

INTRODUCTION TO MASS COMMUNICATION CJ 110/MA 110
SECTION 501 CRN 52745
Syllabus

Spring Semester 2016

3.0 CREDIT HOURS

10:30-11:45 am, Tuesday and Thursday Jan 19 to May 12, 2016

Room A140

Instructor: William Nevins Office: Academics Building

E-mail: wnevins@unm.edu Phone: 925-8600

Office Hours: T TH Noon-1:00 p.m.or by appointment

Course Description: This course is designed to introduce you to the history, models, theories, concepts and terminology of mass communication, specifically focusing on journalism, advertising and public relations. It will enable you to understand the complex interactions between media and society, and to think critically about the ways in which mass media inform our everyday lives. It will introduce you to mass communication theories and concepts to help explain and/or predict causes and effects of mass communication. It will also introduce you to the various careers in mass media to help prepare you for the professions

ABOUT THE COURSE

This is an introductory course on mass communication in the United States today. It examines the historical, economic, technological, political and legal influences on the major media and the industries that produce content for them. Students closely examine the news, public relations, broadcasting, advertising and entertainment industries.

Method of Instruction:

The course will include lectures, class discussions, video presentations, readings and written assignments. You are expected to attend each class and actively participate during discussions.

Expected Student Learning Outcomes:

Learn to critically analyze and evaluate media content.

Gain knowledge of past and current trends in mass communication.

Develop an understanding of the importance of digital technology in the evolution of mass media today.

Begin to develop a professional orientation to the field of mass communication (i.e. broadcasting, journalism & public relations).

BOOKS

Required: "Converging Media" by John V. Pavlik and Shawn McIntosh. Fourth edition, Oxford University Press.

REQUIRED WORK

Presentations – Student individual and group presentations on media-related issues.

Quizzes and in-class exercises – Quizzes based on material from the book and lectures.

Paper – An in-depth paper on a topic in mass communication.

Final exam – Multiple-choice and short-answer test based on material from class.

GRADING

Students will earn points during the semester. The more points, the better the grade. The grading scale is as follows:

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 – 60

F 59 – 0

Point breakdown:

Presentations--individual and group: 20 points.

Quizzes and in-class exercises: 40 points (8 quizzes and exercises x 5 points = 40).

Paper: 20 points.

Final exam: 20 points.

Total: 100 points

If you are interested in knowing how you're doing in the class at any time, please ask.

Extra credit may be offered during the semester. If so, it will be offered to the entire class on an equal basis, not to specific individuals.

RULES AND ATTENDANCE

I will not try to prevent the inevitable tweeting, instant messaging and social networking during class. But multi-task at your own peril. I will not explain assignments over and over to students who don't – or can't – control themselves and pay attention.

Please show respect for one another. Do not disrupt class. Show civility. Don't talk, check Facebook or e-mail friends while a fellow student is speaking in class. Turn off phones or set to vibrate before coming to class.

No late assignments accepted unless you have an excused absence or have made prior arrangements with me.

Do not copy someone else's work and claim it as your own. Properly attribute and credit information that you find on the Internet or elsewhere.

Class Attendance Policy:

Your attendance is essential to your success in this class. If you miss a class, you are responsible for asking other students or seeing the instructor during office hours to find out about any missed material. These issues won't be handled via e-mail.

Missing the roll call by 10 minutes or more is an absence. So is leaving class early without permission.

A student who is absent from four scheduled class meetings for the academic semester will not receive credit for the course and may be dropped from the course without warning, at your instructor's discretion. This includes all absences, excused or unexcused. Keep track of your absences. See me if you have questions.

COURSE SCHEDULE

Adjustments to this schedule may be made, depending on the pace of the class, logistics, guest speakers and other factors. I'll give you as much notice as possible when there are changes.

Week 1

Jan. 19 – Introduction. About the class.

Jan. 21 – Mass Communication and Its Digital Transformation.
Read Chapter 1

Week 2

Jan. 26 – Media Literacy in the Digital Age.

Jan. 28 – Google. Rewiring your brain?

Read Chapter 2

Week 3

Feb 2 & 4 – Print Media: Books, Newspapers and Magazines. Era of continuous change.

Read Chapter 3

Week 4

Feb 9 & Feb 11 – Visual Media: Photography, Movies and Television.

Read Chapter 5

Week 5

Feb 16 & 18 --Audio Media: Music Recordings, Radio.

Read Chapter 4

Week 6

Feb 23 & 25 – Interactive Media: The Internet, Video Games, and Augmented Reality.

Read Chapter 6

Week 7

March 1 & 3 – The Impact of Social Media

Read Chapter 7

Week 8

March 8 & 10 – Journalism: From Information to Participation

Read Chapter 8

NO CLASSES MARCH 15 & 17 UNM SPRING BREAK.

Week 9

March 22 and 24 – Advertising and Public Relations: The Power of Persuasion

Read Chapter 9

Week 10
March 29 & 31 – Media Ethics
Read Chapter 10

Week 11
April 5 and April 7– Communication Law and Regulation in the Digital Age
Read Chapter 11

Week 12
April 12 – Media Theory and Research: From Writing to Text Messaging
April 14 Thursday: Class will attend UNM VC Leading Edge Film Festival.
Brief reports required.
Read Chapter 12 and Review Chapter 5.

Week 13
April 19 & 21– Mass Communication and Politics in the Digital Age
Read Chapter 13.

Week 14
April 26 & 28 – Global Media in the Digital Age
Read Chapter 14

Week 15
May 3 & 5 – Student Papers Due. Review Course and Prep for Final exams

Week 16
May 10 & 12 Final Exams. Specific Date and Time of Exam for this class to be announced.

Note on Peer Based Study Groups: It is highly recommended that students form study groups to help them with understanding course concepts and materials. Choose groups of four or five.

ACADEMIC DISHONESTY AND PLAGIARISM:

The UNM VC Student Handbook describes Academic Dishonesty and outlines the steps for disciplinary action

Academic dishonesty and Plagiarism: When a student submits any assignment for a course (written, oral, videotape,

audiotape, photograph or Web Site), the student will submit entirely original work or will properly

cite all sources utilized in the preparation of the assignment. Without proper citation, the student

is guilty of plagiarism, which is not tolerated.

As a student, you are responsible for understanding what constitutes plagiarism.

You should talk

to your professor to ensure that you can recognize and avoid all types of

plagiarism. Plagiarism

occurs in two primary ways:

1. Word-for-word copying, without acknowledgement, of the language or creative work of

another person. Having another person complete all or part of your assignment is plagiarism

and is clearly forbidden. But, in addition, the student should include NO written, video, audio,

or photographic material from an existing or an existing source in your assignment, either

place the borrowed words in quotation marks or set the quotation aside as a block quotation.

Additionally, you must include the citation for the material in your assignment.

This applies to

even the briefest of phrases if they are truly distinctive.

2. Any distinctive, original idea taken from another writer should be credited to its author. If you are not sure

no fault attaches to over-acknowledgement, but under-acknowledgement is plagiarism. Most style manuals

provide information concerning how to paraphrase and cite the ideas and writings of existing sources.

Students may be dismissed from the university for plagiarism. University guidelines provide

a range of disciplinary action dependent upon the severity of the offense including but not limited

to: requiring a substitute assignment, awarding a reduced grade, awarding a failing grade for the

assignment, awarding a failing grade for the course, or expelling the student from the university.

ADA Statement Regarding Special Accommodations:

The University of New Mexico complies with Section 504 of the Rehabilitation Act of 1973

and the Americans with Disabilities Act of 1990.

source, no matter how brief, without acknowledging the source. When using the written words of an existing source in your assignment, either

place the borrowed words in quotation marks or set the quotation aside as a block quotation.

Additionally, you must include the citation for the material in your assignment.

This applies to

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