

# CMST 102: Introduction to Mass Media Fall 2013

**Course Description:** Examines the structure and operation of American mass media, including television, radio, newspapers, magazines, and film. Students analyze media influence on society and the relationships among media, audience, and government.

## Course Outcomes:

- Analyze the impact of media messages on American culture, values, and political process.
- Demonstrate understanding of the historical and economic forces that shaped and continue to shape mass media.
- Explain the legal rationale for licensing and/or censoring certain media.
- Demonstrate an understanding of the First Amendment and crucial court decisions which have expanded or limited its protections, the difference between broadcast and cable television, the unrestricted nature of the Internet, etc.
- Compare and contrast American commercial media system with non-commercial media in the United States and other countries.
- Analyze how content is shaped by the nature of particular media.
- Demonstrate critical use of various media.
- Demonstrate an ability to use media effectively to communicate with a particular audience.

**Classroom Behavior:** Comments or behavior disparaging another based on race, ethnicity, religion, abilities, beliefs, appearance, or sexual orientation will not be tolerated. Cell phones should be set to silent and laptops should be used only for note taking and coursework. Mp3 players should not be used during class.

**Special Needs:** Any student with disabilities or other special needs who needs additional accommodation in this course is invited to share these concerns or requests with the instructor as soon as possible. Disability Resource Center, LMC, Telephone 425.564.2498

## Instructor Information

Dr. Amy Miller

Email: [amy.miller@bellevuecollege.edu](mailto:amy.miller@bellevuecollege.edu)

Phone: 425.564.2235

Office Hours: 9:30-11:30 T, W, Th. or by apt.

Office: C-206

## Required Material

*Mass Media in a Changing World*

George Rodman

## Important Due Dates

**10/9:** Paper 1

**10/16:** Test Review

**10/17:** Test 1

**10/23:** Bonus 1 Online

**10/29:** Paper 2

**11/11:** Bonus 2 Online

**11/12:** Test Review

**11/13:** Test 2

**11/25:** Paper 3

**12/6:** Review

**12/11:** Test 3 @ 7:30 am

## Grading Scale

**93-100%: A** 90-92.9%: A-

87-89.9%: B+ **83-86.9%: B** 80-82.9%: B-

**77-79.9%: C+** 73-76.9%: C **70-72.9%: C-**

67-69.9%: D+ **63-66.9%: D** 60-62.9%: D-

59.9 and below: F

### **Attendance Policy:**

1. Work handed in after class ends on the due date will lose one letter grade for every day late. Assignments will not be accepted after they are four days late. Students may receive one free pass to hand a paper in one day late with no penalty. This free pass will only be given once during the quarter and covers papers late due to illnesses, forgotten assignments, and missing class. This does not apply to class work, quizzes, exams, or bonus.
2. In-class assignments and quizzes cannot be made up except in the cases of university-sanctioned absences. Students who show up late to class are not eligible to make up missed in-class work or quizzes once they have begun.
3. Students must notify the instructor of university-sanctioned absences ahead of time and make arrangements for a new due date prior to the absence in order to make up in-class work.
4. In the case of extreme circumstances (hospitalization, family tragedy), students may make a written request for an extension within one week of the assignment including reason for request, extensions requested, and proposed new due date.
5. Students who miss more than 10 class sessions will not be eligible for a passing grade, per Arts & Humanities policy. Students who routinely show up late for class may also see a grade penalty following a warning from the instructor.

**Academic Honesty:** "One kind of academic dishonesty is plagiarism [...]including, but not limited to, using a paper written by someone else, using printed sources word-for-word without proper documentation, and paraphrasing or summarizing the ideas of others without acknowledging the source. [...]Participating in academic dishonesty in any way, including writing a paper or taking a test for someone else, may result in severe penalties. Dishonestly produced papers automatically receive a grade of "F" without the possibility of make-up. --- *BC Student Procedures and Expectations* Self-plagiarism is considered plagiarism and will be subject to the same procedures and punishments.

### **Course Assignments:**

1. **Exercises** (pt. values vary): Throughout the semester, different writing, group participation, discussion, etc. assignments will be given to be completed during class or online. These exercises cannot be made up unless for an excused absence. (See Attendance Policy)
2. **Quizzes** (10 pts per quiz): Quizzes will cover the current chapter
3. **Exams** (50 pts. per exam): Exams will cover the previous five chapters
4. **Papers** (30 pts. per paper): Three reactions will be assigned throughout the class and will be due in hard copy.
5. **Bonus Reaction** (15 pts. per reaction): Two opportunities for bonus will be available during the quarter. The bonus reactions will be due via Canvas by noon.

### **Important Links:**

1. Enrollment Calendar: <http://bellevuecollege.edu/enrollment/calendar/deadlines/>
2. College Calendar: <http://bellevuecollege.edu/enrollment/calendar/holidays/0910.asp>
3. BC Public Safety Department: <http://bellevuecollege.edu/publicsafety/>
4. BC Email Enrollment: <https://bellevuecollege.edu/sam>

	<b>Class Today</b>	<b>Assignment</b>	<b>Due Today</b>
<b>Sept 23</b>	Syllabus & Course Introduction	Read Chapter 1	
<b>Sept 24</b>	Chapter 1: What is the Media?		
<b>Sept 25</b>	Chapter 1: Who Cares about the Media?		
<b>Sept 26</b>	Chapter 1: Is the Media in Charge?	Read Chapter 2	
<b>Sept 27</b>	Chapter 2: Are we the Media's Puppets?		
<b>Sept 30</b>	Chapter 2: The Media Controls Us!!!		
<b>Oct 1</b>	Chapter 2: Ummm...No, we think for ourselves	Read Chapter 3	
<b>Oct 2</b>	Chapter 3: Books		
<b>Oct 3</b>	Chapter 3:Books		
<b>Oct 4</b>	Writing Help**		
<b>Oct 7</b>	Chapter 3: Books	Read Chapter 4	
<b>Oct 8</b>	Chapter 4: Newspapers		
<b>Oct 9</b>	Chapter 4: Newspapers		Censorship Paper
<b>Oct 10</b>	Chapter 4: Newspapers	Read Chapter 5	
<b>Oct 11</b>	Chapter 5: Magazines		
<b>Oct 14</b>	Chapter 5: Magazines		
<b>Oct 15</b>	Chapter 5: Magazines	Study for Test #1	
<b>Oct 16</b>	Review		
<b>Oct 17</b>	Test #1	Read Chapter 6	
<b>Oct 18</b>	Chapter 6: Movies		
<b>Oct 21</b>	Chapter 6: Movies		
<b>Oct 22</b>	Chapter 6: Movies	Read Chapter 7	
<b>Oct 23</b>	NO SCHOOL		Violence Reaction Bonus Due Online
<b>Oct 24</b>	Chapter 7: Recordings		
<b>Oct 25</b>	Chapter 7: Recordings	Read Chapter 8	
<b>Oct 28</b>	Chapter 7: Recordings		
<b>Oct 29</b>	Chapter 8: Radio		Piracy Paper
<b>Oct 30</b>	Chapter 8: Radio		
<b>Oct 31</b>	Chapter 8: Radio	Read Chapter 9	
<b>Nov 1</b>	Chapter 9: Television		
<b>Nov 4</b>	Chapter 9: Television		
<b>Nov 5</b>	Chapter 9: Television	Read Chapter 10	
<b>Nov 6</b>	Chapter 10: Internet		
<b>Nov 7</b>	Chapter 10: Internet		
<b>Nov 8</b>	Chapter 10: Internet	Study for Test #2	
<b>Nov 11</b>	NO SCHOOL		Internet Reaction Bonus Due Online
<b>Nov 12</b>	Review	Read Chapter 11	
<b>Nov 13</b>	Test #2		
<b>Nov 14</b>	Chapter 11: Journalism		
<b>Nov 15</b>	Chapter 11: Journalism		
<b>Nov 18</b>	Chapter 11: Journalism	Read Chapter 12	
<b>Nov 19</b>	Chapter 12: Public Relations		

<b>Nov 20</b>	Chapter 12: Public Relations	
<b>Nov 21</b>	Chapter 12: Public Relations	Read Chapter 13
<b>Nov 22</b>	Chapter 13: Advertising	
<b>Nov 25</b>	Chapter 13: Advertising	Journalism Paper
<b>Nov 26</b>	Chapter 13: Advertising	Read Chapter 14
<b>Nov 27</b>	Chapter 14: Media Law	
<b>Nov 28</b>	NO SCHOOL	
<b>Nov 29</b>	NO SCHOOL	
<b>Dec 2</b>	Chapter 14: Media Law	Read Chapter 15
<b>Dec 3</b>	Chapter 15: Media Ethics	
<b>Dec 4</b>	Chapter 15: Media Ethics	
<b>Dec 5</b>	Chapter 15: Media Ethics	
<b>Dec 6</b>	Review	
<b>Dec 11 @ 7:30 am</b>	Test #3	