Journalism 1307 – Mass Media in Society
COURSE SYLLABUS: Summer 2012

Instructor: Fred Stewart, instructor
Office Location: Journalism Building Room 113
Office Hours: Mon thru Thur (11 a.m.-12 p.m., 1-2 p.m.)
Office Phone: 903-886-5231
Office Fax: 903-468-3128
University Email Address: Fred.Stewart@tamuc.edu

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Textbook(s) Required: n/a

Course Description: A discursive study of mass media organizations, how they operate and exert their influence on individuals and society enabling students to become knowledgeable and self-critical consumers of mass media content. The emphasis will be on those media engaged in news and public affairs reporting and commentary, especially the press and television.

Student Learning Outcomes:
1. The student will be an active participant in discussions and evaluating information presented in class activities and video tape presentations.
2. The student will be an active participant and contribute to discussions based on their individual perceptions and experiences.
3. The student will demonstrate an understanding of the mass media and society including but not limited to newspapers, radio, television, movies, recording industry, and social media.

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments
This course consists of class discussions accompanied by selected video tape presentations to give the students a better understanding of the mass media. Students will take quizzes and a final exam.

Grading
Quizzes: 4 at 100 points each
Final Exam: 200 points value
Quizzes and final exam will be matching format but may also include short answer or short essay
Grading Scale: A = 90%, B = 80%, C = 70%, D = 60%, F = below 60%
TECHNOLOGY REQUIREMENTS

Students may use personal laptops for note taking in class

ACCESS AND NAVIGATION

n/a

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:
To contact the instructor, students may call 903-886-5231 (if no answer, leave a voice mail), email (Fred.Stewart@tamuc.edu). Response will be within 24 hours of receipt, if response is requested. Students requiring club, organization or athletics grade checks must bring appropriate form to instructor’s office during office hours. No grade checks will be given in the classroom. Instructor-initiated communication will be via email at the students’ myLeo email address.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:
Students are encouraged to attend class regularly and be on time. Excessive absences may result in the student being dropped from the class. Excessive talking or other class disruptions may result in student being asked to leave class. Student may make up missed quizzes prior to final exam. No extra credit or quiz re-takes are available.

University Specific Procedures:

ADA Statement
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).
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<tr>
<th>Week 1</th>
<th>SYLLABUS. DISCUSSION: Living in a Media World, Magazines DISCUSSION: Newspapers DISCUSSION: Radio</th>
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<tr>
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<td><strong>Quiz #1 (Media World, Magazines, Newspapers, Radio; Handout #1-40)</strong></td>
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<td>Week 2</td>
<td>DISCUSSION: Television DISCUSSION: Television continues DISCUSSION: Mass Media Effects</td>
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<td><strong>Quiz #2 (Television, Mass Media Effects; Handout #41-80)</strong></td>
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<td>Week 3</td>
<td>DISCUSSION: Recording Industry DISCUSSION: Recording Industry continues DISCUSSION: Movies</td>
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<td><strong>QUIZ #3 (Recording Industry, Movies; Handout #81-120)</strong></td>
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<td>Week 4</td>
<td>DISCUSSION: Media Law &amp; Ethics DISCUSSION: Politics, Media &amp; Public DISCUSSION: Social Issues &amp; Social Media</td>
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<td><strong>QUIZ #4 (Media Law &amp; Ethics, Politics, Media, Social Issues &amp; Social Media; Handout #121-160)</strong></td>
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<td>Week 5</td>
<td>DISCUSSION: Advertising DISCUSSION: Subliminal Advertising DISCUSSION: Wrap-up, summary</td>
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<td><strong>FINAL EXAM: Review Quiz #1, Quiz #2, Quiz #3, Quiz #4, Advertising, Handout #161-250</strong></td>
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