

## **Mass Media & Society: COMM102 Syllabus**

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**Office Phone Hours:**

Thursdays: 11:00 -12:00 OR by appointment.

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### **Required Textbook**

**Media and Culture: Mass Communication in a Digital Age** by Richard Campbell, Christopher R. Martin, and Bettina Fabos. 12th edition. ISBN: 978-1457668739

**Important:** This course will utilize Launch Pad which is associated with the textbook. An access code is included with the textbook. Here are the instructions for accessing the Launch Pad course.

PLEASE USE THE LINK BELOW FOR THIS SECTION. DO NOT REGISTER FOR ANY OTHER SECTION.

My LaunchPad course is open for student registration. Follow these steps to get started. If you need additional guidance, consult the [support site](#), especially the system requirements which list recommended browsers.

Go to <http://www.macmillanhigher.edu/launchpad/mediaculture12e/10951346>

Bookmark the page to make it easy to return to (although note that the URL will look different due to security measures).

Enroll in this course using one of the following options:

If you have an access code, select "I have a student access code", enter the code exactly as it appears on the card, and click Submit.

If you don't have an access code, either purchase a text package that includes one OR click "I want to purchase access" and follow the instructions.

If you need to start working but can't purchase right away, select "I want temporary access" and follow the instructions. Please note: Your grades are linked to your Launchpad account username (email address). If you use temporary access, make sure you purchase or register your code using the same email address for your paid access.

If you have problems registering, purchasing, or logging in, please [contact Customer Support](#).

You can reach a representative 7 days a week:

- through the online form
- by chat
- by phone at (800) 936-6899

### **Fredonia OnCourse Platform**

Fredonia's OnCourse platform will be used in conjunction with Launch Pad. You will enter Launch Pad via OnCourse. All written assignments will be submitted via OnCourse.

### **Video & Film Requirements**

There are several assignments that require viewing films and videos. **ALL** are readily available on reserve in the Fredonia library or on free sites. Almost all materials are viewed in class. If you miss class, you are responsible for viewing the materials independently.

### **Netflix OR Amazon Prime Video:**

It is recommended that you have access to either Netflix or Amazon Prime Video for some assignments. If you miss class, you are required to view class materials.

### **On-Course Submissions & Due Dates**

All weekly written assignments will be submitted to the OnCourse platform. All assignments are due on Sundays at 11:59 pm.

## **Launch Pad Submissions & Due Dates**

All weekly Launch Pad assignments will be submitted via the Launch Pad platform. All assignments are due on Sundays at 11:59 pm.

## **Course Description**

This course historically traces the development of such mass media as newspapers, recordings, radio, film, television, and the Internet, and examines the functions and limitations of each medium. Special attention is given both to the role of mass communication in reflecting and projecting society, and the form and functions of mass media systems of the future. We will examine media as a central force in the shaping of culture. Through study of the history and structure of major institutions, we will be able to examine and critique the powerful dynamics of the media and develop an informed, ethical view of the impact that these institutions continue to have on community, national, and global life. One goal of this course is to provide a profound understanding of the media environment so it is possible to navigate its complexities with intelligence.

## **Course Objectives**

- Special focus will be directed so that students can during the course of the semester:  
Demonstrate media literacy by accessing, interpreting, evaluating, and producing media messages.
- Trace the development and evolution of mass media in order to analyze, interpret, and evaluate the role, impact, and regulation of media in society.
- Recognize and apply mass communication theories in order to analyze, interpret, and evaluate how media shape people's views of reality.
- Develop a thorough historical perspective about how mass communication technologies originated and developed into their current forms.
- Recognize the role of mass media in changing global political and cultural dynamics.
- Understand the variety of relationships between media and their audiences, including how media affect individuals and society, and how these effects and audiences are

measured.

- Understand the ongoing government regulation of media in the United States as well as the constitutional principles that guide such regulation.
- Identify basic mass communication terminology.
- Explain fundamental communication concepts.
- Identify the major contributors to the field of mass communication.
- Discuss ethical and philosophical issues relating to the mass media.
- Understand the behind-the-scenes operations and decision-making processes of the major mass communication industries.
- Recognize the breadth of the field of mass communication and the importance of continuing to stay current with new discoveries.

### **Grading Criteria**

OnCourse Written Assignments:	30%
Quizzes/Launch Pad:	20%
Learning Curve Launch Pad:	20%
Mid-term Assignment:	15%
Final Assignment:	15%
Attendance:	See policy below

### **Grading**

A: 100-93%

A-: 92-90%

B+ 89-87%

B 86-83%

B- 82-80%

C+ 79-77%

C 76-73%

C- 72-70%

D+ 69-67%

D 66-63%

D- 62- 60%

F below 59%

### **OnCourse Written Assignment Details**

All written assignments will be submitted via OnCourse. They are described in detail there each week. Written work should be composed accurately, proofread, and submitted as finished products. Further, perceptions should be thoughtful, original, and reference the appropriate material in the form of examples, illustrations, etc.

Here is the Writing Assignment Rubric:

### **Writing Assignment Rubric: 100 points**

**Some assignments have different point values and the rubric is adjusted.**

Exceeds Expectations (90-100 points)	Exceeds Some Expectations (80-89 points)	Meets Expectations (70-79 points)	Below Expectations (60-69 points)	Does Not Meet Expectations (0-59 points)
Assignment establishes an insightful main point in response to original material  Supporting details are well-chosen and relevant to the main point  Ideas are well-developed  Includes 3-4 paragraphs	Assignment establishes an appropriate and clear main point in response to original material  Supporting details are appropriate and mostly relevant  Includes at least 3 paragraphs  Ideas are generally well-developed  Paragraphs are organized	Assignment establishes a generally clear main point in response to original material  Includes relevant supporting details for most ideas but some ideas may need more support and development  Includes at least 3 paragraphs  Paragraphs are organized	Main point of assignment may be unclear  May include few supporting details or details may not be relevant to the main point  May be only 2 paragraphs long  Development is limited  Sentence structure includes multiple major grammatical	Main point of assignment is not established or does not respond to original material at all  Supporting details are inappropriate or irrelevant to the main point  Ideas are not developed  May be only 1 paragraph long  Sentence structure is confusing or includes multiple major grammatical

Paragraphs are organized	Sentence structure includes a few grammar or punctuation errors but they do not affect meaning	Sentence structure is adequate but includes some major grammar or punctuation errors but they do not generally affect meaning.	errors that affect meaning	errors that cause the submission to lapse into incoherence  Plagiarized assignments will receive an automatic score of zero.
Sentence structure demonstrates few if any grammar and punctuation errors				

**Launch Pad Assignments**

Launch Pad assignments include quizzes, videos, and “Learning Curve” assignments, which are interactive reading assignments.

**Course Policies**

**Attendance & Tardiness Policy**

Full class attendance is required. Attendance is a part of the overall course grade. Students are permitted to miss 3 class sessions without penalty (That is 4 hours total). Grades will be reduced for each additional absence. In example, if you earn an A and, the grade will reduce to an A-. 2 absences, the grade is reduced to a B+, etc.

Punctuality is required. Each lateness will impact the overall grade. Arriving 20 minutes late will equal an absence.

**Time Commitment**

You should expect to spend at least 6-9 hours a week on course work. That includes reading, viewing material, taking quizzes, and writing.

**Late Policy**

Assignments and projects must be submitted on time. Late submissions will not be accepted. Instructor permission must be granted in order to submit late work. Penalties for late submissions will reduce the grade each day it is late. In example, if an A is earned, an A- will be assigned if it is one day late, 2 days late, a B+ will be assigned, etc.

### **Computer Usage Policy**

Students must have access to a computer in order to fully participate in this course. If there are technical issues with a personal computer during the semester, it is important to have a back-up plan. Those can include accessing university computers in one of the labs or in the library. You are ultimately responsible for your work, even if a personal computer fails. <http://www.fredonia.edu/its/computer-network-policy>

### **Electronic Device Policy**

Unless specifically indicated by the instructor that electronic devices be utilized for class assignments, no cell phones, laptops, Ipads, etc., are permitted. No phone calls or texting are allowed. Please take this seriously. Offenses will result in loss of participation points. Grade reductions will incur at the instructor's discretion.

### **Academic Honesty & Plagiarism Policy**

Please carefully review the Fredonia plagiarism policy. Each student is responsible for that knowledge. Please click on this link for that information:

<http://www.fredonia.edu/student-life/student-conduct/policies#academic>

### **Academic Honesty**

As the University Catalog states, academic dishonesty will not be tolerated. Examples are given in the catalog. Any instance will result in a zero grade for that assignment. A second occurrence will result in a failing grade for the course and possible expulsion from the University.

**Plagiarism is strictly prohibited.** Plagiarism is the act of presenting another person's ideas, research or writings as your own.

Examples: Copying another person's actual words without the use of quotation marks and/or footnotes, failure to acknowledge a source when using information that is not common knowledge or failure to acknowledge collaborators on homework or laboratory assignments.

**Internet Plagiarism** is that which includes the submitting of downloaded term papers or parts of term papers as a student's own work, paraphrasing or copying information from the Internet without citing the source, as well as other forms of "cutting and pasting."

### **Disability Accommodation Information**

Reasonable accommodations are available to students with documented disabilities at SUNY Fredonia. Students who may require instructional and/or examination accommodations should contact the Office of Disability Support Services for Students (DSS), located on the 4th Floor of the Reed Library (716.673.3270 or [disability.services@fredonia.edu](mailto:disability.services@fredonia.edu)). The DSS coordinator will review documentation and determine accommodations on a case-by-case basis. DSS will notify me with an accommodation letter verifying that you have registered with the DSS office and which describes any accommodations approved for you. After you have met with the DSS Coordinator, please contact me so that we can discuss any needed accommodations.

If you have instructional needs due to a disability, please contact me within the first week of class, should you have accommodation plans in place with the University.

If you believe that you may need an accommodation based on the impact of a disability – but do not have an accommodation plan in place – please contact the Office of Disability Support Services. Guidance from this office will dictate the accommodations that will be put into place for you, when you convey this information to me. The DSS Office coordinates those services essential for providing the candidate with a disability the opportunity to be successful at Fredonia. Services range from academic assistance to assistance with residence life.

Should you have grievance relative to the disabilities policies please contact:

<http://www.fredonia.edu/tlc/grievance-procedure>



## Course Schedule

### NOTE:

**This schedule and its content is subject to change. This is particularly true because of the dynamic course content.**

**OnCourse Announcements will clearly indicate all alterations.**

### Week 1

**READ:** Chapter 1: Mass Communication: A Critical Approach

**WRITE:** See OnCourse writing assignment

**LAUNCH PAD:** See Launch Pad assignments

### Week 2

#### **READ:**

1. **Chapter 2: The Internet, Digital Media, and Media Convergence**
2. **The Quiet Giant of Consumer Database Marketing** (2012) by Natasha Singer

<http://www.nytimes.com/2012/06/17/technology/acxiom-the-quiet-giant-of-consumer-database-marketing.html?src=me&ref=technology>

#### **WATCH:**

1. **Lo and Behold: Reveries of the Connected World** (2016) directed by Werner Herzog:  
1 hour 38 minutes (Fredonia Library/Netflix)

2. **Frontline: Digital Nation** (2010): 1 hour 25 minutes  
<http://www.pbs.org/wgbh/pages/frontline/digitalnation/view/>
3. **TED Talk: Gary Kovacs: Tracking Our Online Trackers** (2012): 7 minutes  
[http://www.ted.com/talks/gary\\_kovacs\\_tracking\\_the\\_trackers.html](http://www.ted.com/talks/gary_kovacs_tracking_the_trackers.html)
4. **Present Shock** (2013) Douglas Rushkoff (7 minutes)  
<https://vimeo.com/91720717>

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

### Week 3

**READ:** Chapter 3: Digital Gaming and the Media Playground

**WATCH:**

1. **Are Video Games Really That Bad?** BBC Documentary (2015) 1 hour 25 minutes  
<http://documentaryheaven.com/are-video-games-really-that-bad/>
2. **Your Brain on Video Games** (2012) TED Talk: Daphne Bavelier  
[https://www.ted.com/talks/daphne\\_bavelier\\_your\\_brain\\_on\\_video\\_games](https://www.ted.com/talks/daphne_bavelier_your_brain_on_video_games)
3. **Are Games Better than Life?** (2006) TED Talk: David Perry  
[https://www.ted.com/talks/david\\_perry\\_on\\_videogames](https://www.ted.com/talks/david_perry_on_videogames)

**WRITE:** See OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

## Week 4

### **READ:**

1. **Chapter 4: Sound Recording & Popular Music**
2. **The Song Machine: The Hitmakers Behind Rihanna** (2012) by John Seabrook. The New Yorker article  
[http://www.newyorker.com/reporting/2012/03/26/120326fa\\_fact\\_seabrook](http://www.newyorker.com/reporting/2012/03/26/120326fa_fact_seabrook)

### **WATCH:**

1. **The Decline of Western Civilization I & II** (1981) directed by Penelope Spheeris  
(Fredonia Library/Amazon Prime)
2. **Glory Daze: The Life and Times of Michael Alig** (2015) directed by Ramon Fernandez  
(Fredonia Library/Netflix)
3. **The Secret Science of Pop** Professor Armand Leroi (2016) 1 hour  
<http://www.dailymotion.com/video/x5nxt45>

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

## Week 5

**READ:** **Chapter 5: Popular Radio and the Origins of Broadcasting**

### **WATCH:**

1. **Empire of the Air** (1992) directed by Ken Burns (2 hours)

(Fredonia Library/Amazon Prime)

2. **American Experience: Tesla** (2016) directed by David Grubin (53 minutes)

(Fredonia Library/Netflix)

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

### Week 6

**READ:** Chapter 6: Television & Cable

**WATCH:**

1. **Network** (1976) directed by Sidney Lumet (2 hours)
2. **Philo Farnsworth: Small Screen, Big Dreams: Parts I & II** (1997) (54 minutes total)  
Part One: <https://www.youtube.com/watch?v=PMwEhrRmIVE&t=21s> (28 minutes)  
Part Two: <https://www.youtube.com/watch?v=vtKjZRxAJBU> (26 minutes)
3. **History of Television Pioneers: Breaking Barriers** Season 4 Episode 3 (53 minutes)  
<http://video.pbs.org/video/2365221411/>

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

### Week 7

**READ:**

1. **Chapter 7: Movies and the Impact of Images**
2. **How Does the Film Industry Actually Make Money?** (2012) by Adam Davidson  
<http://www.nytimes.com/2012/07/01/magazine/how-does-the-film-industry-actually-make-money.html?src=rechp>

**WATCH:**

1. **The Story of Film: An Odyssey** (2012) directed by Mark Cousins Episodes 1, 2, and 3  
(1 hour each)  
(Fredonia Library/Amazon Prime)
2. **Will Self: The Death of Film** (2017) (15 minutes)  
<http://www.dailymotion.com/video/x5de4gg>

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

**Week 8**

**READ:** **Chapter 8: Newspapers: The Rise & Decline of Modern Journalism**

**WATCH:**

1. **Citizen Kane** (1941) directed by Orson Welles (2 hours)
2. Watch **ONE EPISODE** from **ONE** of the following shows this week.

**The Daily Show** with Trevor Noah OR

**Full Frontal** with Samantha Bee OR

**Last Week Tonight** with John Oliver

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

**Week 9**

**READ: Chapter 11: Advertising and Commercial Culture**

**WATCH:**

1. **Miss Representation** (2011) directed by Jennifer Siebel Newsome (1 hour 30 minutes)

<http://therepresentationproject.org/film/miss-representation/see-the-film/>

(Fredonia Library/Netflix)

2. **The Masks You Live In** (2015) directed by Jennifer Siebel Newsome (1 hour 37 minutes)

<http://therepresentationproject.org/film/the-mask-you-live-in/see-the-film/buy-rent-stream/>

(Fredonia Library/Netflix)

3. **Killing Us Softly** Directed by Jean Kilbourne

[http://www.youtube.com/watch?v=\\_FpyGwP3yzE](http://www.youtube.com/watch?v=_FpyGwP3yzE)

4. **Dark Girls** (2011) directed by Bill Duke and D. Channsin Berry.

<http://officialdarkgirlsmovie.com/>

(Fredonia Library)

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad assignments

### **Week 10**

**READ:**

1. **Chapter 10: Books & The Power of Print**
2. American Library Association: List of challenged or banned books for 2017-2018:  
<http://www.ala.org/advocacy/bbooks/frequentlychallengedbooks/top10>

**WATCH:**

1. **For These Women Reading is a Daring Act** (2014) Laura Boushnak  
[https://www.ted.com/talks/laura\\_boushnak\\_for\\_these\\_women\\_reading\\_is\\_a\\_daring\\_act](https://www.ted.com/talks/laura_boushnak_for_these_women_reading_is_a_daring_act)
2. **How Books Can Open Your Mind** (2013) Lisa Bu  
[https://www.ted.com/talks/lisa\\_bu\\_how\\_books\\_can\\_open\\_your\\_mind](https://www.ted.com/talks/lisa_bu_how_books_can_open_your_mind)

**WRITE:** OnCourse writing assignment.

**DISCUSSION:** See OnCourse discussion assignment

**LAUNCH PAD:** See Launch Pad Assignments

### **Week 11**

**READ:** **Chapter 12: Public Relations and Framing the Message**

**WATCH:**

1. **The Assange Agenda** (2013) directed by Michael Weatherhead
2. **The Story of Content: Rise of the New Marketing** (2015) directed by Eric Leslie

**WRITE:** OnCourse writing assignment

**LAUNCH PAD:** See Launch Pad Assignments

### **Week 12**

**READ:** **Chapter 16: Legal Controls and Freedom of Expression**

**WATCH:**

1. **Complicated Women** (2003) directed by Hugh Munro Neely
2. **Inside the Dark Web** (BBC) (2014) directed by Michael Radford

<https://www.youtube.com/watch?v=qXajND7BQzk>

**WRITE:** OnCourse writing assignment

**LAUNCH PAD:** See Launch Pad Assignments

### **Week 13**

**Read:**

1. **Chapter 13: Media Economics and the Global Marketplace**
2. [http://en.wikipedia.org/wiki/Net\\_neutrality](http://en.wikipedia.org/wiki/Net_neutrality)
3. <http://www.reuters.com/article/2014/07/18/us-usa-internet-neutrality-idUSKBN0FN23720140718>



**WATCH:**

**Data Center: The True Cost of the Internet** (2016) directed by Coline Tison, Laurent Lichtenstein, et al.

**WRITE:** OnCourse writing assignment.

**LAUNCH PAD:** See Launch Pad Assignments