CMST&102 - INTRODUCTION TO MASS MEDIA  Fall Quarter 2105

Instructor: Michael Korolenko  
Class Meetings: online (bc.instructure.com)  
Office Hours: online daily; by appointment in R230J on BC campus; via telephone  
Phone: 425-564-4109 (office)  
E-mail: mkorolen@bellevuecollege.edu

Required Textbook  

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."
- First Amendment, U.S. Constitution

“What the mass media offers is not popular art, but entertainment which is intended to be consumed like food, forgotten, and replaced by a new dish.” - W. H. Auden

“Don't hate the media, become the media.” - Jello Biafra

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: Upon successful completion of this course, students should be able to:

• Analyze the impact of media messages on American culture, values, and political process.
• Describe the historical and economic forces that shaped and continue to shape mass media.
• Explain the significance of the First Amendment and explain its relevance to current affairs.
• 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.
• Apply media effectively to communicate with a particular audience.

Class Format: This is an online course. We will be engaged in online discussions designed to aid your understanding of the concepts discussed in your text and activities online. It is essential that you commit to being an active participant in this class; regular meaningful discussion is required online. It is highly recommended that you have a college reading level. Please consult your English placement test scores.

Please note that the quarter moves along at a relatively quick clip. This class is highly writing-intensive (as you’ll complete online discussion and media consumption journals). There will be due dates to help guide you in managing the course. The entire course is designed to help you to take in the course concepts, apply them to your own media consumption, and be a savvy critic of media.

Confidentiality and Mandatory Reporting  
As an instructor, one of my responsibilities is to help create a safe learning environment on our campus. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep information you share private to the greatest extent possible. However, I am required to share information regarding sexual assault and other forms of sexual misconduct (e.g. dating violence, domestic violence, stalking) that may have occurred on campus or that may impact someone on campus with the Title IX Coordinator. Students may speak to someone confidentially by contacting the BC Counseling Center at (425) 564-2212. The Title IX Office can be contacted
at 425-564-2441 and more information can be found at www.bellevuecollege.edu/titleix/.

Should you have concerns about any aspect of the class, I encourage you to come to me with them. If for any reason you don’t feel comfortable raising your concerns with me, the usual next step would be to speak with the program chair (Katherine Oleson, koleson@bellevuecollege.edu). You can refer concerns about this class to the Arts and Humanities Division Dean, Maggie Harada maggie.harada@bellevuecollege.edu or the Assistant Dean, Scott Bessho scott.bessho@bellevuecollege.edu in the Arts and Humanities division office (R230).

An additional resource for concerns you find aren’t being addressed by faculty or administration is the Ombuds Office http://www.bellevuecollege.edu/ombuds/default.html

ASSIGNMENTS
Online Discussions: You will have the opportunity to participate in the application of theory to various prompts and to your own media consumption. It is important to demonstrate respectful communication online during discussion periods. We will be examining and discussing several issues, many of which can be quite controversial. I expect and trust that you will each be mature in your approach and respectful in your interactions. You need to post weekly boards by Sundays at 5 pm. For each day you are late posting, you will lose five points for each board missed.

Technology Plan: In the first week of class you will complete a technology back-up plan to prepare you for the online environment.

Media Consumption Journals: You will have the opportunity to critically examine various media sources throughout the quarter. You will reflect on your own interaction with and consumption of media currently, and be exposed to new sources. More details will be provided online.

Quizzes: Quiz (think: exam) format consists of a combination of 30 true/false and multiple-choice questions. Quizzes will be timed (40 minutes) and taken online, so be sure to take your assessment at a high speed connection. A review sheet will be made available before each quiz and the quizzes are open book/open note. A discussion board will be opened for questions about the quiz before each quiz.

Final Paper: For this 3-4 page paper, you will have two options to choose from: 1. Create & complete your own mass media assignment; 2. Research & discuss a current controversy in media. More details will be provided online.

GRADES AND POINT BREAKDOWNS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Tech Plan</td>
<td>15pts</td>
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<tr>
<td>Edward Snowden</td>
<td>100pts</td>
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<tr>
<td>Quiz</td>
<td>60pts</td>
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<tr>
<td>Essay (Cult of)</td>
<td>100pts</td>
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<td>Essay (Martin)</td>
<td>100pts</td>
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<td>Media Journal</td>
<td>100pts</td>
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<td>Media Journal</td>
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<tr>
<td>Essay (Social)</td>
<td>100pts</td>
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<tr>
<td>Final Essay</td>
<td>200pts</td>
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TOTAL = 875 pts.

PLUS 69 POINTS FOR DISCUSSION BOARDS

Discussion boards can be worth 3 pts. each. There are 23 discussion boards (that's a lot of points added, or a lot lost if you don't post to the boards in time).
How Points Are Figured In Grading
1061 Total Possible
1008 A
955 A-
920 B+
884 B
849 B-
814 C+
779 C
743 C-
700 D+
672 D
671 Less = F

TOPICS WE’LL DISCUSS
media literacy television movies media ownership 1st Amendment rights & responsibilities public
relations media ethics filter bubble internet music newspapers books history of mass
media advertising global media media effects

POLICIES
Late Written Assignments: For purposes of equity and fairness for all students, you will be given a
reasonable amount of time to complete all written assignments. Deadlines for all assignments will be provided
in several capacities online (i.e. on the calendar tool, on the assignment description). An assignment is on
time when it is delivered to the teacher through Canvas on the day it is due. In the event that you do not turn in
your assignment on the day it is due, you will be assessed the following academic penalty: late written
assignments will receive a one point grade reduction for every full day they are late (i.e. B+ to C+). Remember,
this is not a self-paced class; there are specific due dates throughout the quarter.

Statement on Academic Integrity: You should know that plagiarism is a serious violation of your contract as
a student and will be treated severely. It is important for you to understand that plagiarism is any
representation of another person’s words or ideas in a manner that makes it seem as if they were your own, in
either oral or written form. Obviously, this means that you may not copy another person’s papers. Students
caught cheating on a quiz or assignment will not receive any credit for that portion of the class and will be
reported to the Dean of Student Success.

Special Needs: The Disability Resource Center serves students with a wide array of learning challenges and
disabilities. If you are a student who has a disability or learning challenge for which you have documentation or
have seen someone for treatment and if you feel you may need accommodations in order to be successful in
college, please contact us as soon as possible. The DRC office is located in the Library Media Center for the
Fall 2013 quarter or you can call our reception desk at 425.564.2498. Deaf students can reach the DRC by
video phone at 425-440-2025 or by TTY at 425-564-4110. Please visit the DRC website for application
information into our program and other helpful links at www.bellevuecollege.edu/drc Please meet with me if
you have any questions.

Classroom Conduct: When engaged in your role as a student, please be constructive in your comments and
discussion online. Always treat your classmates with respect. Please consult with
http://www.bellevuecollege.edu/artshum/policy.html To review the Arts and Humanities Division statement of
Student Procedures and Expectations and/or contact your instructor should you have any questions or
concerns.

Exposure to Content: Essential to a liberal arts education is an open-minded tolerance for ideas and modes
of expression which might conflict with one’s personal values. By being exposed to such ideas or expressions,
students are not expected to endorse or adopt them but rather to understand that they are part of the free flow
of information upon which higher education depends.
To this end, you may find that class requirements may include engaging certain materials, such as books, films, and art work, which may, in whole or in part, offend you. These materials are equivalent to required texts and are essential to the course content. If you decline to engage the required material by not reading, viewing, or performing material you consider offensive, you will still be required to meet class requirements in order to earn credit. This may require responding to the content of the material, and you may not be able to fully participate in required class discussions, quizzes, or assignments. Please consult the syllabus and communicate any questions or concerns you may have.

IMPORTANT LINKS
Bellevue College E-mail and access to MyBC: All students registered for classes at BC are entitled to a network and e-mail account. Your student network account can be used to access your student e-mail, log in to computers in labs and classrooms, connect to the BC wireless network, log in to MyBC, and access Canvas. For your account: https://bellevuecollege.edu/sam

Find current campus locations for all student labs by visiting the Computing Services website - http://depts.bellevuecollege.edu/helpdesk/students/computerlabs/

Public Safety: The Bellevue College (BC) Public Safety Department’s well trained and courteous non-commissioned staff provides personal safety, security, crime prevention, preliminary investigations, and other services to the campus community, 24 hours per day, 7 days per week. Their phone number is 425.564.2400. Public Safety is located in K100 and on the web at: http://bellevuecollege.edu/publicsafety/

Academic Calendar: The Bellevue College Academic Calendar is separated into two calendars. They provide information about holidays, closures and important enrollment dates such as the finals schedule. Enrollment Calendar: http://bellevuecollege.edu/enrollment/calendar/deadlines On this calendar you will find admissions and registration dates and important dates for withdrawing and receiving tuition refunds. College Calendar: http://bellevuecollege.edu/enrollment/calendar/holidays/1314.asp This calendar gives you the year at a glance and includes college holidays, scheduled closures, quarter end and start dates, and final exam dates.

SCHEDULE
[Note: We will try to remain on this schedule, but learning does not always happen according to strict timelines, and unforeseen events can push us off our ideal timeline. Therefore, this schedule is subject to change. You will be informed of any changes that evolve over the course of the quarter.]

We have a lot to cover this fall. Please keep up with the material and I think you will really get a great deal out of it. Please note: The due dates for media consumption journals, discussion boards and quizzes are included; these are not suggested dates, but actual due dates for these materials. First of all, read this section immediately:

IMPORTANT - GETTING STARTED

Start Here Please

Welcome to Communication Studies 102!

More Important Info

Instructor's Bio

Getting In Touch With Instructor

Communication Studies Discipline - Where Does CMST&102 Fit In?

Orientation to Canvas & Course Details

Using Canvas
How To Add Profile Pic

Course Overview & Procedures

How to contact your instructor

Textbook Information

Course Outcomes

Class Syllabus

College-Level Writing Standard

Discussion Boards

Tips for success in an online course

Introductions

Introduce yourself 15 pts

Assignments

Technology Plan 15 pts

Misc. Questions

Basic Issues in Mass Media

What ARE the Mass Media?

What are mass media?

Agenda-setting

Selective Perception: Our OWN Media Bias

The Communication Process

American Propaganda in Iraq

Who Owns The Media

Screencasting - New Forms of Presentation

Week 1 - Introduction to Mass Media Communication and History

Intro To Course

Text Chapters 1 & 2
Chapter 1 PowerPoint - Hanson - 4th edition
Chapter 2 PowerPoint - Hanson - 4th edition
Chapter 15 Power Point - Hansen - 4th Edition

The First Mass Communication Tools

John Adams and The Declaration of Independence
Pony Express
The Telegraph

A Short History of the Telegraph, Bruce Wolcott

"Comics Are Bad" say Adults
LaGesse (No Mercy From a New Camera) (1 pg).pdf
TIME (ReViewing the 60s Debate) (4 pgs).pdf

Marshall McLuhan

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**Week 2 - Journalism and News**
The Fourth Estate

Common Sense by Thomas Paine.pdf

How Colonial Newspapers Anticipated The Internet
The Pentagon Papers
Watergate: The Most Important News Story of the 20th Century
Edward Snowden - the new Daniel Ellsberg?

**Edward Snowden - Traitor or Whistle Blower?**

must submit the assignment 50 pts

Gladstone (Introduction) (pp. xi-xxii) (12 pgs).pdf

Gladstone (Bias) (pp. 60-70) (11 pgs).pdf

Bennett (Four Information Biases That Matter (3-8-2011).pdf

Article: "Two Views of the Same News Find Opposite Biases"

Chapter 3 PowerPoint - Hanson - 4th edition

Chapter 3 Discussion Board
must contribute to the content of the page

Postman (Amusing Ourselves toDeath) (pp.1-4) (4pgs).PDF
Postman (Are You Watching Television) (pp.1-10) (10pgs).PDF
Postman(What Can You Do) (pp.154-161) (8pgs).PDF
Waters (Electronic Isolation Gives Us Cold Comfort) (pp. 1-2) (2 pgs).pdf
Europe On Alert - by John Cleese
NPR's "On The Media"
Media Ownership - Who Owns What?
Private & Private Ownership and Funding
Chapter 15 PowerPoint - Hanson - 4th edition
Chapter 15 Discussion Board
must contribute to the content of the page
Quiz 1 Review
Quiz 1 discussion board

**Quiz 1 (covers Chapters 1, 2, 3, 15 and related material)**

must submit the assignment 60 pts

Week 3 - Constitutional Rights and The Market Place of Ideas
Introduction: Chapters 4, 5, 6, 13

Study Guide - Textbook Resources for Chapters 4, 5, 6, 13

Primer On The First Amendment

The Marketplace of Ideas

Exceptions to Free Expression

Social Responsibility

Edward R. Murrow - Social Responsibility of Televisoin

The Newseum - front pages from across the globe

Freedom of the Press & Attacks on journalists across the globe

Gawiser (20 Questions a Journalist Should Ask About Poll Results) (p. 1-14) (14 pgs).pdf

The Four Media Systems

The First Amendment

First Amendment - Links & Information

First vs. Sixth

Top 50 Banned Books
Chapter 4 PowerPoint - Hanson - 4th edition

Discussion of Hansen Chapters 4 and 5
must contribute to the content of the page

Chapter 6 PowerPoint - Hanson - 4th edition

Discussion of Chapter 6 Material
must contribute to the content of the page

Historical magazine: Godey's Lady's Book

Chapter 13 PowerPoint - Hanson - 4th edition

Discussion Chapter 13 of Hansen book
must contribute to the content of the page

Week 3 Online Material Discussion
must contribute to the content of the page

Week 4 - Print to The Beginning of Interactivity
From Alphabets to the Printing Press

Historical Timeline of Communications Technology

Technology Changes Education

Writing and Technology

Background: Time Machines and Television

Obama Criticizes The Kardashians

Background: Multimedia

Background: From Owell To The 21st Century

Discussion of This Week's Online Material
must contribute to the content of the page

The Cult of Personality
must submit the assignment 105 pts

Week 5 - Modern News Media and The Changing Face of News
Chapter 12 PowerPoint - Hanson - 4th edition

What Is News?.html

What Is News? Pt. 2.html

What is News? Pt. 3.html

Behind the scenes with editors at the New York Times.html
Faked Photographs - Look, and Then Look Again - NYTimes.com


Comedic Critiques of TV News

Fake News - Jon Stewart & Stephen Colbert

Jon Stewart on “Crossfire”

Nagle (Is Jon Stewart the Most Trusted Man In America) (pp. 1-6) (6 pgs).pdf

Stephen Colbert - White House Correspondents’ Dinner (2006)

Carter (In Daily Show Role on 9/11 Bill Echoes of Murrow) (pp. 1-4) (4 pgs).pdf

Cave (If You Interview Kissinger, Are You Still a Comedian) (pp. 1-2) (2 pgs).pdf

Farsetta (Fake TV News) (pp. 5-14, 65-74) (20 pgs).pdf

A Report On How Different Reporting On The Run Up to the Iraq War Influenced People Who Held Misconceptions

The Valerie Plame Affair

Scott McClelland testifies before congress on Valerie Plame

24-Hour News Cycle: The Balloon Boy Hoax

NP

R

Analysis of news coverage of Hurricane Katrina

The Trayvon Marting Shooting and Case

Essay on Coverage of Trayvon Martin case

must submit the assignment

100 pts

Discussion Week 5 - Hanson Material

must contribute to the content of the page

Discussion of Week 5 Online Material

must contribute to the content of the page

Week 6: Radio, Music and The Recording Industry

Chapter 7 PowerPoint - Hanson - 4th edition

Radio and The Recording Industry

The Recording Industry

History of "Freeform" Radio

Short History of MTV

Nancy Sinatra On Royalties

The Way The Music Died

Artists Find Backers As Labels Wane

Media Consumption Journal - instructions/lecture

**Media Consumption Journal: Media Log - Analyzing Your Personal Media Consumption**
must submit the assignment

**Week 6 Hanson Discussion**
must contribute to the content of the page

**Week 6 Online Material Discussion**
Must contribute to the content of the page

**Week 7 - Movies**
Chapter 8 PowerPoint - Hanson - 4th edition

The Curious Case of The Birth of A Nation

Regulating Film

A bit of film history: The Production Code of 1930

Historical Film Clips

Early Cinema Timeline

Three Blockbusters: Movies are the canary in the coal mine

The film industry: budgets and promotions

CGI Blockbusters

FTC_Report

Do Interactive Games Make People Violent

Chapter 4 Power Point - Hansen - 4th EditionthEd.ppt

**Week 7 Hanson Discussion**
must contribute to the content of the page

**Week 7 Online Material Discussion**
must contribute to the content of the page

**Week 8 Exhibit - The Power of Media Persuaders**
Advertising

Chapter 11 PowerPoint - Hanson - 4th edition

Hypodermic Needle and Two-Step Flow

Positive Political Campaign Ads

Advertising Ubiquity
The Persuaders

VALS

Levine Kilbourne (Advertising Is Our Environment) (pp. 57-75) (19 pgs).pdf
Levine Kilbourne (We Are the Product) (pp. 33-56) (24 pgs).pdf

Gender and Advertising

Distorted Images

Kilbourne (Two Ways A Woman Can Get Hurt) (pp. 270-291) (22 pgs).pdf

Belvedere Vodka Ad

Victoria Secrets Aiming at Tweens

Children & Advertising - a variety of articles to peruse

Consumer Advertising PowerPoint

Ad Council Examples

And from The Onion...

Media Consumption Journal #2 - instructions/lecture

**Media Consumption Journal #2 - Advertising Analysis**

must submit the assignment

100 pts

Week 8 Hanson Discussion

Week 8 Online Material Discussion

must contribute to the content of the page

**Week 9 - Television, The Web and Beyond**

Chapter 9 PowerPoint - Hanson - 4th edition

Articles about television consumption

Chapter 10 PowerPoint - Hanson - 4th edition

Pariser (Introduction) (pp. 1-20) (20 pgs).pdf

Pariser (Escape from the Ghettos) (pp217-243) (20pgs).PDF

The New Frontier of Television

Social Media: various articles for you to peruse

Wikipedia

Media Consumption Journal #3 - instructions/lecture

**Media Consumption Journal #3 - Television**  Analysis  50
Week 10 - Communication Media and The Future
Chapter 13 Power Point - Hansen - 4th Edition

Chapter 14 PowerPoint - Hanson - 4th edition

The End of Writing?

The Future of Communications

Human Communications Media

Media Communication and The Future
Discussion – Week 10 – Hanson Material
Discussion – Week 10 Online Material

Week 11 – Final Written Project
APA Guide

Final Paper  200 pts

Final participation evaluation  10 pts