

Journalism 1307: Mass Media in Society

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.

University Studies core objectives

Critical Thinking: Students will be able to differentiate between fact and opinion, form substantive and evidence-driven arguments, and be able to utilize these skills to propose solutions to problems and explain phenomena.

Communications: Student communication should follow conventions of grammar and syntax appropriate to the audience and message. Style should be subordinated to substance.

Social Responsibility: Students can demonstrate awareness of societal problems.

Personal Responsibility: Students will understand and practice academic honesty.

Instructor contact information

Instructor: Fred Stewart

(Journalism Building Room 113)

Office Hours: Mon thru Thur (8-9 a.m. and 1-2 p.m.)

Phone: 903-886-5231

Email: Fred.Stewart@tamuc.edu

Attendance, quizzes, assignments; no retakes, deadlines are final

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.**

The grades you make on quizzes and assignments are the grades you have earned. **No re-takes on quizzes to improve a grade are available.** No exceptions.

Assignment due dates are final. **No assignments will be accepted after the stated due date. No exceptions.**

**Attend Class, Take Notes, Pay Attention,
Prepare for Quizzes, Turn in Assignments**

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@tamuc-commerce.edu

Student Disability Resources & Services

Grades & Grading

Quizzes:	4 at 100 points each	400 points
Assignments:	2 at 50 points each	100 points
Final Exam:	200 points value	200 points

Grading Scale

A = 90%, B = 80%, C = 70%, D = 60%, F = below 60%

Proper class behavior expected at all times

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)

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 the student being asked to leave class. Students are expected to display proper behavior in class and show proper respect to the class and classmates at all times.

How to prepare for quizzes, exam

All quizzes and the final exam will be matching format. For quizzes, review all class notes relevant to discussion area, relevant items on accompanying handout plus material discussed/presented in video presentations. For final exam, review quizzes and class discussion notes on Advertising.

Daily Schedule (subject to change)

July 13	Class Introduction, syllabus, Living in a Media World
July 14	Discussion: Magazines
July 15	Discussion: Newspapers
July 16	Discussion: Newspapers continue Quiz #1 (Living in Media World, Magazines, Newspapers, Handout A - C)
July 20	Discussion: Radio
July 21	Discussion: Television Assignment #1 given (Due: July 29)
July 22	Discussion: Recordings
July 23	Discussion: Recordings continue Quiz #2 (Radio, Television, Recordings, Handout D - I)
July 27	Discussion: Movies
July 28	Discussion: Movies continue
July 29	Discussion: Media Effects Assignment #1 Due
July 30	Discussion: Media Effects Quiz #3 (Movies, Media Effects, Handout J-P)
August 3	Discussion: Social Issues Assignment #2 given (Due: August 10)
August 4	Discussion: Social Issues continue
August 5	Discussion: Media Law
August 6	Discussion: Media Law & Ethics Quiz #4 (Social Issues, Media Law, Ethics, Handout R-Z)
August 10	Discussion: Advertising Assignment #2 Due
August 11	Discussion: Advertising continues
August 12	Discussion: Subliminal Advertising/Messages
August 13	Final Exam: Review Quiz 1-2-3-4, Advertising notes Makeup quizzes must be taken the next class meeting.

**Attend Class
Take Notes
Review Notes
Pay Attention**

**No Quiz Retakes
No Extra Credit**