

## **Mass Communication and Its Impact on Society / De Anza College**

**Course: JOUR-002.-61Z**

**CN: 00613**

**Summer 2015 / 4 units**

### **Description**

A survey of the mass media, and measurement of its impact on society. Mass media effects on global and American institutions. Theories of mass communications in the context of: books, newspapers, magazines, movies, radio, recordings, television and the Internet. Ethical, moral, and legal implications of media and their effects on the individual and society. Influences of the media on gender and minority issues. This course qualifies for the De Anza A.A./A.S. degree in area D, the general education requirement for CSU in area D7, and the general education requirement for UC/CSU (IGETC) in area 4G.

**Prerequisites:** None

**Advisory:** English Writing (EWRT) 1A or English as a Second Language (ESL) 5

### **Instructor**

**Name:** Farideh Dada

**Office:** Room L-41 (La Voz lab) at De Anza

**Office hours:** By Appointment

**Email:** dadafarideh@fhda.edu

**Textbook web page:** <http://www.mhhe.com/rodman4e>

Welcome to Mass Comm! I hope you enjoy taking this class as much as I like teaching it.

### **Course Requirements:**

- Complete the online orientation
- Access the class and class information in Catalyst (the courseware program where the class resides)
- Complete weekly textbook readings from "Mass Media in a Changing World" (4e) and view weekly online video segments
- Take weekly online quizzes drawn primarily from the readings
- Answer weekly discussion questions, tying the topics to class readings and viewings
- Complete three projects: the Internet Search Project, the Media Experience Project, and the Research Paper (a minimum of 1,000 words) that will look at an aspect of the mass media from a social science perspective, require critical thinking, use concepts from assigned readings, include a bibliography and require students to use an academic or library database.)
- Contribute to and participate in class discussions

*All requirements have specific due dates. Be prepared to spend a minimum of 24 hours a week studying and using the course materials.*

### **Objectives**

*After completing the reading and written assignments, students will be able to:*

- Define the nature and importance of mass communications media (books, newspapers, magazines, movies, radio, recordings, television and the Internet) within the larger communication field.

- Examine historical, cultural and consumer-oriented aspects of media in America and the world, to better understand the impact of the media in contemporary society.
- Explore interrelationships and synergy between media industries.
- Analyze various media theories and apply them to mass communications issues.
- Examine legal and ethical issues within the media from various perspectives.
- Interpret and apply ethical philosophies in mass communications contexts.
- Explore career possibilities and interests in the mass communication field.
- Explore the role of minorities, ethnic groups, women in the mass media and the effects of the mass media on those groups.

### Textbook

The required textbook is George Rodman's *Mass Media in a Changing World 4th edition (4E)*, ISBN: 007351201x, published by McGraw Hill. **Make sure you get the 4th edition** -- the quizzes are based on this edition. The course uses the entire book, and will be read in chapter order.

You can buy a copy at the De Anza Bookstore or buy an e-textbook at [coursesmart.com](http://coursesmart.com)

### Class Topics

Ch. 1: Introduction to Media	Ch. 6: Movies	Ch. 11: Evolving Journalism
Ch. 2: Media Impact, Effects, Research	Ch. 7: Recordings	Ch. 12: Public Relations
Ch. 3: Books	Ch. 8: Radio	Ch. 13: Advertising
Ch. 4: Newspapers	Ch. 9: Television	Ch. 14: Media Law
Ch. 5: Magazines	Ch. 10: Internet	Ch. 15: Media Ethics

### Course Hints

- **ALWAYS** keep a copy of your submissions as backup in case the one sent to the professor is lost. This is especially important in an online class since (electronic) stuff happens.
- When sending an email to the Instructor, write **STUDENT** or **JOUR 2** in all caps in the subject line, along with the subject. That way you won't be confused with Spam.
- Schedule your time appropriately; I may take up to 2 working days (M-F) to respond to queries.
- Don't procrastinate. Start work early in the week. Sometimes the Internet may be down later in the week or you may have some other emergency. Plan ahead, especially for the three projects, which are lengthy and require extensive research. **DO NOT EXPECT DEADLINE EXTENSION.**
- Look ahead at the assignments, and work ahead if you have the time.

### Class Policies

**LATE WORK:** Assignments and discussions may be submitted early. Late assignments, discussions or quizzes will NOT be accepted unless previously approved by the instructor. If there are unavoidable circumstances such as illness, the issue will be decided on a case-by-case basis. Generally only one late assignment or discussion will be accepted for the quarter.

**DROPS:** Last day to drop and receive a W grade corresponds with the last day to drop and receive a refund. Make sure to check the Academic Calendar. I will drop any student who has not logged in for **seven**

days. After the refund period, students cannot be dropped and anyone failing the class will receive an F. Please see "How to Drop Classes" at <http://www.deanza.edu/registration/add-drop.html> for regulations, dates and procedures for dropping classes.

**PLAGIARISM:** Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody's work or lifts information from sources without citing those sources will receive a 0 for that assignment and a grade no higher than a C for the course. If you are uncertain about the college's policy on academic misconduct, please refer to the Academic Integrity section in the [De Anza College Student Handbook](#). An online site about plagiarism with suggestions on how to avoid it is available at the Purdue University Online Writing Lab.

**STUDENTS WITH DISABILITIES:** The instructor will accommodate special needs that are discussed with her during the first week of the course. If you have a disability-related need for reasonable academic accommodations or services, provide the instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give a five- day notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (**864-8753 DSS main number**) or EDC advisor (**864-8839 EDC main number**).

**COURTESY/EQUITY:** In the online discussions, we will talk about interesting, and sometimes volatile, issues. I expect students to be professional and courteous, to listen to one another, and to show tolerance and respect for varying viewpoints. Students who exhibit inappropriate behavior will be docked points and/or excused from the class. All persons, regardless of gender, age, class, race, religion, physical disability, sexual orientation, etc., shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor.

### **Types of Assignments**

**DISCUSSION (30 points):** Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Most discussions are due on Thursday night, and replies by Saturday.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use upper case for the word "I", for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and "texting" type language like "u" for "you" and "r" for "are.")
- Read the instructions carefully -- usually students need to choose only one of the topics.
- Read/view any resources needed to respond to the question.
- Do not aim for exact word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
- Do not run more than 50 words OVER the word count.
- Replies do not have to be structured as formally as initial posts, but should show some thought.
- You are welcome to reply to more than two classmates' posts.

**QUIZZES (40 points):** Quizzes 1-4 are due on Sunday night. Quiz 5 is due on the last day of class. Here are some hints to improve quiz grades:

- Read the chapters carefully before you start.

- Use sub-headings and margin definitions to help you locate the information you're looking for.
- Use the index at the end of the book to find specific words or names.

### **Points**

Orientation (if completed first week of class)	10 points
Practice Discussion	05 points
5 Weekly Discussions @30 pts. each	150 points
5 Weekly Quizzes @ 40 pts. each	200 points
Internet Research Project	40 points
Experience Project	50 points
Annotated Bibliography Discussion	20 points
Research Paper	100 points
Participation (includes thoroughness and excellence in discussion assignments, showing that you are an engaged, active and punctual learner (e.g., doing more than the minimum participation, showing quality research in answers), watching all videos (Catalyst is like Big Brother: it keeps track of your activities!))	25 points
<b>TOTAL MAXIMUM POINTS</b>	<b>600 points</b>

### **Grade Scale**

A+ = 590-600 points*	A = 550-589 points	A- = 540-549 points
B+ = 530-539 points	B = 490-529 points	B- = 480-489 points
C+ = 470-479 points	C = 420-469 points	D = 360-419 points
F = 359 points or less		

*Students are expected to complete all the quizzes, weekly assignments/discussions, and projects to pass the class.*

*\*To earn an A+ points must equal 590 or more without make-up quizzes or extra credit.*

### **Catalyst Information**

This course utilizes Catalyst, De Anza's Online Learning Community. Please view the Catalyst website at <https://catalyst.deanza.edu/> to login. Please note that you will be unable to login until the **first day of class**. Be sure you are using your correct username and password -- do not use your social security number or international "99" number. If you need help logging in or finding your student ID, please view the short instructional video at: <https://catalyst.deanza.edu/?pg=mod1>. Additional instructions and assistance can be found on the [Catalyst website](#).

## **Library Services**

De Anza College Library Services are available for all students and faculty, both on and off campus. Please consult the library website for a complete description of the library services and hours:

De Anza College Library: <http://www.deanza.edu/library/>

Services of particular interest to off campus students include:

- Access to the Library Catalog which includes books, DVDs, and course reserves. Here is a link to the library catalog:  
Library Catalog: <http://library.deanza.edu/uhtbin/webcat>
- Article Databases and Research Databases. The library subscribes to several electronic databases which provide access to thousands of full-text journals, newspapers, and magazine articles. Research databases include: LEXIS NEXIS Academic, Encyclopedia Britannica Online and a Practice Test Database which contains Nursing Exams, TOEFL Preparation, College Entrance Exams, and many more.

To use the article or research databases from an off campus computer, log in with your 14 digit library number or eight digit student ID number. These instructions are repeated on the first page of the library website along with descriptions of all the online resources provided.