MEDA 1307: 001 MEDIA & SOCIETY (Online - https://bb9.tamucc.edu/) Syllabus
Dr. Anantha S. Babbili

Term: SUMMER I 2020 (May 15 to May 30) Maymester
Office Bay Hall 334

Course meets: Online
Office hours: 9:30-11:30 am MTW online only

Course Description:

Media operate in a profoundly complex relationship with a society—shaping it and being shaped by it. 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 and Expectations:

Required Textbook and Readings:

New York, N.Y.: Oxford University Press, 2019

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%): Student is expected to attend every session and participate in online class discussions.

News/Current Affairs Quizzes (10%): 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 (40%): These are essays (2-3 pages double-spaced) think pieces on a media topic and on media ethics. Topic may be approved. These will be explained further and discussed in class in advance of their due dates. Due on May 21 and 26.

Final Paper (40%): on an approved topic that utilizes, or draws from, chapters in the textbook, course material and lectures. Final paper (8-10 pages) must be typed double-spaced with title page and reference page and uses background material.

Course 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.

Grade Appeals

As stated in University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures, 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.C0.03, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

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.
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 an F grade for the course.

Academic Honesty/Plagiarism

**Definition:** In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation of academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:

- Using the work of another as your own,
- Downloading or purchasing ready-made essays off the web and using them as your own,
- Using resource materials without correct documentation,
- Using the organization or language of a source without using quote marks and proper citation.
- Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on MLA documentation rules and APA documentation rules is available at Purdue University’s OWL: [http://owl.english.purdue.edu/](http://owl.english.purdue.edu/), and from our local Writing Center at CASA.

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

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.

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.
**Attendance and Tardiness:** Attendance is required—both physically and mentally. You are expected to take an active role in classroom discussions. Absences, late arrivals, and chronic failure to engage in class discussion will all be reflected in your participation grade.

**Late work and make-up exams**

- If there should be a legitimate reason for you missing class (illness, family emergencies, certain University-sponsored extracurricular activities), please provide the instructor with the notification prior to the event or as soon as you are able—before the missed class period. If appropriate, we can arrange alternate times for you to make up quizzes or exams, but it will be your responsibility to get any information from lecture from one of your classmates.
- Unexcused absences will be noted and reflected in your participation grade. Also, any work missed due to an unexcused absence cannot be made up.
- Late work for any reason considered unexcused will be penalized by at least one letter grade for each day it is late.

**Cell Phone/Electronic Device Usage:** While in class, please make sure your phone is off or on silent (and in your backpack or out of sight), so it’s not heard in class. Also, limited laptop use is permitted—for note-taking only, but do not abuse this privilege.

**Class Schedule and Assignments** *(subject to change)*

| May 18 | **Introduction, course outline/expectations/textbook review**  
Mass Communication and Digital Transformation (Chapter 1)  
Media Literacy in the Digital Age (Chapter 2) |
| May 19 | **Print Media: Books, Newspapers and Magazines** (Chapter 3)  
**Audio Media: Music Recordings, Radio** (Chapter 4) |
| May 20 | **Visual Media: Photography, Movies and Television** (Chapter 5)  
**Interactive Media: The Internet, Video Games and Virtual Reality** (Chapter 6) |
| May 21 | **The Impact of Social Media** (Chapter 7)  
**Journalism: From Information to Participation** (Chapter 8)  
**ESSAY 1 DUE** |
| May 25 | **Public Relations & Strategic Communications** (Chapter 9)  
**Advertising: The Power of Persuasion** (Chapter 10) |
| May 26 | **Media Ethics** (Chapter 11)  
**Communication Law and Regulation for the Digital Age** (Chapter 12)  
**ESSAY 2 DUE** |
| May 27 | **Studying the Media: Theory and Research** (Chapter 13)  
**Mass Communication and Politics in the Digital Age** (Chapter 14) |
| May 28 | **Global Media in the Digital Age** (Chapter 15)  
**Media and Political Communication (Course Overview)**  
**FINAL PAPER DUE IN CLASS** |
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, Bosnia 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