

# COMM 305-100: Introduction to Mass Communication (QLU, June 20 – July 1, 2016, 8 AM – 12 PM)

Dr. Steve H. Sohn,  
E-mail: [steve.sohn@louisville.edu](mailto:steve.sohn@louisville.edu)

## Course Description

COMM 305 is a survey course of the major functions, strategies, rights and responsibilities of various mass media that will provide you with the necessary critical tools to reflect upon, understand, and challenge the power exerted by the mass media.

## Course Goals

Through description, analysis, interpretation and evaluation of historical and contemporary trends, you will develop a deeper understanding of the economic, social, and cultural functions and responsibilities of the mass media in democratic society. The specific goals are:

- ***To become informed and critical users of mass media***
- To develop an understanding of the historical evolution of each medium from books to newspapers to radio to television to the internet
- To understand the theoretical foundations of mass communication research
- To develop and nurture a cultural approach to the study of mass communication
- To understand how technology and economics have changed the formats and impacts of the mass media in contemporary societies

## Required Text

Stanley J. Baran, *Introduction to Mass Communication* (8<sup>th</sup> Edition), McGraw Hills

## Academic Dishonesty

Any student caught cheating in any way will receive a zero for the semester. Cheating includes but is not limited to glancing at another student's exam, using unauthorized materials during an exam, handing in written work produced by someone else, plagiarism, helping someone else cheat, etc.

## Classroom Decorum:

1. During class, please respect the right of your fellow classmates. **Do not carry on conversation in class**, and remember to turn off cell phones unless you have prior approval from me. These interruptions are distracting to your fellow classmates and professor. If you disrupt the class by cell phone, pager, text messaging, etc., **your participation grade will suffer**.
2. **Also, avoid getting to class late, leaving early and getting in & out of class during the lecture as these are very disruptive.**
3. **No laptop or other electronic devices are allowed in class**, unless you have permission from me.

## Course Requirements and Grading

All assignments and quizzes must be completed and turned in on or before the date assigned. If you fail to turn in an assignment on time, I will accept your work on the next day, but you will lose a 50% of the total score for that assignment as a penalty. Assignments that are more than one (1) day late will not be accepted and you will receive a grade of ZERO for that assignment.

## Attendance & Participation

Attendance is expected at each class period. **Yes, I do take attendance, and don't be late.** I expect you to come to class prepared to discuss the day's readings. We will have several in-class assignments; if you're not in class, you cannot complete the work and therefore will not receive points for that day's participation.

- Each absence will cost you -2 points in attendance/participation.
- 2 tardiness (being late) will count as 1 absence
- Not being accounted for after break time and at the end of class will be counted as being late.

## Quizzes, Worksheets and Final exam

Daily quizzes will be used to make sure you're keeping up with the course. The quizzes will be comprised of T/F and multiple choices from assigned readings, lectures, and videos. As a general rule, make-ups will not be granted. Off campus work and personal travel are not legitimate reasons to miss a quiz.

Sometimes, worksheet will be given in place of quiz. The topic for daily worksheet will be assigned in class and will be due **the next day**.

(The daily worksheet answer **MUST BE TYPED**)

You will complete a final, comprehensive exam on the last day of class. It will cover all material covered during the two weeks of the course.

## Movie Review/Reflection

You will complete two movie review/reflection papers based on the movies we watch in class. The movie reviews will be used to further your understanding of course concepts.

You can choose to complete this assignment on **EITHER** June 27<sup>th</sup> (Monday) **OR** June 30<sup>th</sup> (Thursday). **See page 5 of syllabus for more details.**

## Grading Scale

A = 93-100%	B+ = 87-89%	C+ = 77-79%	D+ = 67-69%
A- = 90-92%	B = 83-86%	C = 73-76%	D = 63-66%
	B- = 80-82%	C- = 70-72%	D- = 60-62%
			F = below 59%

## Points Distribution

5 Quizzes & 2 Worksheets	10 points each except one quiz worth 20 points
Final Exam	30 points
	<b>Total 110 points</b>
Movie Review	30 points
Attendance/Participation	30 points
<b>Total</b>	<b>170 points</b>

## Class Participation

You are expected to come to class having read all assigned chapter(s) and ready to participate in discussions.

## Make-up Policy

Missed exam or assignment **may not be made up unless the following conditions are met:** (1) the excuse is valid as explained above; (2) the excuse is made in advance (if applicable); and (3) the excuse is documented. Otherwise, you will not be able to make up.

Please take time to look at the exam schedule: if you cannot make it to the exam on the scheduled day, you must try making arrangement to take it *prior* to the scheduled day & time.

In a case involving death in the immediate family or illness requiring hospital care or a birth of a baby for whom you are a parent, a makeup exam will be granted *without prior notice*. Under such conditions, authenticated written documents must be provided to the instructor

*All items in this syllabus are subject to change as dictated by needs of the class.*

## Course Schedule

June 20 (M)	Introduction to course <b>Chapter 1:</b> Mass Communication, Culture, and Media Literacy
June 21 (T)	<i>Quiz (from Chapter 1)</i>  <b>Chapter 13:</b> Theories and Effects of Mass Communication <b>Chapter 14:</b> Media Freedom, Regulation, and Ethics
June 22 (W)	<i>Quiz (from Chapter 13 &amp; 14)</i>  <b>Movie:</b> <i>All the President's Men</i> , movie discussion
June 23 (Th)	<b>Chapter 3:</b> Books, <b>Chapter 4:</b> Newspapers,
June 24 (F)	<i>Quiz (from Chapter 3 &amp; 4)</i>  <b>Chapter 5:</b> Magazine, <i>Worksheet on Chapter 5 - Due June 29.</i>  <b>Movie:</b> <i>Shattered Glass</i> , movie discussion
June 27 (M)	<b>Chapter 6:</b> Film, <b>Chapter 7:</b> Radio, Recording, and Popular Music  • <b>Movie review 1</b> ( <i>All the President's Men</i> <b>OR</b> <i>Shattered Glass</i> ) <b>due</b>
June 28 (T)	<i>Quiz (from Chapter 6 &amp; 7)</i>  <b>Chapter 8:</b> Television, Cable, and Mobile Video  <b>Movie:</b> <i>Wag the Dog</i> , movie discussion
June 29 (W)	<i>Quiz (from Chapter 8)</i>  <b>Chapter 9:</b> Video Games, <b>Chapter 10:</b> The Internet and the World Wide Web  <i>Worksheet on Chapter 9 &amp; 10 Due July 2.</i>
June 30 (Th)	<b>Chapter 11:</b> Public Relations, <b>Chapter 12:</b> Advertising  • <b>Movie review 2</b> ( <i>Wag the Dogs</i> ) <b>due</b>
July 1 (F)	<b>Final exam</b> <b>(Chapter 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14)</b>

## How to Write a Movie Review

Writing a movie review is a great way of expressing your opinion of a movie. The purpose of most movie reviews is to help the reader in determining whether they want to watch the movie. You also need to explain how the movie increases your understanding of this course. Below are our guidelines and tips for writing a good movie review.

- Take notes while you watch the movie. Pay particular attention to concepts we have covered in class.
- Give the outline of the movie, but **don't write down every single detail just to fill up the space**. Instead, focus on the important development in story line.
- Consider who your likely readers are. Writing a movie review for children requires a different approach than if writing for a movie club. Ensure you report on the factors that matter to your likely audience. For this assignment your audience is the instructor (ME) of this course.
- Give your **opinion** of the movie. This is important because you can express the elements of the movie you enjoyed or disliked. However, as in all good journalism, you should also give **impartial reasons** for your sentiment and allow the reader to make up their own mind over an issue. Opinions should be explained to allow the reader to determine whether they would agree with your opinion.
- Discuss how the movie contributes to your understanding of concepts and theories from this course.
  - **Explain at least two concepts or theories from class and give examples of those concepts that are relevant to the movie.**
- Proofread and check your review thoroughly.