

TCOM 1595 (CRN 22839)
Survey of American Mass
Communication
Spring 2010

MWF 12:00-12:50

Mesh 338

Walter Mathews
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Office Hours:

T- Th 12:30-2:30, W 3:00-4:00

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Syllabus

University Course Description:

*1595. *Survey of American Mass Communications*. A rhetorical examination of the development, operation, and function of radio, television, film, and print media in America. Television documentaries and films illustrate the implication of mass communication. Students examine how a person may be individually affected by mass communication. 3 s.h.

REQUIRED MATERIALS

Baran, Stanley J., (2008) *Introduction to Mass Communication: Media Literacy and Culture* 5th. McGraw Hill, Boston.

General Goals of TCOM 1595

Mass Communication is a process that impacts how we conceptualize our world and impacts culture. Culture is a system of learned behaviors. A part of our of our reality and culture is constructed through our interactions with mass media and the mass communication process. This course is intended to help students understand the impact media and mass culture has on their lives and the lives of others. We will do this by examining theories of mass communication and by examining the development of various mass media and their role in society. Our general goals for this course, are therefore rather broad. We will set these general goals:

Understand the development of cultures and media institutions throughout the world: We will approach this goal through an examination of Normative Theories of Media. Different cultures justify their media systems using different theories of what role media should play.

Evaluate the impact of Theories, events, and institutions on various aspects of society: In this course, we will examine both normative theories (what role media should play), and more scientific theories (what media does). Additionally, we will examine the development of mass media and its impact on culture, and social, economic, legal and political aspects of society. We will do this through the examination of the Historical development of each media and supporting institutions.

Comprehend and appreciate the development of diversity in America: The history and development of media in America will be examined. The impact of media on various social movements will be introduced. Diversity in each media will be analyzed with regard to race, social and economic class, ethnicity, age, lifestyle, and political identity. Audiences for each media will be examined as well as the development of media in the media in the United States.

Specific Objectives of Course

In this course students are required to consider how they use media and the impact it has on them. To this end, students will complete selected media literacy worksheets. Some of the worksheets will be presented to the rest of the class. The worksheets will require students to express their thoughts clearly, acquire, process and present information, and draw sound conclusions about media and its impact on society. This will require students to apply both normative (what role media should play in society), and scientific (how media actually impact society) theories. In sum, students should be able to:

- a. Know various theories of mass communications
- b. Demonstrate an understanding of mass communication's role in various societies and cultures
- c. Evaluate the impact of mass communication and media on various aspects of society
- d. Demonstrate an understanding of how mass communication and media impacts the development of modern American society and its various forms of diversity.

ASSIGNMENTS AND GRADING PROCEDURES

ASSIGNMENT	POINTS
1. EXAM 1	20
2. EXAM 2	20
3. EXAM 3	25
4. FINAL	30
5. ATTENDANCE/ CLASS PARTICIPATION	5 (Quarter Sheets)
TOTAL	100

Withdrawals

Last day to withdraw from the class with a grade of W is March 25.

EXAMS

Each exam will be administered in class. All three will consist of objective (multiple choice, or true or false questions). The exams will cover the assigned readings, class lectures and class discussions. Each exam will be comprehensive in that it will include material covered until that point. Questions may be repeated from previous tests. It would be wise to save and review previous exams.

Attendance/Class participation

Mass Communication and its relation to you is a constantly changing connection. Our lectures and discussions will range over a number of topics that may not be in the text. As a result, material not in the book will be covered in class. Students missing class are responsible for obtaining notes from other students.

CALCULATING GRADES:

Your score on each exam will be converted to a percentage based on the number of questions. The entire course is worth 100 points. To find out the number of points you have earned, multiply your exam percentage by the number of points the exam is worth.

For example, if a student got 70% on the first exam, that student would multiply .70 times 25 to get 17.5 points. The student would have earned 17.5 points out of 100 possible with 75 points remaining.

A standard grading scale is used in this course. That is:

A = 100 to 90

B = 89.9 to 80

C = 79.9 to 70

D = 69.9 to 60

F = below 60 points

Grade of Incomplete

The final determination of issuing a grade of “Incomplete” rests with the instructor. The instructor’s decision includes, but is not limited to, University policies for issuing a grade of incomplete. The instructor is not obligated to assign a grade of “Incomplete.” The only valid reasons for an “Incomplete Grade” (I) are medical reasons or other tragic circumstances that cause you to be unable to complete the course after the last day to drop the course. If such circumstances cause you to miss too much class or specific assignments before the last day to drop, you are not eligible for an incomplete – drop the course. To be eligible for an incomplete in TCOM 1595, you must have completed the first 65% of the course with a grade of “C” or higher.

AUDIO-VIDEO MATERIALS

This course provides the student opportunities to listen and watch various current Audio-Video materials to aid in learning the material. A Materials Fee has been charged in order to keep this material current and to help replace worn equipment.

READING AND PARTICIPATION

1. Read all of the assigned material before you come to class and be prepared to discuss it in class. In lecture and discussion your instructor will not cover all the material that is in the assigned text chapters. It is important that you ask questions on those topics that are unclear to you.
2. There will be weekly participation exercises. Some are individually completed, but many are group oriented. You must come to class participate in these media literacy exercises.
3. After each class, look over the assigned reading and your notes again. This takes very little time and it will assist you in learning more efficiently so you won’t have to cram for the exams.
4. Engage your fellow students and your instructor both in and out of class. Students learn more from active engagement than from passive listening to lectures.
5. ALWAYS make a copy of your course work for yourself (or keep a copy on your computer) in case the original is lost or misplaced. Keep all your work on file until you have received the final grade for the course.

UNIVERSITY RESOURCES

Disability Services;

In accordance with University procedures, if you have a documented disability and require accommodations to obtain equal access in this course, please contact me privately to discuss your specific needs. You must be registered with CSP Disability Services, which is located at 36 W. Wood Street, and provide a letter of accommodation to verify your eligibility. You can reach CSP Disability Services at 330-941-1372.

Reading and Study Skills Center

The Reading and Study Skills Center offers free peer tutoring services for registered YSU students interested in learning effective study skills and becoming efficient, critical readers. Research proves that general reading proficiency is not enough to succeed in the "academic arena" of higher education. The services provided at the Reading and Study Skills Center promote academic success and foster a lifetime of learning. Maag Library - Room 154 Phone: 330.941.3099 | Questions or comments about this site? Send e-mail to: dsaltman@ysu.edu

Writing Center

The Writing Center works with students in one-on-one tutoring sessions. Appointments may be made by either calling (330) 941-3055 or by coming in to the Writing Center in the lower level of Maag Library.

Student Health Clinic

The Student Health Clinic is located on the first floor of Kilcawley House. Enter the Clinic off University Plaza. All students with a current valid YSU ID are eligible to use the Student Health Clinic and may schedule an appointment with a physician.

Counseling Services: Juggling life's responsibilities is a challenge that causes many individuals to feel anxious, confused, or overwhelmed at times. At Youngstown State University, the Office of Career and Counseling Services provides a comfortable environment in which to discuss and address problems and possible solutions. Short-term counseling, consultation, and referral services are provided to the campus and, in most cases, there is no fee for services. Issues commonly addressed during individual counseling sessions include: depression, anxiety, relationship problems, family conflicts, low self-esteem, school and work problems, eating disorders, lack of emotional control, career indecision, loss and grief issues, and coping with illness.

The Office of Career and Counseling Services is located in Room 1034, Jones Hall. For more information, call 330-941-3515 or visit <http://www.cc.ysu.edu/career-services>.

**Spring 2010
Tentative Schedule**

DAY	DATE	TOPIC	READING
M	01/11/10	Introduction	Chapt 1
W	01/13/10		
F	01/15/10	Mass Communication/Media Literacy	Chapt. 2
M	01/18/10	University Closed (MLK)	
W	01/20/10	Books	Chapt 3
F	01/22/10		
M	01/25/10	Newspapers	Chapt 4
W	01/27/10		
F	01/29/10		
M	02/01/10	Magazines	Chapt 5
W	02/03/10		
F	02/05/10	<i>EXAM 1</i>	
M	02/08/10	Film	Chapt 6
W	02/10/10		
F	02/12/10	Radio and Sound	Chapt 7
M	02/15/10		
W	02/17/10		
F	02/19/10		
M	02/22/10	Television/Cable/Mobile	Chapt 8
W	02/24/10		
F	02/26/10		
M	03/01/10		
W	03/03/10		
F	03/05/10	<i>EXAM 2</i>	
M	03/09/09	Spring Break	
W	03/11/10	Spring Break	
F	03/13/10	Spring Break	
M	03/15/10	Video Games	Chapt 9
W	03/17/10		
F	03/19/10	Internet	Chapt 10
M	03/22/10		
W	03/24/10	Public Relations	Chapt 11
F	03/26/10		
M	03/29/10		
W	03/31/10		
F	04/02/10	<i>Exam 3</i>	
M	04/05/10	Advertising	Chapt 12
W	04/07/10		
F	04/09/10		
M	04/12/10	Theories	Chapt 13
W	04/14/10		
F	04/16/10	Regulation	Chapt 14
M	04/19/10		
W	04/21/10		
F	04/23/10		
M	04/26/10		
W	04/28/10		
F	04/30/10	Final Exam	