

**COMM 3060 - MEDIA, CULTURE AND SOCIETY**  
**COURSE SYLLABUS**  
Spring 2013

<b>INSTRUCTOR:</b>	Kami J. Anderson, Ph.D.	<b>PHONE:</b>	(678) 915-7330
<b>OFFICE HOURS:</b>	<b>Mondays and Wednesdays</b> 9:00am-10:00am 12:30pm-1:30pm <i>All other times by appointment</i>	<b>OFFICE:</b>	J316
		<b>EMAIL:</b>	<a href="mailto:kanders3@spsu.edu">kanders3@spsu.edu</a>

**COURSE DESCRIPTION**

The course considers the cultural meanings conveyed in popular entertainment, children's television, and advertising; the political economy of mass media ownership; and how the press mediates the public's sense of political and social realities. All students should gain a fuller understanding of the role mass media play in their lives and should become more knowledgeable consumers of mass media messages.

Students examine serious issues raised by the pervasive influence of mass media, including the concentration of ownership over public communications, the commodification of culture, and how the media affects the process of political persuasion. This course is intended for students interested in gaining a better understanding of how we are influenced by public communication.

**LEARNING OUTCOMES**

- Critique how media forms influence and impact public discourse and opinion
- Identify and analyze which form of media has the greatest impact on public discourse
- Analyze and critique how culture is maintained through media

**REQUIRED TEXT**

Campbell, R., Martin, C., and Fabos, B. (2013). *Media & Culture 8 : An Introduction to Mass Communication*. Boston : Bedford/St. Martin's

**RULES OF DISCOURSE**

As this is a course which may focus on subjects of a personal nature, it is expected that all students should feel comfortable, expressing opinions and beliefs for the sake of intercultural enlightenment. Therefore, the expectation is all students will actively participate in not only their assignments but class discussions as well. Every student is expected to demonstrate: **MUTUAL RESPECT OF THE OPINIONS OF HIS/HER COLLEAGUE**

**COURSE REQUIREMENTS\***

**ATTENDANCE:** You are expected to attend all classes. Absences require a physician's note that you are to be excused. Do not be late for class. **Coming to class late or leaving early without permission from Dr. Anderson will be counted as an absence for the entire class period.**

All students are allotted a maximum of three (3) unexcused absences for the semester. Absences beyond the allotted amount will result in a 10-point reduction in your final grade for EACH occurrence

Inform Dr. Anderson if an emergency prevents you from submitting an assignment on an assigned date. **If you are absent on the day an assignment is due, a grade of zero (0) will be assigned** unless you present a doctor's note within 24 hours. If you are absent or tardy for any reason, you are responsible for finding out what material was covered and whether any announcements were made **from your colleagues, not Dr. Anderson.**

**TEXT:** The text for this course is available at the university bookstore. Weekly reading assignments from the text are listed on the course schedule. You will be expected to have read the material *before* you come to class.

**Trends in Pop Culture Reflections** are scheduled throughout the semester. Each student will be responsible for evaluating a topic that has inundated the media over the course of one week by examining:

- News
- Film/TV
- Music
- Blogs
- Etc.

The student will be responsible for analyzing how this topic has shaped public discourse or has been transformed through public discourse. An example would be looking the week of November 3, 2008 and examining how the election and its outcomes shaped public discourse throughout the course of the week through news, TV, blogs and music (yes, music, there were several songs written and released for Barack Obama that week!).

**Hot Topic Evaluations:** In an effort to assist the student in preparing the final project, each person will be responsible for selecting a topic of his/her choice for examination within the first few weeks of the semester. The student will evaluate how his/her topic was presented in various types of media and be able to critically analyze how this presentation affects discourse on the subject. This topic will be finalized in the Final Project for the course.

**Final Project:** Each student will be responsible for submitting a final project which will utilize a form of media in order to alter discourse about a topic. Students can use any form of media so long as it can be submitted in tangible form. The final project has three (3) components:

- Justification Paper
- Tangible media product
- Oral Presentation

**Discussion Facilitation:** All students will be expected to lead class discussions at minimum three (3) times throughout this semester. Students may be chosen randomly at the start of class or assigned to prepare in advance for class discussion. **The facilitation assessment does not count toward your participation grade.**

**Participation:** Students are expected to be present for each class session and to participate verbally. Your presence and your verbal contributions, based on your personal experience or reading, count for a significant percentage of your grade in the course. Your regular attendance (or lack thereof) will be reflected in your participation grade.

**SPECIAL POLICIES and PROCEDURES**

**PLAGIARISM** will not be tolerated in any form. Students will be subjective to a grade of “F” or possible academic expulsion, if such unethical practices are employed. This course is taught in compliance with policies of the ADA and EEOC. Detailed information on these policies is available upon request or can be found on the Southern Polytechnic State University Website.

**ADA PROCEDURES:** Southern Polytechnic State University is committed to providing an educational environment that is accessible to all students. In accordance with this policy, students in need of accommodations due to a disability should contact the Dean for Special Student Services for verification and determination of reasonable accommodations as soon as possible after admission to the University, or at the beginning of each semester.

**GRADING CRITERIA**

Final grades will be based on the quality of written and oral assignments completed, as well as, the active, consistent and meaningful contributions made in class. All written work is to be submitted on time, typed (doubled-spaced) and proof read. Points will be deducted for unedited work. **Late assignments will not be accepted.** Students will be expected to keep a copy of all work submitted and a record of the points earned based on the criteria below.

**SPECIAL NOTE:** Because of the difficulty of scheduling and the limited time framework,

1. No make-up assignments or exams will be permitted without a medical excuse or other pertinent documentation.
2. More than TWO (2) unexcused absences may result in a one-letter grade reduction. (For example, an A would be reduced to a B, etc.). In the event of an absence, the student is responsible for keeping current with all assignments.

<b><u>AREA A. Group Assignment</u></b>		<b>POINTS</b>
1. Final Project	300	_____
Paper – 100		
Tangible – 100		
Oral Presentation - 100		
<b>Total points possible</b>	<b>300</b>	<b>Total rec'd _____</b>

<b><u>AREA B. Written Assignments</u></b>		
1. Hot Topic Evaluations (2 @ 100 points each)	200	_____
2. Trends in Pop Culture Reflections (4 @ 50 points each)	200	_____
<b>Total points possible</b>	<b>400</b>	<b>Total rec'd _____</b>

<b><u>AREA C...ASSESSMENTS</u></b>		
1. Discussion Facilitation	100	_____
2. QUIZZES (at Instructor's discretion)	50	_____
<b>Total points possible</b>	<b>150</b>	<b>Total rec'd _____</b>

<b><u>AREA D...ATTENDANCE &amp; PARTICIPATION</u></b>		
1. ATTENDANCE	100	_____
2. CLASS PARTICIPATION	100	_____
<b>Total points possible</b>	<b>200</b>	<b>Total rec'd _____</b>

<b>FINAL GRADE POINTS</b>	<b>CUMULATIVE TOTAL POSSIBLE</b>
<b>TOTAL REC'D _____</b>	

**GRADING SCALE**

A = 90 -100 points    B = 80 - 89 points    C = 75 - 79 points    D = 70 - 74 points    F = 69 – below

*\*The instructor reserves the right to make any changes to assignments and projects in the course.*

**MEDIA, CULTURE AND SOCIETY**  
**Weekly Course Schedule**

<b>Week</b>	<b>Dates</b>	<b>Chapter(s)</b>	<b>Readings, Assignments, etc</b>
1	January 7 – January 11	Chapter 1, Mass Communication: A Critical Approach	
2	January 14 – January 18	<b>Words and Pictures</b> Chapter 9, Books and the Power of Print	<u><i>Out-of-Class Assignment: Submit in writing your “hot topic” for the semester</i></u> <b><u>DUE JANUARY 21 through GAVIEW D2L</u></b>
<b>3</b>	<b>January 21</b>	<b><i>Martin Luther King Jr. Day</i></b> <i>(No Monday Classes)</i>	
3	January 21 – January 25	Chapter 7, Newspaper and the Rise of Journalism	<b><i>Assignment: Trends in Pop Culture Reflection</i></b>
4	January 28 – February 1	Chapter 8, Magazines in the Age of Specialization	<b><i>Assignment: Hot Topic Evaluation One: How it is presented in print.</i></b>
5	February 4 – February 8	<b>Sounds and Images</b> Chapter 3, Sound Recording and Popular Music	
6	February 11 – February 15	Chapter 4, Popular Radio and the Origins of Broadcasting	<b><i>Assignment: Trends in Pop Culture Reflection</i></b>
7	February 18 – February 22	Chapter 6, Movies and the Impact of Images	
8	February 25 – March 1	Chapter 5, Television and Cable: The Power of Visual Culture	
	<b><i>March 4 – March 8</i></b>	<b><i>Spring Break – No Classes</i></b>	
9	March 11 – March 15	How the News Media Covered the News Corp. Scandal	<b><i>Assignment: Trends in Pop Culture Reflection</i></b>
10	March 18 – March 22	Chapter 2, Internet, Digital Media, and Media Convergence	<b><i>Assignment: Hot Topic Evaluation Two: How it is presented in broadcast/film.</i></b>
11	March 25 – March 29	<b>The Business of Mass Media</b> Chapter 10, Advertising and Commercial Culture	
12	April 1 – April 5	Chapter 11, Public Relations and Framing the Message	<b><i>Assignment: Trends in Pop Culture Reflection</i></b>
13	April 8 – April 12	Chapter 13, The Culture of Journalism: Value, Ethics and Democracy	
14	April 15 – April 19	Chapter 14, Media Effects and Cultural Approaches to Research	
15	April 22 – April 26	<b><i>Final Projects Due</i></b>	
		<b><i>FINAL EXAM PERIOD</i></b>	