commentary in this course. I’m very interested in what media interests you, and would look forward to having you creatively approach producing some piece of media content that demonstrates an understanding of serious course concepts. You could produce a short film, a podcast, a piece of music, an essay/written piece of work... whatever you think interests you most! You have incredible leeway in how you complete this project.

I do expect the project to be related, in content (if not form) to something socially relevant. It should use concepts and ideas from class, and situate itself intentionally within one of the class provided frameworks, to create something demonstrative of your view of media and society. It can be critical, it can be in support of the status quo, it can be about anything from the class, as long as it’s class relevant.

One brief note — if you pick something big and ambitious, and wish to work with others, that can be discussed. As long as I approve the project idea, and the people working on it, this can be a collaborate final project (it does not have to be). Additionally, prior to turning in your final project, you will present a prospectus (or a project justification document). This is to ensure that your project is appropriate, and on the right track.

- * Prior to presenting your final you will turn in a **prospectus** of your proposed research project.
- * These are **free points**. You will turn in a few brief paragraphs documenting 1) What body of literature/theory you are drawing your project proposal from, 2) Your proposed project, how you plan to execute it, what key questions/concepts from the class you intend to tackle, and 3) A brief timeline if appropriate of key deadlines.
- * By doing these things, you will receive 50 pts of your final grade. You are not being assessed on quality. Rather, this is a way for me to check in with each of you, before you go about your hours of research and planning, to make sure that you’re on a good track. I also might suggest potentially relevant work to draw from to improve your final effort.

(Prospectus = 50 pts, Final Project = 200 pts)

Movie Review:

Students will examine several videos in this course (some short, some long) and will be asked to reflect on them appropriately. Full assignment instructions are on Canvas.

The assignment is worth 50 points.

Grade Breakdown

This course utilizes a 1000-point grading scale. Grades will be posted in the course Canvas site throughout the semester. Students are encouraged to verify that grades posted in Canvas correspond with their own records and communicate any discrepancies in a timely manner.

Assignment	Point Value
Research Articles Review and Critique	200
Exam 1	200
Exam 2	200
Research Proposal	200
Prospectus	50
Final Presentation	100
Movie Review	50
Total	1000 (100%)

SUB-TOTAL = 1000 (100%)

Grade Grievance Policy:

If you wish to appeal a grade, please follow this procedure:

- Wait 24 hours before contacting me about a grade unless there was an error in calculation of the grade. I ask that you wait so that you can look back over the assignment or exam and your notes and the textbook, then think about the reasons why you earned the grade. I am very happy to discuss grading and evaluation criterion, you just need to wait 24 hours after I turn a grade back to you to contact me.
- Submit the appeal in writing. E-mail me **within one week of your receipt of the grade;** include your specific appeal and which grade you believe you believe you earned. E-mail me again only if I do not acknowledge your first appeal.
- I will not entertain conversations in the last week of class or after final grades have been posted about being only a few points away from earning a particular letter grade. As you can see, points have already been rounded up. You will receive the grade that you earn throughout the semester, so please start working hard early on.

Assignments and Grading Structure

Course Policies:

Elasticity Clause: I reserve the right to modify the existing course calendar and assignments. If changes must be made, I and/or my teaching assistants will notify students as soon as possible.

Classroom Civility: People and ideas must be treated with respect. Please avoid disruptive behavior that makes it difficult to accomplish our mutual objectives.

Changes to the schedule: Changes may be made at my discretion and if circumstances require. I will do my best to notify you via email, in class, and with a hard copy of the changes. It is your responsibility to note these changes when announced. Readings must be completed for the day they are assigned on the course schedule. Lectures are intended to complement the readings.

E-mail: E-mail is my preferred form of contact (note the address above). I cannot guarantee a response to e-mails sent to other addresses, including Canvas. Allow a 48-hour window for a response. If an e-mail is after 4 p.m. on any given day, I cannot guarantee a response before 9 a.m. the following business day. Emails about assignments will not be responded to after 9 p.m. and are not guaranteed after 2 p.m. the night before the assignment is due. As we will discuss, I am the Director of Forensics here at UT Tyler, which means I also have debate tournaments and other competitive endeavors many weekends of the year. To that end, I have inconsistent access to email over the weekends. If you allow me one business day to respond, I will get back to you.

Also, please NEVER HESITATE to email me more than once. If somehow something gets lost, or you have questions that I have not answered, reach out early and often! I am not offended by multiple emails, or multiple requests for information. So email me! And email me again if you need! And again after that! I want to hear from you, so please never hesitate to reach out.

All assignments must be turned in on time. If you know you will be missing class due to religious observance, athletics, or competitions, you must inform me no later than the second week of classes.

Assignments: All papers must be typed using Times New Roman in 12-point font, one-inch margins (with no extra spaces between paragraphs), and proper APA style. You must cite ALL references used in your papers (using APA) within text and in a references page. For help with APA style and writing, please do not hesitate to visit the Undergraduate Writing Center on campus or online. NO handwritten copies will be accepted. NO assignments will be accepted via email unless approved by me prior to the day the assignment is due.

Late Assignments & Make-up Work: There is no such thing as late work, nor is there make-up work for unexcused, missed or failed assignments. I do not give make up exams or quizzes except under serious unforeseen and/or extenuating documented circumstances about which I am notified immediately.

Plagiarism

Academic Honesty: The core values of The University of Texas at Tyler are integrity, optimism, curiosity, accountability, leadership, initiative, and development. Each member of the university is expected to uphold these values.

All students must adhere to the UT- Tyler Honor Code (“Honor and integrity that will not allow me to lie, cheat, or steal, nor accept the actions of those who do”). Furthermore, students must complete their work with academic integrity outlined at <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>. All students are expected to maintain absolute honesty and integrity in academic work undertaken at The University. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor. Cases of suspected academic dishonesty will be pursued to the fullest extent allowed by University policies and procedures. Adding another student’s name to an attendance roster when he or she is not in class is academic dishonesty.

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 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 un-administered 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 un-administered test, test key, homework solution, or computer program

or information about an un-administered 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.
- ii. “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.
 - 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 Canvas

The “Common Knowledge” Clause: Material does not have to be cited if it is common knowledge—that is, knowledge that most American high school graduates already know. (E.g. Humans once painted in caves. Berlin is the capital of Germany. Etc.)

The “Textbook” Clause : Material does not have to be cited if both of these points are true:

1. If the information contained in a student’s work is found in a course textbook or other assigned reading
2. And if that information is presented in such a way that the work is not copying or nearly copying the reading material word–for–word.

For example, if a student's textbook lists the Stone Age as beginning in 3,000 BCE, then a student can simply include this date. But, if a student copied full sentences from the textbook, then that would be plagiarism.

The “10% Rule”: As a general rule, a college assignment is considered an original work only if the vast majority of text is original. Generally, no more than 10% of a work can be someone else’s words, regardless of proper quotes or citation.

Intent: When reviewing a possible case of plagiarism, the student’s intent will not be taken into consideration. In other words, an act of plagiarism is plagiarism whether or not the student claims to have intended plagiarism.

Mistakes & Accidents: The possibility that the student mistakenly or accidentally committed plagiarism will not be taken into consideration. I strongly suggest that you discuss your sources with the Writing Center before turning in work.

Appeal to Ignorance: A student's claim to ignorance with concern to policy will never be treated as a valid justification of plagiarism.

Collaboration: Students are not permitted to collaborate on an essay, discussion post, quiz, test, or any written assignment. Having someone proofread your work is ok, but that can only entail matters of style, grammar, and spelling.

Disciplinary Action for Plagiarism: Per departmental policy, the first offense of plagiarism will result in a zero for the assignment. Any additional acts of plagiarism will result in an F for the course and possible disciplinary action by the Dean (e.g. expulsion).

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.

Student 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://www2.uttyler.edu/wellness/rightsresponsibilities.php>

Classroom Diversity: It is my desire to create a stimulating work environment that challenges each student in this class to perform at top levels. In order for our learning community to succeed, each member must treat others that way that they would like to be treated. I expect students to respect the opinions and ideas of each individual. As an instructor, I am committed to providing an atmosphere of learning that is representative of a variety of diverse perspectives, including race, religion, gender, nationality, age, sexual orientation and physical abilities. In this class, you will have the opportunity to express and experience culturally diversity as we discuss diversity issues as they pertain to the classroom environment and the course materials.

Tobacco-Free: All forms of tobacco will not be permitted on the UT Tyler campus or in my classroom or office. This applies to all members of the University community, including students, faculty, staff, affiliates, contractors, and visitors. This includes cigarettes, pipes, cigars, water pipes, e-cigarettes, smokeless tobacco, snuff, and all other tobacco products.

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>

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. The last day to withdraw from a course at UT-Tyler is Monday of the 11th week of class.

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. 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 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

Student Accommodations: 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 office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. 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.

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.

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)

COURSE SCHEDULE

(Dates and topics subject to change by instructor. Check email and Canvass for updates.)

Week 1	Tuesday, August 22	<i>Course Introduction</i>
	Thursday, August 24	<i>More Introduction</i> Introduction to Media Effects
Week 2	Tuesday, August 30	<i>Media Effects and Research</i> <i>Epistemology</i>
	Thursday, August 31	<i>Media, Ideology, and Hegemony</i>
Week 3	Tuesday, September 5	<i>Print Media and Magazines</i> *Print Media Reflection due*
	Thursday, September 7	<i>The Rise of Newspapers</i>

Week 4	Tuesday, September 12	<i>The Fall of Newspapers</i>
	Thursday, September 14	<i>Recording and the Birth of Radio</i>
Week 5	Tuesday, September 19	<i>The Music Industry and Copyright</i> *Music and Recording Industry Reflection due
	Thursday, September 21	<i>Moving Pictures! The Beginning of Film</i>
Week 6	Tuesday, September 26	***EXAM 1***
	Thursday, September 28	<i>Film (one)</i>
Week 7	Tuesday, October 3	<i>Film (two)</i>
	Thursday, October 5	<i>Television</i>
Week 8	Tuesday, October 10	<i>The Political Economy of Mass Media</i> *Film and/or TV reflection due*
	Thursday, October 12	<i>Psychology, Message Creation and Targeting,</i>
Week 9	Tuesday, October 17	<i>Advertising and PR</i>
	Thursday, October 19	<i>Genre and Formula</i> MOVIE REVIEW DUE — CONTROL ROOM

Week 10	Tuesday, October 24	<i>Media Law and Media Regulation</i>
	Thursday, October 26	<i>Visual Literacy and Composition</i>
Week 11	Tuesday, October 31	<i>Semiotics and Messaging</i> *Mass Media Reflection due*
	Thursday, November 2	<i>Internet, Social Media, New Technologies</i>
Week 12	Tuesday, November 7	<i>Violence, Sexual Content, and Gratifications for Media U</i>
	Thursday, November 9	<i>A. I. — What is it? Should we care?</i> *Internet and new Media reflection due*
Week 13	Tuesday, November 14	***EXAM 2***
	Thursday, November 16	<i>Wrapping it all up</i>
Week 14	Tuesday, November 21	<i>THANKSGIVING, NO CLASS</i>
	Thursday, November 23	<i>THANKSGIVING, NO CLASS</i>
Week 15	Tuesday, November 28	FINAL PROJECT WORKSHOP

Thursday,
November 30

FINAL PROJECT WORKSHOP

Your Project is DUE

FRIDAY December 9th

12:00 NOON electronically

Electronically on Canvass. If Canvass is not working, please
the final draft. No late work will be accepted. No exce