MEDIA 1307:001 Syllabus

Professor: Dr. Anantha S. Babbili

Term: Summer I (May 29 to June 29, 2018)

Office Hours: MTW 9 to 11 am or appt.

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MEDIA & SOCIETY

Course Description:

Media operate in a profoundly complex relationship with a society—shaping it and, in turn, being shaped by them. From oral storytelling to the written word, from the telegraph to television, from the Internet to the digital, media expand (and sometimes contract) the communicative possibilities for the transmission of knowledge and culture. Today, media have impact on nearly every facet of our everyday lives. In this course, we will explore the history and development of each mass medium and their organizational, institutional, and cultural dynamics. We will study print media as foundation of all media, radio and television, cinema and corporate communications, and new and emerging media and ways in which various media function to support, undermine, and/or change the social landscape from the practices of everyday correspondence to the structuring ideologies that are often taken for granted. Included also are themes such as media production and consumption, globalization, cultural imperialism, race, class, gender in the media and popular culture. Course is conducted on the decorum prevalent in the media-related careers thereby introducing the student to the rigorous discipline required in the professional world anchored in media literacy, critical and analytical thought.

Learning Objectives and Outcomes:

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) Critically analyze media texts and other popular culture phenomena

Major Course Requirements:

Required Textbook and Readings:


The following requirements of the course are outlined along with associated weights as a grade scale for learning assessment along with a grading distribution:

Grade Distribution: A: 90-100 (Excellent); B: 80-89 (Very Good); C: 70-79 (Average); D: 60-69 (below Average); F: 59 and below (Failure)

Attendance and participation (10%): Each student is expected to attend in every session and participate in class discussions. News/Current Affairs Quizzes (10%): Unannounced quizzes on current events that require staying in tune with news and public affairs developments in the state, country and around the world. Stay in touch with headlines of the day!
2 Short Essays on Class Readings and Lecture Material (30%): These are essays (3-5 pages double-spaced) think pieces on a media topic and on media ethics. Topic may be assigned. These will be explained further and discussed in class well in advance of their due dates.

Final Paper (60%): Final paper will draw from earlier two short essays and additional material on a given topic relating to the media and society emanating from the class that shows your grasp of course material and lectures.

SAMC Syllabus Statements and Policies

Disabilities Accommodations

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 believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

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.

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. June 15, 2018 is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeals

As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, 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 the matter 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.C2.03, Student Grade Appeals. These
documents are accessible online at:
For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s
office in the college in which the course is taught. For complete details on the process of submitting a
formal grade appeal in CLA, please visit the College of Liberal Arts website,
http://cla.tamucc.edu/about/student-resources.html.

**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.

**Statement of Civility (can be in place of classroom/professional behavior)**

Texas A&M University-Corpus Christi has a diverse student population that represents the population of
the state. Our goal is to provide you with a high quality educational experience that is free from
repression. You are responsible for following the rules of the University, city, state and federal
government. We expect that you will behave in a manner that is dignified, respectful and courteous to all
people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability.
Behaviors that infringe on the rights of another individual will not be tolerated.

**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 F.

**Statement of Academic Continuity**

In the event of an unforeseen adverse event, such as a major hurricane and classes 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.

Course Schedule and Assignments on next page
MEDA 1307 Class Schedule and Assignments (subject to change)

**WEEK ONE:**  Introduction, course outline/expectations/textbook review
The Changing Media Landscape
Chapter 1: Mass Communication and its Digital Transformation
Media Literacy
Chapter 2: Media Literacy in the Digital Age

**WEEK TWO:**  Mass Communication Formats: Print Media
Chapter 3: The Print Media: Books, Newspapers and Magazines
Audio Media
Chapter 4: Music Recordings, Radio (Essay # 1 due)
Visual Media
Chapter 5: Photography, Movies and Television

**WEEK THREE:**  Interactive Media
Chapter 6: The Internet, Video Games and Augmented Reality
Media Perspectives: Social Media
Chapter 7: The Impact of Social Media
Journalism

**WEEK FOUR:**  Chapter 8: From Information to Participation (Essay # 2 due)
The Power of Persuasion
Chapter 9: Advertising and Public Relations
Media Ethics and the First Amendment
Chapter 10: Media Ethics
Legal and Regulatory Environment
Chapter 11: Communication Law and Regulations in a Digital Age
Media Research
Chapter 12: Media Theory and Research: From Writing to Texting

**WEEK FIVE:**  Mass Communication & Politics: Power of Democracy and the Media
Chapters 13: Mass Communication and Politics in the Digital Age
Global Imprint of Media in Digital Age
Chapter 14: Global Media in the Digital Age
Future of Media in the U.S.  (FINAL PAPER Due)
ABOUT THE PROFESSOR

Anantha S. Babbili (Ph.D., The University of Iowa) is Professor of Communication & Media Studies at Texas A&M - Corpus Christi. He was Provost and Vice President for Academic Affairs of the university from 2007 to 2010. He is former Dean of the College of Mass Communication (2002-2007) at Middle Tennessee State University. Babbili taught and directed the Journalism and Media Studies department at Texas Christian University, Fort Worth, for more than two decades. He was the visiting Rogers Chair in Journalism and New Information Technologies at the University of Western Ontario, Canada and lectured in Mexico, India, Slovakia, UK and Asia. Babbili is the co-author of the book, An Ethics Trajectory, published by the University of Illinois Press and has published his research in several books including Communication Ethics and University Values, Critical Issues in Media, B attraction by Television (British Film Institute), Mass Media in the Middle East, and The Press and the State.

A former journalist, Babbili has published scholarly articles that have appeared in journals such as Media, Culture and Society, Journal of Communication Inquiry, Newspaper Research Journal and the International Third World Studies Journal. Babbili was the Editor (2000-2008) of the national Journalism & Communication Monographs and served on the editorial boards of the Journal of Mass Media Ethics and Journalism Studies. He is on the International Bibliography of the Social Sciences advisory board at the London School of Economics and Political Science. He received the Barry Bingham Award from the National Conference of Editorial Writers and was the consultant to the United Nations and the UNESCO on human rights and communication. The Carnegie Foundation and the Council on the Advancement and Support of Teaching named Babbili the Texas Professor of the Year. He is the recipient of the National Teaching Award from the Poynter Institute for Media Studies, St. Petersburg, Florida. His columns and opinions as a news source on breaking events and U.S. foreign policy appeared on CNN, ABC News, CBS, and NBC and in Chicago Tribune, New York Times, Fort Worth Star-Telegram and other media outlets. Before earning his doctorate, Babbili earned two undergraduate degrees in biological sciences and journalism from his native India and M.A. in journalism from the University of Oklahoma.

Since 2006, Babbili has been a member of the governing board of a communication institute operated by a reputed media-related reputed foundation in India. As the Provost of Texas A&M Corpus Christi, Babbili served as the chief institutional liaison to the successful SACS accreditation Process and was responsible for overall quality of academic affairs of the University. He is the graduate of the Management and Leadership program of Harvard University.

What do we do in the Department of Communication & Media? Here's our mission:

Develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment.

What are the Department's Objectives? After graduation, our graduates are able to:

- Demonstrate the ability to communicate effectively;
- Practice the ability to work with others to create a product; and
- Recognize ethical issues in communication