**Introduction to Mass Media**T/TR 3:35-4:50
Fall 2019

**Why Are We Here?**

The media is not a natural phenomenon, and therefore should not be just accepted; it requires a more critical response.

**What We’re Learning About**

We are surrounded by the media and interact with it almost constantly from the time we wake up until the time we go to bed. It’s easy to think that it has been around forever. Not so! Historically speaking, the media is a relatively young phenomenon. To best understand it now, we learn about how it developed and what influences and shapes it today. We also learn to be critical consumers of the media by becoming exposed to many different aspects of it. This will require that we get outside of our own preferences. For example, we may dislike a particular genre of music or film, but if we want to criticize the genre intelligently (which is an outcome of our course), we should understand what the various types of music or film have to say and why their messages appeal to particular audiences that may be different than us. We need to understand how the images and words make sense and create meaning, and what influences that creation. This is what the media is all about!

**What’s Going to Happen**
You get to examine how each of the mass mediums developed. You have the opportunity to have fun exploring these various forms of mass media, the cultural context of their communication, and the impact these forms of mass media have on society.

You engage consumer media all day every day. For those wanting to dig much deeper into communication, this course is a great foundation. If you’re not pursuing a career in communication, that’s OK (although I think you’re crazy!). *Ultimately, this course will make you a more sophisticated media consumer.*

**So What? What Will You Get Out of This Course?**

* You will become a media mogul! Just kidding. (But not really.)
* You will uncover how and why mass communications are delivered.
* You will discover the benefits and consequences of these communications.

**The Tools You Need to Succeed**

1. Eagerness to learn and an open mind
2. Critical thinking

**How You Can Learn and Demonstrate Your Knowledge in COM 160**

1. *Out of class Video Experiences (VE’s)*
	1. You have the opportunity to watch videos online at [http://illstu.kanopystreaming.com.libproxy.lib.ilstu.edu/s-homepage&final=1](http://illstu.kanopystreaming.com.libproxy.lib.ilstu.edu/s-homepage%26final%3D1)
	2. Your requirement is to watch the 4 mandatory films (in red) and then 2 additional films of your choice (in blue) by deadlines outlined in the course schedule and on Reggienet.
	3. To complete a VE, you should be completing a ReggieNet quiz related to the one you’re watching **as you’re watching it**. You may enjoy these movies with a friend, but your answers may not be the same on Reggienet; that’s plagiarism (cheating) and outside of being uncool, results in some fairly serious consequences. These are due by 3:35 pm on the due date listed in the schedule.

|  |
| --- |
| **THESE ARE GRADED BY HAND. YOU WILL HAVE A ZERO IN THE GRADEBOOK FOR THESE QUIZZES UNTIL I GRADE THEM.** **Please resist the urge to email me and ask why you have a zero. *Please.*** ☺ |
| [Deadly Persuasion](https://illstu.kanopystreaming.com/video/deadly-persuasion-advertising-alcohol-tobacco) | [Beauty Mark](https://illstu.kanopystreaming.com/video/beauty-mark-body-image-race-perfection-educational-edition) | [Playing Unfair](https://illstu.kanopystreaming.com/video/playing-unfair-media-image-female-athlete) |
| [Wrestling w/Manhood](https://illstu.kanopystreaming.com/video/wrestling-manhood-boys-bullying-battering) | [Killing Us Softly IV](https://illstu.kanopystreaming.com/video/killing-us-softly-4-advertisings-image-women) | [Behind the Screens](https://illstu.kanopystreaming.com/video/behind-screens-hollywood-goes-hypercommercial) |
| [Further Off the Straight & Narrow](https://illstu.kanopystreaming.com/video/further-straight-narrow) | [Sugar Coated](https://illstu.kanopy.com/video/sugarcoated)  | [Great White Hoax](https://illstu.kanopy.com/video/great-white-hoax)  (FYI: this is probably not a good choice if you love President Trump) |
| [Bro Code](https://illstu.kanopystreaming.com/video/bro-code) | [Captive Audience](https://illstu.kanopystreaming.com/video/captive-audience-advertising-invades-classroom) | [Overspent American](https://illstu.kanopystreaming.com/video/overspent-american-why-we-want-what-we-do-not-need) |
| [Generation “Like”](http://www.pbs.org/wgbh/pages/frontline/generation-like/)<http://www.pbs.org/wgbh/pages/frontline/generation-like/> | [Independent Media in a Time of War](https://illstu.kanopystreaming.com/video/independent-media-time-war) | [The Price of Pleasure](https://illstu.kanopystreaming.com/video/price-pleasure)(Note: Unedited version avail on Netflix) |
| [Joystick Warriors](https://illstu.kanopystreaming.com/video/joystick-warriors-video-games-violence-amp-culture-militarism) | [Shop Til’ You Drop](https://illstu.kanopystreaming.com/video/shop-til-you-drop-crisis-consumerism) | [Mind Games](https://illstu.kanopystreaming.com/video/mind-games) |
| [War Made Easy](https://illstu.kanopystreaming.com/video/war-made-easy-how-presidents-pundits-keep-spinning-us-death) | [Beyond Good and Evil](https://illstu.kanopy.com/video/beyond-good-evil-children-media-violent-times)(This is pretty anti-war. Just FYI) | [The Illusionists](https://illstu.kanopystreaming.com/video/illusionists-film-about-globalization-beauty) |
|  | [The Empathy Gap](https://illstu.kanopystreaming.com/video/empathy-gap-masculinity-and-courage-change) |  |
|  |   |  |
| [Latinos Beyond Reel](https://illstu.kanopystreaming.com/video/latinos-beyond-reel-challenging-media-stereotype)(61 min version Required) | Advertising at the Edge of the Apocalypse(Required) | [Reel Bad Arabs](https://illstu.kanopystreaming.com/video/reel-bad-arabs-how-hollywood-vilifies-people) (Required) |
|  | [Digital Disconnect](https://illstu.kanopy.com/video/digital-disconnect)(Required) |  |

1. Textbook Quizzes
	1. Each time a chapter reading is due, a textbook quiz is due before class.
	2. These are open-book timed quizzes located on Reggienet.
	3. Scores for quizzes are posted within 24 hours of its due date/time; if you want to see how you performed on a particular question on a quiz, make an appointment during office hours for access to your whole quiz.
2. “Advocacy” Infographic assignment:
3. In this creative opportunity to work with course concepts, you will create an infographic that informs your audience on some aspect of a concept we’ve learned in class.
4. External sources required; provide an APA citation for each of these sources at the end of the assignment. More details on this assignment can be found on Reggienet.
5. Exams
	1. There are three exams in this course.
	2. These exams are T/F and multiple choice in nature. They are based on textbook and lecture materials. You will be provided with a study guide a week in advance of each of these exams.
6. Reflection Paper
	1. This reflection paper is an opportunity for you to recall a learning experience you had and reflect on it in a critical, detailed way. This assignment is meant to help you integrate course concepts and theory into your thinking about your practice as a media major or in your use of or consumption of the media.
	2. This is a 3-page paper; details on this assignment can be found on Reggienet
7. In-Class Video Worksheets
	1. Every time we watch an in-class video, you get points for watching it as long as you stay off your phone and complete a worksheet as you go.
	2. Go into the Reggienet calendar on video date the or choose “resources” in the tab on the left and print the worksheet that corresponds to a given video and bring it to class with you.
	3. **Please staple the worksheet as necessary or reformat to a single page**.
	4. If for some reason you forget to print your worksheet, you can answer the questions on a piece of notebook paper (follow along on your phone or your neighbor’s worksheet). This will result in a 1-point deduction of your grade. If you don’t tear off the fringes from your notebook paper, you lose another point.

**Necessary Materials**

* + Baran, S. *Introduction to Mass Communication: Media Literacy and Culture, 9th ed*., or *10th ed, or 11thed* New York: McGraw Hill.

**Grading**

**This class is out of 1,000 points.**

Exams – 500 points (166 pts each) 500 points
Attendance – 130 points (13 @ 10 points each) 130 points

Out of Class Video Worksheets (VEWs) – (7 @ 25 points each) 150 points
Chapter quizzes – 120 points (12 @10 points each) 120 points

Advocacy assignment 50 points

Reflection Paper 50 points

Grading Scale:
90% = A (Excellent)
80% = B (Good)
70% = C (Average)
60% = D (Below Average)
59%= F (Insufficient)

**Contacting Your Professor**

***Dr. Jodi Hallsten Lyczak***
417 Fell Hall / Box 4480
309.438.7741
Email: jlhalls@ilstu.edu  (🡨preferred method of contact)
Office hours: Wednesdays from 12-3

Note: **No office hours week 1, finals week, or during spring break.**

Email:**jlhalls@ilstu.edu** **(🡨 still the best way to contact me)**

**Due to the large number of students assigned to me this semester, it is recommended that you reserve office time with me if you would like to meet me outside of class. Of course, you may always just “drop in,” but in the even that many people want to meet with me, I will give preference to those with reservations first. You can reserve a slot of time with me at this website:** [**https://uiqofjtnrdlxswmwbqywr-free.10to8.com**](https://uiqofjtnrdlxswmwbqywr-free.10to8.com/)

**Classroom Rules** (just bear with me – we need these to create the most productive learning environment possible)

* We all treat each other with respect.
* You have the schedule above, and I have also hand-loaded it onto the calendar in ReggieNet for you, so please have your work in on time and take exams when scheduled. I am often willing to work with you *ahead of time* if you’re having any situations preventing you from these deadlines. Without advanced notice, however, late work will never be accepted.
* I understand how tempting your phones are when your mind wanders off during in-class movies. To help you resist the temptation, **I am kindly requesting that our classroom be a “no phone” zone on film days**. Please put your phone on “mute” during class and tuck it away in your book bag. Thank you for your cooperation. If it appears you need help with this, know that I am ready and highly motivated to help you accomplish this on film days.
* I love to hear from you. When I do, I ask you to use appropriate professional format: a greeting, appropriate grammar/ spelling/punctuation, a closing statement, and be signed with your name. One of the main topics I will hear about from you will likely be regarding grades. Please do that within a week of the particular assignment or exam in question.
	+ If you’re interested in contacting me about the zero you received for your out of class video grade, **please understand in advance that you will receive a zero on all Reggienet assignments until they’re graded.** Sometimes I get behind on grading so please be patient. If it’s the last week of school and you still see a zero, contact me. Otherwise, please resist the urge to email me and ask why your score is zero when you “clearly watched the movie and answered all the questions.” ☺ Thank you for your understanding.
* Please don’t pack your bags before I’ve finished lecturing or before a movie has completely finished. I can’t help but take personal offense to this. I promise I’ll never waste your time in my classroom – I need you to trust me on this and just be patient until the end. Dropping desktops and packing up early is a nasty habit easily acquired in college. I know you wouldn’t do that if you were at work and your boss was speaking, so please: don’t do it here, either.
* Please know that it makes no sense for you to come to me after week 10 because you’re “concerned about your grade.” 85% of the coursework has been completed by then (or by you has not, which is often the case in these discussions) and I never offer extra credit. In short: it’s too late to be “concerned” after week 10 because the only advice I can offer you at that point is to attend class every day to earn the minimal remaining in-class points and do your very best on the final exam. Thank you for understanding this.
* Sometimes students cheat. In my class, if you’re caught cheating or even unintentionally plagiarizing, you will be assigned a grade of “F” for the semester, and I will not sign a “withdrawal” slip for you.
* Please understand that I am not allowed to communicate with you via email about grades.
* If you are a student registered with Student Access and Accommodation Services, you must comply with their rules for test taking. If you do not arrange in advance to take your exams there on the scheduled exam day, you may not take your test late; you’ll have to take it in the classroom with the rest of the class.
* Students may not photograph or use audio or video devices to record classroom lectures or discussions or visual materials that accompany them (e.g., lecture slides, whiteboard notes/equations **and exam review materials**). Students with disabilities who need to record classroom lectures or discussions must contact Student Access and Accommodation Services to register, request and be approved for an accommodation. Students who violate this policy may be subject to both legal sanctions for violations of copyright law and disciplinary action under the University’s Code of Student Conduct.

**What if…?**
Communicate with me (it is a communication class, after all!). I want to help you, but I can’t if you don’t let me know what’s going on.

*Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.*

**Tentative Schedule**

Note – this schedule is subject to change per announcements in class.

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| **Wk** |  | **OUR TOPIC FOR THE DAY** |
| 1 | 8.20 | Welcome to class |
| 8.22 | Setting up the course – thinking about mass communication |
|  | * Nothing due
 |
| 2 | 8.27 | Understanding the money part* Ch 1 quiz due before class
* Ch 2 quiz due before class
 |
| 8.29 | Pioneers of Television – Funny Ladies* Bring worksheet to class
 |
| 3 | 9.3 | Advertising* Ch 12 quiz due before class
* Bring completed “Advertising at the End of the Apocalypse” worksheet to class.
 |
| 9.5 | Feeding Frenzy* Bring worksheet to class
 |
| 4 | 9.10 | Books * Ch 3 quiz due before class
 |
| 9.12 | Newspapers * Ch 4 quiz due before class
* (Quiz includes content from this speech: <https://www.youtube.com/watch?v=DBo1mFKV2F0>)
* Quiz includes content from this article: <http://www.wbur.org/cognoscenti/2018/06/29/anti-media-rhetoric-capital-gazette-miles-howard>)
 |
| 5 | 9.17 | Around the world in 72 days (Nelly Bly)* Bring worksheet to class
* **VE (your choice) due before class**
 |
| 9.19 | **Exam 1 – Ch 1, 2, 12, 3, 4 + lecture*** Must have a pencil and know or possess UID#
 |
| 6 | 9.24 | Magazines* Ch 5 quiz due before class
 |
| 9.26 | The history of Variety Television Shows* Bring POT Variety worksheet to class
 |
| 7 | 10.1 | Radio* Ch 7 quiz due before class
 |
| 10.3 | Public Radio Experience: This American Life* Bring notebook to class
* **VE (your choice) due before class**
 |
| 8 | 10.8 | Recordings* Nothing due
 |
| 10.10 | “Hip Hop: Beyond Beats and Rhymes”* Bring worksheet to class
 |
| 9 | 10.15 | How do the media effect us?* Ch 13 quiz due before class
* **VE (**[**Reel Bad Arabs**](https://illstu.kanopystreaming.com/video/reel-bad-arabs-how-hollywood-vilifies-people)**) due ONLINE (quiz) before class**
 |
| 10.17 | Mickey Mouse Monopoly* Bring worksheet to class
 |
| 10 | 10.22 | Television* Ch 8 quiz due before class
 |
| 10.24 | Pioneers of Television Sitcoms* Bring worksheet to class
* Advocacy assignment due today before class
 |
| 11 | 10.29 | **Exam 2 – Ch 5, 7, 13, 8 + notes** * Must have a pencil and know or possess UID#
 |
| 10.31 | Pioneers of Television – Game Shows* Bring worksheet to class
 |
| 12 | 11.5 | Film (Movies)* Ch 6 quiz due before class
* **VE** [**(Latinos Beyond Reel)**](https://illstu.kanopystreaming.com/video/latinos-beyond-reel-challenging-media-stereotype) **due ONLINE (quiz) before class**
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| 11.7 | Dreamworlds III * Bring worksheet to class
 |
| 13 | 11.12 |  The Internet & Video Games* Ch 9 quiz due before class
* Ch 10 quiz due before class
 |
| 11.14 | Gaming (TED Talks) |
| 14 | 11.19 | Generation M* Bring worksheet to class
 |
| 11.21 | Outfoxed * Watch this at home if you want
 |
| 15 | 12.3 | Media Ethics and Law* Ch 14 quiz due before class
* Reflection Paper **due TODAY in class. Must include my cover page.**
 |
| 12.5 | Pioneers of Television Late Night* Bring worksheet to class
* **VE** [**(Digital Disconnect)**](https://illstu.kanopy.com/video/digital-disconnect) **due ONLINE (quiz) before class**
 |   |
| 16 | TBA | Final exam on chapters 6, 9, 10, and 14 + lecture Date and time TBA week 4 by ISU.  |

**Final exam information:**

Our Final Exam Date Will Be Posted by The University on Week 4. You can check your final exam schedule by visiting this website: <https://registrar.illinoisstate.edu/faculty_staff/finals/>

Our final exam will be held in our normal classroom and will be multiple choice.

If you have multiple final exams and you need to move yours, I will consider it only if you have provided me with notice at least 7 days before final exam week.

**University requirements about bereavement situations:**Students who experience the death of an immediate family member or relative as defined in the University Student Bereavement Policy will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations.  Students are responsible for providing appropriate documentation to the Dean of Students office and for contacting the instructor as soon as possible to make arrangements for completing missed work.  More information is available in the Student Bereavement Policy at <http://www.policy.illinoisstate.edu/2-1-27.shtml>

SPECIAL NEEDS: Any student needing to arrange a reasonable accommodation for a documented disability should contact the Office of Student Access and Accountability at 350 Fell Hall, 438-5853 (voice), 438-8620 (TDD).

CHEATING AND PLAGIARISM are never tolerated and result in IMMEDIATE failure of the course.