

PROCESSES AND EFFECTS OF MASS MEDIA
COM 327 – 50; SUMMER 2016

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Office Hours: by appointment

COURSE DESCRIPTION AND OBJECTIVES:

Three (3) undergraduate credit hours. This course is designed to examine the role of mass media in society from the perspective of social scientific theory and research. You will also be introduced to cultural approaches to the study of mass media processes and effects. We will discuss the following media effects on individuals: physiological, cognitive, belief, attitudinal, affective and behavioral. Special attention will be given to effects of media on the public, variety of institutions, and on society. We will also analyze the influence of the internet on our lives.

COURSE READINGS:

Required: W. James Potter (2012). *Media Effects*. Santa Barbara, CA: Sage Publications.
ISBN: 9781412964692
Nicholas Carr (2011) *The Shallows*. New York, NY: W.W. Norton & Co.

Readings: Articles will be assigned and made available to you.

CLASS FORMAT AND POLICIES:

This course schedule is subject to periodic revision. I will let you know the changes in advance. The class will run on a Monday to Sunday schedule.

SPECIAL NEEDS

Students with special learning needs are encouraged to discuss accommodations needs with me early in the semester. Student may be asked to contact the Disability Resource Center to determine academic accommodations (852-6938).

Plagiarism:

Any student caught cheating in any way will receive **a F for the semester**. Cheating includes but is not limited to handing in written work produced by someone else, collaborating excessively with another person and claiming the work as your own, plagiarism, helping someone else cheat, etc. ***For a more specific description of plagiarism, consult Section 5-E of the undergraduate catalog. University of Louisville policies regarding plagiarism will be enforced.***

http://louisville.edu/undergraduatecatalog/ugcatalog/policies/jpb_revisions_v1/codes-of-student-conduct-rights-and-responsibilities.html

Title IX/Clery Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus

Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide.

GRADING:

Exams: (70%) There will be 4 tests in the course (no final). Each test carries equal weight. The test must be completed by midnight, Sunday, of the assigned week. For example, Exam1 will be made available on Thursday of the assigned week and must be completed by 11:55 p.m. **Sunday of the assigned week.**

Discussion Board Post-Essays (30%): You will complete the assigned readings and make at least two posts. The first shall be a short meaningful reflective essay on the readings due by Thursday of the week. The second post (at least 24 hours apart from the first) shall be a thoughtful response to your classmates' reflective essay/essays.

Each post must be at least 100 words long (unless otherwise specified). Each essay (depending upon whether it is on the readings or a response) may include any or all of the following: (i) a brief description (a sentence or so) of what you understand is the main theme of the chapter or the post and your detailed reaction to it (ii) URL link with clear explanation of its relevance to the chapter or class; (iii) a personal experience/anecdote relevant to the reading/post.

I will monitor the discussions and participate if required; the discussions, however, are primarily a student operation. You are welcome to pose questions /rhetorical questions; however, these will not be considered part of this assignment. If the information in the posts is rudimentary or superficial or completely off-topic, you may not receive all the points for this assignment.

If the essay meets the length, topic, meaningful content, and deadline requirements you get all the points!

The first graded discussion starts the first week of class.

Deadline: **Midnight, Sunday** of that week. I will not open late posts.

Assignment	Points	% of Grade
Post-Essays	300	30%
Tests	700	70%
Total	1000	100%

Grading Scale: A+=97-100%;A=93-96%;A-=90-92%;B+=87-89%;B=83-86%;B-=80-82%;C+=77-79%;C=73-76%;C-=70-72%;D+=67-69%;D=63-66%;D-=60-62%; F=<60%.

OUTCOMES

When you successfully complete this course you will:

- * Know the major theories that inform the study of mass media processes and effects
- * Be able to apply some of these theories in class discussions
- * Know the research methods used to study mass media effects
- * Acquire the knowledge to become a critical consumer of mass media
- * Develop an understanding of the influence of the internet on your brain

COURSE SCHEDULE

(Subject to revision)

<u>Week 1</u> May 31-Jun 5	Introduction; Read Potter: Chapters 1 & 2
Jun 3	Last day to add/drop
<u>Week 2</u> Jun 6-12	Potter: Chapters 3 & 4
<u>Week 3</u> Jun 13-19	Exam 1 [Potter: Chapters 1 – 5] Read Potter: Chapter 5
<u>Week 4</u> May 20-26	Potter: Chapters 6, 7 & 8
<u>Week 5</u> Jun 27-Jul 3	Exam 2 [Potter: Chapters 6 to 10] Read Potter: Chapters 9 & 10
July 4	Independence Day Holiday
<u>Week 6</u> July 5 - 10	Read Potter: Chapters 11 - 13
<u>Week 7</u> July 11-17	Potter: Chapters 14, 15, 16 Exam 3 [Potter: Chapters 11 – 16]
<u>Week 8</u> July 18- 25	Read Carr: <i>The Shallows</i> —Chapters 1 to 5
<u>Week 9</u> July 26-31	Carr: <i>The Shallows</i> —Chapters 6 to 10
Week 10 Aug 1-7	Exam 4 [Carr: <i>The Shallows</i>]