MEDIA and SOCIETY
TR 12:30 – 1:45 p.m.  BH 205

Instructor: Ruth Aipperspach
Office: Bay Hall, 222-B
825-2586
Office Hours: TBA
Or by appointment
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COURSE DESCRIPTION: This course provides an overview of mass media and how it affects society. Students will learn the historical development and cultural effects in the United States, globally and the implications that develop with emerging technology.

In this course we will explore the ways in which various media function to support, undermine, and/or change society from routine of everyday correspondence to the developing ideologies that are often taken for granted. The historical progression indicates how the emphasis has changed over time and introduces the student to all the essentials of understanding media concepts to a discipline required in the professional world. Topics to be covered include oral communication of information, print, electronic and digital media, social media, media production/consumption, and ideology in a popular culture. Students will gain the tools to become critics of the ideologies produced and sustained by the media.

COURSE MATERIALS:

Textbook:


2 Blue Books
Writing paper
Folder with your name on the outside cover.
Learning Objections:

Upon successful completion of this course, students should be able to:

1. Gain knowledge of the historical development and of today’s media industries;
2. Acquire the fundamentals of media literacy, media criticism and their application;
3. Analyze media texts and other popular culture phenomena;
4. To explain the effects of mass media on their lives and their community.

ATTENDANCE: This course is a participatory class and is an important part of your participation grade. Absences for medical, work-related (i.e. attending seminars, workshops, etc.) emergency situations with documentation will be excused; otherwise three or more absences (including tardiness and leaving class early) will incur a three point deduction off the final grade.

Course Methods & Assignments:

1. Class lectures, discussion, written assignments and four unannounced quizzes/responses on News/Current Affairs on current events that require staying in tune with news and civic/community developments in the state, country and around the world. (Suggestions: check local (caller.com) and national newspaper USA TODAY. Newspaper or web based sites such as , Edition.cnn.com, BBC.com, Excite.com, NBCNews.com, FoxNews.com, DrudgeReport.com. There will be no makeups unless a student has documentation to give Instructor within 24 hours of the quiz given in class

2. Ten Reaction Papers will be handed out during the semester.

3. Two 3-5 page typed Research Papers, double spaced will be assigned during the semester.

4. Mid and Final Exams will be given. Instructor will give details as to what to study, plus submission of Part I Weekly Journal for mid-term and submission of Part II as part of the Final Exam. Both will also have short answer questions.

5. Oral discussion and participation by students helps stimulate the discussion in this class.
6. Preferred method of scholarly citations where appropriate will be MLA Style.

7. All assignments/papers are due at the beginning of the class period shown on the Syllabus for a grade. **Do not e-mail any assignments to the Instructor. Hard copy is essential for grading purposes.**

8. There will be no schedule changes during the week leading up to Thanksgiving and the week after Thanksgiving. These are official class days. All deadlines will be adhered to.

9. If a student misses an exam, please notify the Instructor within 24 hours. No exams will be given in advance of the date as shown on the Syllabus.

10. To avoid distractions in the classroom, turn off all electronic equipment including cell phones and put it your bag. NO TEXTING; and do not leave the classroom to answer or make cell phone calls.

11. Anyone using a Laptop must sit near the front row to avoid distractions. Laptops are for reading the textbook on line or for taking lecture notes, so please let the Instructor know.

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**ACADEMIC INTEGRITY/PLAGIARISM** University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero.

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**CLASSROOM/PROFESSIONAL BEHAVIOR.** Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms,
labs, discussion groups, field trips, etc.

ACADEMIC ADVISING: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood 203. For more information please call 361-825-3466.

Disabilities Accommodations: The Americans with Disabilities Act (ADA) is a federal antidiscrimination statute that provides comprehensive civil rights protection for people 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 believe you have a disability requiring an accommodation, please call or visit Disability Services at 361-825-5816 in Corpus Christi Hall, Room 116.

If you are a returning veteran and are experiencing cognitive and/or physical issues in the classroom or on campus please contact the Disability Services office for assistance at (361) 825.5816

DROPPING A CLASS: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, necessary or wise. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 15, 2017 is the last day to drop a class with an automatic grade of “W”.
GRADE APPEALS PROCESS:

As stated in the University Procedure 13.02.99.C201, Student Grade Appeal Procedure, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academic_affairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf)

For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and courses could not be held on the campus of Texas A&M University- Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, university facilities (i.e. emails, web sites and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
August 31 R  Mass Communication and its Digital Transformation (ch. 1)

Sept. 5 T   Ch. 1 (cont’d)  (Hand out weekly assignment #2)

Sept. 7 R   Media Literacy in the Digital Age (ch. 2)

Sept. 12 T  Ch. 2 (cont’d)  (Hand out Weekly Assignment #3)

Sept. 14 R  Print Media; Books, Newspapers, and Magazines (ch 3)

Sept. 19 T  Ch. 3 (cont’d)  (Hand out Weekly Assignment #4)

Sept 21 R  Audio Media: Music Recordings, Radio (ch 4)

Sept 26 T  Ch. 4 (cont’d)  (Hand out Weekly Assignment #5)

Sept. 28 R  Visual Media: Photography, Movies and Television (ch. 5)

Oct 3 T    Ch.5 (cont,d)  

Research Paper #1 due

Oct 5 R  Interacive Media: : the Internet, Video Games and Augmented Reality (ch 6)

MEDA-1307_001   MEDIA AND SOCIETY           P.7
Oct 10 t    Ch. 6 (cont’d)

Oct 12 R  The Impact of Social Media  (ch. 7)
Oct 17  T  **Mid Term Exam**  (Blue Book)  Part I Weekly Journal due in folder

Oct. 19  R  Journalism: from Information to Participation  (ch. 8)

Oct. 24  T  Ch. 8 (cont’d)  (hand out weekly Assignment # 6)  
In-class assignment

Oct 26  R  Advertising and Public Relations: the Power of Persuasion  (ch. 9)

Oct 31  T  Media Ethics  (ch. 10)  (Hand out weekly Assignment #7)

Nov 2  R  Communication Law and Regulations  in the Digital Age  (ch. 11)

Nov 7  T  (ch. 11 cont’d)  (Hand out weekly Assignment #8)

Nov 9  R  Media Theory and Research  (ch. 12)

Nov 14  T  ch. 12 (cont’d)  (Hand out weekly Assignment # 9)

Nov 16  R  Mass Communication and Politics in the Digital Age  (ch. 13)  
MEDIA-1307_001  MEDIA AND SOCIETY  p.8

Nov 21  T  ch. 13 (cont’d)  **Research Paper #2 due at the beginning of class**

Nov. 23  R--  ------  **Thanksgiving Day – no class -------**

Nov 28  T  Global Media in the Digital Age  (ch. 14)
Nov 30 R          ch. 13 (cont’d)
Dec 5 T           last class day
                  From Writing to Text Messaging, etc.

Dec. 12 T         Final Exam  (Blue Book)  11:00 a.m. to 1:30 p.m..
                  Weekly Journal Part II due in folder

Grades:          A = 100-90;  B= 89-90;  C 79-70;  D = 69-60;  F= don’t ask

Grading:  (see breakdown on separate Grade Sheet)
(1) Writing assignments, research papers & Responses    50%
(2) Mid-term and final exams + Journals)                25%
(3) In-class assignments, Tweets & Participation        25%

This Syllabus describes the day to day class schedule. If any changes are made due to illness, inclement weather, or other reasons, etc., the Instructor has the right to make alterations and those changes will be announced in class.

All students are encouraged to sign up for an Islander email account. Islander email is critical for university communication in any weather-related situations, or other emergencies. Students may contact the Instructor by phone, Islander email, or visit in my office in Bay Hall 222-B MEDA-1307_001 MEDIA AND SOCIETY  p.9

Grade Sheet:

Writing assignments:  (50%)

10 Reaction Papers @ 20 each = 200 pts
2 research Papers @ 50 pts each = 100 pts
4 unannounced quizzes/responses @ 10 each = 40 pts
Exams (25%)

Mid term Exam – questions = 50 pts
   Weekly Journal Part I up to 50 pts

Final Exam = questions = 50 pts
   Weekly Journal Part II up to 50 pts

Other: (25%)

Two in-class assignments @ 15 pts each = 30 pts
4 Tweets@ 5 pts each = 20 pts
Class participation = 10 pts

Extra credit: 5-6 minute research-based Oral Report on some impact of popular culture and media effects on society. (Worth up to 20 pts)
(See Instructor for details and schedule)

Twitter assignment:
@writecomNews

Students will send 4 tweets this semester to fulfill requirements for this course. Each tweet will consist of some aspect of media with source to fit 135-140 spaces.

To set up a Twitter account:
1. go to Twitter.com, sign up and then select 10 items from the Twitter list to follow. This is part of the sign up process
2. In week 2, send me a tweet with “this is a test” message + your name to @writecomNews

3. Send one tweet in September, one in October, one in November, and December’s tweet by the last class meeting.

Make sure that this twitter address is used only by students in MEDA-1307_001 MEDIA and SOCIETY for this assignment. It is not to be used for general questions on other assignments in this class. Use instructor email ruth.aipperspach@tamucc.edu for any questions you have.