INSTRUCTOR
Delane W. Haro  email: delanewharo@gmail.com
Office hours: Tuesday and Thursday, 10:30-11:30 (Lewis Towers)

REQUIRED TEXT
Please bring your textbook to class each session.

There may be additional reading from a variety of sources, including but not limited to: political blogs, Chicago Tribune, New York Times, Continuum: Journal of Media and Cultural Studies, Journal of Popular Culture and PR Week. I will regularly update Sakai with links to articles, blogs, essays, op-eds, etc.

ABOUT THE COURSE
The primary objective of this course is to give you a general and theoretical overview of mass communication. During the semester we will use the history of communication and media as a framework for discussing a number of topics – which will get you thinking about how you communicate in your own life and how media communicate to you. We will cover a lot of ground in a brief time – so fasten your seatbelts! (Think broad brushstrokes for this course…)

Student learning objectives:
✓ Understand the cultural context and history of communication
✓ Demonstrate an intellectual grounding for further study in communication
✓ Define the history and impact of traditional and new media platforms
✓ Increase basic media literacy for students who plan careers in communication-related fields

ATTENDANCE
Given that classes are intensive, students are expected to attend every class from beginning to end. (If you miss a day, you might miss the entire history of a given medium!) Timely arrival is particularly important. If you know you will be unable to attend class and have a legitimate excuse, please inform instructor by email. Please provide evidence to document excused absences.

LATE WORK
Students are expected to complete all assignments on time. Late work does not receive full credit. Assignments may be penalized by 20% per day (that includes blog entries and assignments in Sakai).
ACADEMIC INTEGRITY

Students are expected to maintain high standards of academic integrity in all work for the course. Academic dishonesty can take several forms, including cheating, plagiarism, copying another student’s work, and submitting false documents. We will cover the university’s policy in class, and you may find Loyola’s specific standards here:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

You are expected to comply 100% with the standards outlined in the university’s policy. My class will have a zero tolerance policy with regards to academic dishonesty.

COURSE REQUIREMENTS AND EVALUATION

Three Sakai blog entries: 5 points each for a total of 15 points
Four quizzes: 5 points each for a total of 20 points
(multiple choice, short answer, essay – from readings, class discussions and guest speakers)
One individual report: 20 points
One team assignment: 20 points
Four participation grades 5 points each for a total of 20 points
Overall participation 5 points

TOTAL: 100 points

A note about participation: Please speak up! You will get more out of the class if you are present, engaged and involved – and your grade will reflect your level of involvement. 5% of your grade depends on your willingness to suit up/show up, raise your hand, demonstrate that you have done the reading and are making important connections. I’ll use some assessment tools as well – like end-of-class reaction papers – to mark your progress and measure attendance.
CLASS SCHEDULE

Please note: at the beginning of every class we will have a brief discussion about current events and the media... so stay on top of what’s going on in the world!

**Tuesday, January 13**
Welcome and introductions
General course concepts and definitions; discussion of communication models
Begin peer interview assignment
Read by next class: Chapter 1

**Thursday, January 15**
Calling all communication scholars... Broadening our media literacy!
From oral culture to the age of media convergence and everything in between (the entire history of mass comm in 30 minutes)
Class participation exercise #1: Peer interview, media use
Read by next class: Chapter 15

**Tuesday, January 20**
Theory and research: media effects and cultural approaches
“Everything that rises must **converge.**”
In-class reaction paper

**Thursday, January 22**
Quiz #1
Theory and research continued
Blog entry #1 due – I’m my own case study (uses and gratifications)
Read by next class: Chapter 10

**Tuesday, January 27**
Finish theory, research
Oral culture; language; intro to alphabets, writing, books

**Thursday, January 29**
Books: history, publishing, convergence/digital
Read by next class: Chapter 8

**Tuesday, February 3**
Newspapers: The rise and decline of modern journalism
Thursday, February 5
Quiz 2
Newspapers continued
Blog entry #2 due: national versus international coverage
Read by next class: Chapter 9

Tuesday, February 10
Magazines
Class participation exercise #2: case studies

Thursday, February 12
Guest speaker: Streetwise
Finish case studies
Read by next class: Chapter 5

Tuesday, February 17
Radio
Ready by next class: Chapter 4

Thursday, February 19
Radio and recorded sound
In-class reaction paper
Read by next class: Chapter 6

Tuesday, February 24
Quiz 3
Television
Class participation exercise #3: You, the teachers (bring textbook to class)

Thursday, February 26
Television continued

Mar 2-7 Spring Break

Tuesday, March 10
Individual reports

Thursday, March 12
Individual reports
Read by next class: Chapter 14
Tuesday, March 17
Culture of Journalism (values, ethics, democracy)
Guest speaker
Read by next class: Chapter 11

Thursday, March 19
Quiz #4
Advertising
Class participation exercise #4: nonprofit organizations
Read by next class: Chapter 12

Tuesday, March 24
Public relations
Read by next class: Chapter 7

Thursday, March 26
Film
Work on team projects

Tuesday, March 31
Film
Guest speaker
Work on team projects

Thursday, April 2
Off

Tuesday, April 7
Team project reports

Thursday, April 9
Team project reports
Read by next class: Chapter 2

Tuesday, April 14
Computers/tablets/devices, Internet, asynchronous consumption, our converging media world, and media fusion
Read by next class: handout, social media
Thursday, April 16
Social media: uses, research directions, future
Meet with teams, work on final project
Read by next class: article, social change and social media; Chapter 3

Tuesday, April 21
Social media, civic involvement, online communities, gaming
Read by next class: Chapters 13 and 16

Thursday, April 23
Media economics; freedom of expression
Final wrap-up of course