**Worcester State University**
**Department of Communication**
**CM 100 Introduction to Mass Communication**

**Instructor:** Daniel S. Hunt, Ph.D.
**Office Hours:** Tu/Th 11:30am-12:30pm; Wed. 11:15am-12:15pm
**Office Location:** LRC 328B
**Telephone Number:** (508) 929-8256
**E-Mail:** dhunt@worcester.edu
**Class Day/Time:** Tu/Th 10am -11:15am
**Class Location:** LRC 215A

**Course Description:** This course introduces students to the history of the mass media in the United States. Additional topics covered include corporate ownership, the First Amendment, media ethics, and media regulation. Students will develop their media literacy skills through message analysis and evaluation during the semester.

**Student Learning Outcomes:** Upon successful completion of this course students should be able to:
- demonstrate knowledge of industry terminology, the history of the mass media, and the role of mass media in our everyday lives.
- describe and explain the major legal and ethical issues concerning the mass media.
- evaluate the role of corporate ownership in American media.
- apply media literacy strategies to deconstruct a mediated text.

**Text**:
*Understanding Media & Culture: An Introduction to Mass Communication.* University of Minnesota Libraries.
> *Available as a **free** electronic resource through the Open Educational Resource (OER) initiative. The link to this text is posted under the "Information" tab on Blackboard.

**Attendance**: Attendance is required for this course, class participation counts in your overall grade and quizzes and in-class activities will be conducted in class, if you miss these assignments you will not have the opportunity to make them up.

**Academic Honesty:** Copying from any medium or another student will result in an automatic F and will be immediately reported to the Dean.

**Grading**:

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| Group Project | = 10 % |
| Media Literacy Essay 1 | = 15 % |
| Media Literacy Essay 2 | = 15 % |
| Class Participation/Homework | = 20 % |
| Midterm | = 20 % |
| Final Exam | = 20 % |

**Group Project:**
You will work in a group with two other students for this project. You will choose one type of media discussed in class and design a prototype or mock-up for that type of media. For

example, you may decide to develop a new web-based magazine or a new mobile app. You would develop your concept and pitch your idea to the class. Please follow the guidelines posted to Blackboard for more details.

**Midterm Exam:**
At the approximate mid-point of the semester you will take an exam that assesses your knowledge and comprehension of course concepts. A review period will take place during the class period before the exam. This exam will draw from lectures, required readings, classroom discussions, and homework assignments.

**Papers:**
You will write two media literacy essays during the semester. The essays will be critical thinking pieces about the media and demonstrate your understanding of the concepts covered in the course. You will draw upon academic sources and peer-reviewed journal articles to support your ideas in these papers. Papers that are late will decrease in letter grade for each day they are late and are unacceptable after one week. Please plan accordingly and begin these assignments early enough that you are able to complete them on time. Each paper must be app. three pages in length, double-spaced, and in 12-point font. An electronic copy and a hard copy need to be submitted for full credit. The specific writing assignment guidelines will be posted on Blackboard.

**Final Examination:**
There will be a final examination administered in this class and will be given at the end the term. The exam will reflect the course content covered in the class with more emphasis placed on the second half of the semester. A review period will take place on the last day of class.

**Class Participation/Homework:**
In each class, time will be devoted to discussion or in-class activities. You're expected to contribute to these discussions by asking questions, sharing your viewpoints, and commenting on the readings. Occasionally you will have a short writing assignment or media example due on Blackboard that will be part of these class discussions.

## Course Schedule

| Week/Dates: | Topics: | Readings/Assignments: |
| --- | --- | --- |
| Week 1: 9/7 | Introduction to Mass Communication & Media Literacy | Read the Syllabus Download the Textbook |
| Week 2: 9/12 & 9/14 *(Last Day to Add 9/12)* | Media and Culture & Media Effects | Chapter 1 - Media and Culture Chapter 2 - Media Effects |
| Week 3: 9/19 & 9/21 *(Last Day to Drop 9/18)* | 9/19 – Talk in Blue Lounge Books, Newspapers, Magazines | Chapter 3 - Books Chapter 5 - Magazines |
| Week 4: 9/26 & 9/28 | Newspapers | Chapter 4 - Newspapers |
| Week 5: 10/3 & 10/5 | Music and Radio | Chapter 6 - Music Chapter 7 - Radio |

| | | Writing Assignment I Due - Thursday |
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| Week 6:<br>10/10 & 10/12 | Movies<br>10/12 David Pakman | Chapter 8 - Movies |
| Week 7:<br>10/17 & 10/19 | TV | Chapter 9 - Television |
| Week 8:<br>10/24 & 10/26 | Midterm Review and Exam | Study and Review for Exam<br>**Midterm Exam** |
| Week 9:<br>10/31 & 11/2 | Games and Entertainment<br>Internet and Social Media | Chapter 10 - Digital Games and Entertainment<br>Chapter 11- Internet and Social Media |
| Week 10:<br>11/7 & 11/9 | Advertising and PR | Chapter 12 - Ads and PR |
| Week 11:<br>11/14 & 11/16 | Media Ethics | Chapter 14 - Media Ethics<br>**Writing Assignment II Due on Tuesday** |
| Week 12:<br>11/21 & 11/23 (No Class) | Media Law<br>11/23 - Thanksgiving Recess | Chapter 15 - Media and Government |
| Week 13:<br>11/28 & 11/30 | Future of Mass Media<br>Group Presentations | Chapter 16 - Future of Mass Media<br><br>Group Presentations Group A (11/30) |
| Week 14:<br>12/5 & 12/7 | Final Review | Group Presentations Group B (12/5)<br>Final Review (12/7) |
| **Thursday, Dec.14th @ 8:30 am** | **FINAL EXAM** | **FINAL EXAM** |

***NOTE: The schedule may change according to the instructor's discretion.**

### Additional Information:

**Blackboard:** If prior to registering for this course you have already been a student at Worcester State University, then you should already have your email and Blackboard accounts.  If this is your first WSU course, then you should have received by regular mail a username and initial password for both accounts.

If you did not receive this account information, contact WSU's University Technology Services' Help Desk, at (508) 929-8856 or by filling out a help request by following the link on the UTS homepage.  You can also stop by the Help Desk on the 3rd Floor of WSU's Learning Resources Center (library).

**Plagiarism Policy:** The Worcester State University Academic Honesty Policy is contained in the WSU Student Handbook.  Please read it carefully and ask me any questions you might

have. It is available on-line, athttp://www.worcester.edu/Academic-Policies/. Our course's plagiarism and cheating policy is based on the general WSU policy, as follows.

The papers a student turns in and all posts he/she makes to any course discussion must represent his/her own work. Students are free to use outside sources, so long as they cite their sources in accordance with standard academic practices. Any use of the contents from a published work, public lecture, internet source, etc., requires citation, whether the contents are directly quoted, paraphrased, or included in summary form (for instance, if an author's core idea is re-presented, but without surrounding material and in different wording – this still needs to be cited). ***This includes the use of terminology or other elements from a source, and it also includes what is remembered later from something looked at previous to the point when a student is writing a paper or even before this course began.*** Please note that, while use of dictionary meanings of words will generally not be of any help in a philosophical discussion, if you do include a dictionary meaning of a word in a post or paper, be sure to cite the source, or it will be plagiarism.

**Student Accessibility Services:** Worcester State University and this instructor are committed to the full participation of all students, and will provide accommodations for any student with documented disabilities who are registered with Student Accessibility Services. Please contact the instructor as early as possible to discuss necessary accommodations. All information regarding disabilities will be treated with confidentiality. Please see their webpage for further information, http://www.worcester.edu/Student-Accessibility-Services.

**Academic Support Services:** Students who think they may need academic assistance in order to achieve their educational objectives should visit the Academic Success Center as soon as possible to maximize the benefit of the service. http://www.worcester.edu/SP-Academic-Success-Center/

**Library Use – from College Wide Library Advisory Committee:**
Worcester State Library has access to many articles through online databases including Communication and Mass Media Complete; in addition many articles and book chapters are available to students through Inter-Library Loan (ILL). With a little planning, ILL expands your ability to get credible information sources about topics you pursue in your course work. Finally, WSU students are free to use many of the library resources within the consortium. Given all of these resources it is extremely unlikely that you should have to pay for access to individual articles. Please work with the reference librarians to find the appropriate way to access materials you need. You have already paid for these resources through your fees—please make use of them. http://www.worcester.edu/Library/