COURSE DESCRIPTION

What is communication? How does the media communicate? How have advancements in technology impacted media communication practices? These are the questions this course will address.

Using group work, you will use critical thinking and demonstrations to enhance your understanding of how the world communicates on personal levels and how the media communicates to its audience. The goal of this course is to teach students the fundamentals of communication practices and to understand how communication technologies affect mass media markets.

IDEA COURSE OBJECTIVES

- Gaining factual knowledge (terminology, classifications, methods, trends)
- Learning fundamental principles, generalizations, or theories
- Gaining a broader understanding and appreciation of intellectual/cultural activity (music, science, literature, etc.)

TEXT AND ASSIGNED READING

Mass Media Revolution, J. Charles Sterin, University of Maryland University College

In addition to the required text, students are required to read additional materials as a part of their coursework.
GRADING

A
B
C
D
F

Grades will be based on:

In-class and outside assignments (including participation in group discussions) (40%)
Group video project (30%)
Final Exam (30%)

GUEST SPEAKERS

This course will often feature guest speakers. Students are required to be well prepared for all discussions and participate in question and answer sessions.

WRITING/PROOFREADING SUBMITTED ASSIGNMENTS

It’s important that all submitted assignments are free of typos, misspellings and grammatical errors. Work submitted that has not been proofread will be subject to a lower grade.

LATE ASSIGNMENTS

Late assignments will not be accepted. UNLESS INSTRUCTED, DO NOT EMAIL ASSIGNMENTS.

WEEKLY UPDATES AVAILABLE VIA SAKAI

The syllabus and updated class assignments are available via Sakai. If you are not familiar with Sakai, please take time to view the tutorial before the end of the first week. Supplemental course material and additional materials will post to the COMM 175 site. Please check Sakai daily for class updates.

http://www.luc.edu/itrs/teachingwithtechnology/sakai/sakai-student-tutorials.shtml

STUDENT – INSTRUCTOR CONSULTATION (REQUIRED)

Every student is required to meet with the instructor once during the semester. Sign up is available though the Sakai class web page. Of course, if a student requires additional guidance, the instructor is available.
GROUP VIDEO PROJECT

Working in groups of two, students will create a 90 second video that asks an intriguing question about your genre’s future. Good examples include, “Is print relevant” or “How will television look in ten years?”

Please see the following link for a good example of a creative and thought provoking video:
http://www.youtube.com/watch?v=tZUmc_GYM_M

Media Genres:

Advertising/Public Relations  
Digital Media  
Print  
Film and Television  
Music and Radio  
Photography  
Social Media

GROUP VIDEO PROJECT IMPORTANT DATES AND DEADLINES

**Jan. 17:** Group assignments/Group project details

**Jan. 24:** Group idea selections are due/each group will give a short presentation

**Feb. 21:** Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Mar. 21** Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

**Apr. 14:** Group consultations – Class time is devoted to the group video project.

**Apr. 16:** Group consultations - Class time is devoted to the group video project.

**Apr. 23:** Group presentations

**Apr. 25:** Group critiques due
PLAGIALISM STATEMENT

Plagiarism Statement: quoted directly from the Loyola University Chicago undergraduate online catalogue. Please see the catalogue entry for additional information:

Academic dishonesty of any kind will not be tolerated. Plagiarism in your work will result in a minimum of a failing grade for that assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest (e.g. failing to properly credit a source or using someone else’s ideas without clarifying that they are not yours).

This is an academic community; being uniformed or naïve is not an acceptable excuse for not properly referencing your sources.

It is dishonest to:

Turn in the same work for two classes; Turn in a paper you have not written yourself; or copy from another student or use a “cheat sheet” during an exam.

SPECIAL NEEDS

Students are urged to contact the instructor should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact the instructor early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD).

In addition, any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentiality to me as soon as possible.

The instructor will accommodate your needs in the best way possible, given the constraints of course content and processes. It is the student’s responsibility to plan in advance in order to meet their own needs and assignment due dates.
THE COURSE (Subject to change)

Week 1: Getting acquainted /Introduction to the Mass Media Revolution
Jan. 13: Course introduction
Reading Assignment: Read pages 1-26 from text
Jan. 15: What is mass media and how does it affect communication?
Assignment: Most meaningful conversation essay
Jan. 17: Group Assignments/Group project details
Reading Assignment: Read Mass Media: A Brief Historical Narrative, Pages 29-58 from text

Week 2: Mass Media: A Brief Historical Narrative
Jan. 20: MLK Holiday – Class does not meet
Jan. 22: The evolution of media technologies timeline
Jan. 24: Group idea selections are due/each group will give a short presentation
Reading Assignment: Read Media Technologies and the Dynamics of Change, Pages 60-78 from text

Week 3: Media Technologies and the Dynamics of Change
Jan. 27: The Stages of Technological Innovation
Jan. 29: Technology’s impact on mass media/The Read-Write Media Culture
Jan. 31: Class debate: Has technology had a positive or negative impact on communication?
Reading Assignment: Read Print, Pages 81-112 from text

Week 4: The Evolution of Media Content and Platforms – Print
Feb. 3: Print today, yesterday and tomorrow
Feb. 5: Will Print Survive? The realities of the print industry
Feb. 7: Class exercise: Content selection - You are the editor
Reading Assignment: Read Music and Radio, Pages 115--143 from text

Week 5: Music and Radio
Feb. 10: The cultural influence of music and radio
Feb. 12: MTV: A case study
Feb. 14: Group discussion
Reading Assignment: Read Film and Television, Pages 146--172 from text

Week 6: Film and Television
Feb. 17: The Hollywood Studio System
Feb. 19: The evolution of television and conflicting visions of its future
Feb. 21:  Group video project updates due - Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.

Reading Assignment: Read New Media, Pages 175-207 from text

Week 7: New Media
Feb. 24: What is new media?
Assignment: Watch the PBS Frontline Documentary Digital Nation
Feb. 26: The benefit and price of instant communication
Feb. 28: New media debate: Class exercise
Assignment: Read Advertising and Public Relations, Pages 211-237 from text
Assignment: Tech fast. Essays are due March 10

Week 8:  Spring Break – Class does not meet
Mar. 3-8: Spring Break

Week 9: Advertising and Public Relations
Mar. 10: Product Affinity: The branded you
Mar. 12: PR: Building and Managing Image
Mar. 14: Group discussion: The branded you
Assignment: Read Media Bias, Pages 276-296, and The 24/7 News Cycle, Pages 358-362 from text

Week 10: Media Bias
Mar. 17: The building blocks of bias – Cable television news case study
Assignment: Bring to class a biased example of communication. Your example can be from film, television or online.
Mar. 19: Group discussion: What is the impact of bias in American Media?
Mar. 21 Group video updates due – Each group may use class time to work on their respective project. Each group will meet with the instructor for ten minutes – please have a detailed outline of your presentation prepared.
Assignment: Read Mass Media Law and Ethics, Pages 299 - 330 from text

Week 11:  Mass Media Ethics
Mar. 24: Censorship in media
Mar. 26: Facebook and Privacy
Mar. 28: Group discussion
Assignment: Read Photography, Pages 333-352 from text
Week 12: The Power of Photography
Mar. 31: Finding meaning in visual media
Assignment: Image analysis
Apr. 2: Group discussion
Apr. 4: Guest speaker
Reading Assignment: Read Diversity in American Media, Pages 404-428 from text

Week 13: Diversity in American Media
Apr. 7: Telemundo and the emergence of Latino TV
Assignment: Telemundo and cultural integration
Apr. 9: Gender in mass media
Apr. 11: Group discussion
Assignment: Group outlines due Monday, April 14, 2014

Week 14: Group Consultations and Presentation Prep
Apr. 14: Group consultations
Apr. 16: Group consultations
Apr. 18: Easter Holiday – Class does not meet

Week 15: Group Presentations/Course Review
Apr. 21: Easter Holiday – Class does not meet
Apr. 23: Group presentations
Assignment: Group critiques due Friday, April 25, 2014
Apr. 25: Course review/Final handout