

CJ/MA 110 INTRODUCTION to MASS COMMUNICATION Spring 2017

One course, cross-listed as CRN 38918 (CJ 110-501) and CRN 41374 (MA 110-501).

Mondays & Wednesdays (“MW”) 4:30-5:45 p.m. Classroom Location: A 127

Dates: January 18, 2017 – May 13, 2017

Instructor: Jennifer R. Bartlit, Esq., Office Hours: M and W 12:45-1:15 and by appointment.

Academics Building, 925-8600; Course Messages in Blackboard Learn. If *Learn* is inaccessible:
jbartlit@unm.edu

REQUIRED Textbook: CONVERGING MEDIA, Fourth (4th) Edition, by John V. Pavlik & Shawn McIntosh, Oxford University Press, ISBN: 978-0-19-934230-3.

Also:

*UNM email address and access to UNM *Blackboard Learn*

*Access to Internet and Microsoft Office (available on UNMVC computers)

COURSE DESCRIPTION:

This course is designed to introduce us to the history, models, theories, concepts and terminology of mass communication, specifically focusing on journalism and strategic communication (advertising and public relations). We’ll examine the complex interactions between media and society, and critically evaluate them. We are also introduced to careers in mass media.

This is an introductory course about mass communication in the United States today. The course examines the historical, economic, technological, political and legal influences interacting with the major media and their enterprises. Students consider industries of the news, broadcasting, public relations, advertising, and entertainment.

COURSE OBJECTIVES:

- Learn to critically analyze and evaluate media content.
- Gain knowledge of past and current trends in mass communication.
- Develop understanding of the impact of digital technology in evolution of mass media.
- Begin a professional orientation to the field of mass communication (journalism & strategic communication).
- Twelve core values and competencies of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) are advanced through study of the required content. (Textbook pp. xvii – xviii)

METHOD of INSTRUCTION and REQUIRED WORK:

This course will include lectures, video presentations, class discussions, readings and writing assignments. You are expected to attend each class and actively participate during discussions and in-class exercises. Assessed work will be detailed when assigned and includes:

- individual (and possibly group) presentations on media-related issues
- prepared participation in class
- quizzes periodically testing knowledge of material assigned and presented
- an in-depth paper, and related assignments, on an approved topic (will be detailed)
- final exam.

PROPER FORMAT of ASSIGNMENTS

During the semester, there may be assignments to be handed in or submitted online in *Blackboard Learn*. We will learn how to do that if doing so is new. Use the following format for work you submit: The text should be in a Microsoft WORD document format. Unless otherwise specified, it should be single-spaced, typed in 12-point Times or Times New Roman font, with paragraphs indented a quarter of an inch. **Your name should be in the file name, and it should be first in the file name. Suggested file name: “Lastname.Firstname.CJ110.[Assignment name].doc[x]”** This is so that I can easily find your work if I must download it for review. File names like “MyPaper” can get mixed up with a lot of other people’s submissions.

Suggestions for the text itself. In the upper left corner:

Your name

CJ/MA 110

Date

Assignment Name

Note: The grade assesses fulfillment of the assignment. The quality of writing (grammar, punctuation, spelling, sentence construction and clarity), will be a part, as well as measurements of the course content. **Assignment goals will be detailed (with rubrics) when the prompt is issued.**

COURSE GRADING

Your final grade will reflect your earned points of total possible points, converted to a percentage, then converted to a letter grade. A “C” (74% or higher) is needed to pass this course. University Conversion:

100 to 99 = A+; 98 to 94 = A; 93 to 90 = A-; 89-88 B+; 87 to 84 = B; 83 to 80 = B-; 79 to 78 = C+; 77 to 74 = C; 73 to 70 = C-; 69 to 68 = D+; 67 to 64 = D; 63 to 60 = D-; 59 and below = F.

Class schedule and grading breakdown will be finalized and distributed after our first week.

STUDENT PROFESSIONALISM

Attendance is important to the entire class; therefore, it is rewarded. Missing class is not an excuse for being unprepared; if you are absent it is your responsibility to keep up with reading, get class notes from a classmate, and/or confer with me at an appropriate time if you have questions. Excessive absences (more than 4, even excused) can result in being dropped. Two instances of arriving late, leaving early, or persistent (non-course) electronics use can be counted as an absence. Excused absences are illness or emergencies; non-emergency appointments, child/family care, court hearings, and job scheduling conflicts do not count to excuse absences.

Generally, late work will not be accepted unless approved upon consultation. Late work will also be penalized 10% per day (for example, an excellent 100% paper submitted a day late can only earn 90%). Only *extraordinary* circumstances will be considered for accepting late work,

such as a temporarily disabling illness or emergency. In such situations, contacting me ahead of due date, or as soon as possible, is required for consideration of late work terms.

Your contribution is valuable to your peers' learning as well as your own. You are expected to participate respectfully and thoughtfully. Course misconduct – including obstruction of others' educational experience– will not be tolerated. *If you are distracting yourself electronically, you are not present.*

COURSE CONDUCT

Students and instructor should strive to communicate and conduct themselves, in interactions and course performance, in a manner directed by personal integrity, honesty and respect for self and others. While I do not expect problems when working with adult learners, these policies ensure a safe and productive classroom environment. Note these policies listed in the UNM Student Handbook:

- 1) Students must treat one another and the instructor respectfully.
- 2) Students should not interrupt classroom lectures or discussion with unrelated comments.
- 3) Students may discuss complaints about the course with their instructor; however, the students must do so in the proper environment, such as the instructor's office during office hours.
- 4) Class time is a professional learning environment. Obscene or profane language will not be tolerated.
- 5) Sexual harassment will not be tolerated.
- 6) Behavior that threatens the safety of any class member, including the instructor, will not be tolerated. Intoxication, physical assault and/or battery, violence, stalking, or threats fall into this category.
- 7) Students must not threaten the instructor concerning their grades. This type of behavior is considered harassment and/or verbal assault.
- 8) If you ever feel unsafe on campus, please call Security at (505) 925-8570.
- 9) Food and beverages are not permitted in the classroom.

Students violating any of these rules will be asked to leave the class for the day.

PLAGIARISM

Students are expected to observe strict honesty in academic programs. The UNM VC Student Handbook describes Academic Dishonesty and disciplinary actions. When a student submits any assignment for a course, the student will submit entirely original work or will properly cite all sources used in 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 faculty to ensure that you can recognize and avoid all types of plagiarism. Plagiarism occurs in two primary ways:

1. Word-for-word copying, without acknowledgment, of the language or creative work of another person. Having another person complete all or part of your assignment is plagiarism. Any words that others' wrote should be formatted clearly as quotations; any ideas that come from others, whether paraphrased or mentioned, must be attributed to that

source. Moreover, 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 should be credited to its creator/author. When in doubt, it is better to err on the side of attributing too much, because attributing too little is plagiarism.

Most style manuals provide information concerning how to paraphrase and cite the ideas and writings of others or other sources.

Severity of disciplinary action for plagiarism correlates to the severity of the offense. It could be requiring a substitute assignment, assessing a lower grade, a failing grade, for the assignment, a failing grade for the course, or expulsion from the university.

TUTORING and TECHNICAL DIFFICULTIES

For information about free tutoring at the Writing Center, email Dr. Patricia Gillikin at gillikin@unm.edu

Questions about **computer-related** problems can be addressed by Information Technology Services, 277-5757 Monday – Friday, 8-12, 1-5. Computer technicians are available and happy to help you solve technical problems.

Questions about **Blackboard Learn** can be addressed by a tutorial at <http://online.unm.edu/help/learn/students>, or a tutor at The Learning Center, face-to-face and online: 505-925-8907, <http://www.unm.edu/~tutor/>

PRIVACY & “LEARN” TRACKING NOTICE

LEARN or the course page within *LEARN* automatically records all students’ activities, including your first and last access to the course, the pages you have accessed, the number of course mail messages you have read/sent and the number of discussion topics you have read/posted. This data is accessed by the instructor to evaluate class participation and to identify students having difficulty using *LEARN* features.

PRIVACY GENERALLY

Student **PRIVACY** is strongly protected by professors at UNM-VC. The Federal Educational Records Privacy Act (FERPA) strictly prohibits the instructor or administrators from talking to anyone but the student about his or her progress. If a student has questions about a grade on an assignment or about the final grade for the course, FERPA dictates that the student is the only one who may speak to the instructor regarding his or her grades. All other outside requests for information release must be sent to and approved by the UNM-VC Registrar. 505.925-8580. <http://www.unm.edu/~unmvc/Admissions/admiss.htm>

OFFICE OF EQUAL OPPORTUNITY AND TITLE IX

In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered “responsible employees” by the Department of Education (see pg 15 – <http://www2.ed.gov/about/offices/list/ocr/docs/ga-201404-title-ix.pdf>). This designation requires

that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>

EQUAL ACCESS and ASSISTANCE

Accessibility Services located in Student Services provides academic support to students who have disabilities. If students think they need alternative formats for completing coursework, they should contact this service right away to ensure their needs are met in a timely manner. Students are responsible for getting all documented forms to me as soon as possible. I can not accommodate any special needs without the proper authorization from UNM Valencia Campus Accessibility Services. Pursuant to the Americans with Disabilities Act (ADA), I accommodate documented special needs and encourage students to discuss their concerns with me.

UNM Valencia Campus Accessibility Services are located in Advisement & Counseling Services Student Services Building, 280 La Entrada Rd., Los Lunas, NM 87031, 505-925-8560.
<http://www.unm.edu/~vcadvise/equalaccess.htm>

NB: In order to best accommodate you, please submit the appropriate notice to me within the first two weeks of the semester.

Acknowledgments: Thanks to affiliates of UNM Dennis Herrick, Adan Garcia, Paul Biderman, Marie Browder, Danizete Martinez, William Nevins, Mary Beth Libbey, Mellisa Huffman, Gbenga Olorunsiwa, Nikki Roberts, and David Puthoff. Each of these teachers has either worked with me collaboratively or shared ideas and expertise which have contributed to my teaching, course designs and syllabi.