"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

Instructor: Wairimu Kiambuthi, Ed.D
Class Meetings: T/TH 12:30-2:40
Office Hours: by appointment in R230U on BC campus; via telephone
Phone: 425-564-4044
E-mail: Wairimu.kiambuthi@bellevuecollege.edu


Course description: Examines the operation and impact of American media. Students analyze media influence on society and the relationships among media, audience, and government. Current events and issues are discussed.

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.

Methods of Evaluation:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions/Reflections</td>
<td>(6 @ 20 pts, 6 @ 25 pts)</td>
</tr>
<tr>
<td>Study Notes</td>
<td>60 points</td>
</tr>
<tr>
<td>Media Journals</td>
<td>50 points</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20 points</td>
</tr>
<tr>
<td>Final Paper</td>
<td>100 points</td>
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<td></td>
<td>1000 total</td>
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</tbody>
</table>

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.

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 (60 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 from which to choose: 1. Create & complete your own mass media assignment; 2. Research & discuss a current controversy in media. More details will be provided online.

TOPICS WE'LL DISCUSS

- media literacy
- television
- movies
- media ownership
- 1st Amendment
- media effects
- public relations
- media ethics
- filter bubble
- books
- internet
- music
- newspapers
- history of mass media
- radio
- advertising
- global media
- video games
- rights & responsibilities
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.

Disability Resource Center (DRC): 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.

If you are a person who requires assistance in case of an emergency situation, such as a fire, earthquake, etc, please meet with your individual instructors to develop a safety plan within the first week of the quarter.

If you are a student with a documented autism spectrum disorder, there is an additional access program available to you. Contact asn@bellevuecollege.edu or (425) 564-2764. ASN is located in the Library Media Center in D 125, or view the ASN web site.

The DRC office is located in B 132 or you can call our reception desk at (425) 564-2498. Deaf students can reach us 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.

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 visit the Arts & Humanities web site, under “Student Information” 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.
Affirmation of Inclusion: Bellevue College is committed to maintaining an environment in which every member of the campus community feels welcome to participate in the life of the college, free from harassment and discrimination. We value our different backgrounds at Bellevue College, and students, faculty, staff members, and administrators are to treat one another with dignity and respect.

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.

Grading Scale:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>940-1000</td>
<td>A</td>
</tr>
<tr>
<td>900-939</td>
<td>A-</td>
</tr>
<tr>
<td>860-899</td>
<td>B+</td>
</tr>
<tr>
<td>830-859</td>
<td>B</td>
</tr>
<tr>
<td>800-829</td>
<td>B-</td>
</tr>
<tr>
<td>760-799</td>
<td>C+</td>
</tr>
</tbody>
</table>

730-759 = C
700-729 = C-
660-699 = D+
600-659 = D
0-599 = F

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 visit the ITS web site.

Find current campus locations for all student labs by visiting the Computing Services website.

Public Safety and Emergencies:
Public Safety is located in D 171 and can be reached at 425-564-2400 (easy to remember because it’s the only office on campus open 24 hours a day—2400). Among other things, Public Safety serves as our Parking Permits, Lost and Found, and
Emergency Notification center. Please ensure you are signed up to receive alerts through our campus alerting system.

If you work late and are uneasy about going to your car, Public Safety will escort you to your vehicle. To coordinate this, please phone ahead and let Public Safety know when and where you will need an escort.

Please familiarize yourself with the emergency postings by the door of every classroom and know where to go in the event of an evacuation. Your instructor will be asked if anyone might still be in the building, so check in before you do anything else. Emergency responders will search for anyone unaccounted for.

If a major emergency occurs, please follow these two rules:
1) Take directions from those in charge of the response - We all need to be working together.
2) Do not get in your car and leave campus (unless directed to) - Doing so will clog streets and prevent emergency vehicles from entering the scene. Instead, follow directions from those in charge.

Please do not hesitate to call Public Safety if you feel safety questions or concerns at any time.

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: On this calendar you will find admissions and registration dates and important dates for withdrawing and receiving tuition refunds.
College Calendar: 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 spring. 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 and quizzes are included; these are not suggested dates, but actual due dates for these assignments. Please reference our Canvas calendar as well for more details throughout the quarter (including due dates for discussion boards).

### DAYS | Assignments / Quiz
--- | ---
Tuesday April 5\(^{th}\) | Check out Canvas site (read/work through “Getting Started” module)
Buy Textbook

Tuesday 5\(^{th}\) | Check out Canvas site (read/work through “Getting Started” module)
Introduce yourself in online discussion board
Chapter 1 (Living in a Media World)

Thursday April 7\(^{th}\) | Chapter 1 (Living in a Media World)

Thursday April 7\(^{th}\) | Chapter 1 (Living in a Media World)
Postman: “Amusing Ourselves to Death” (pp. 1-4) (4 pgs)
Postman: “Are You Watching Television, or is Television Watching You?” (pp. 1-10) (10 pgs)
Waters: “Electronic Isolation Gives Cold Comfort” (pp. 1-2) (2 pgs)
Media Journal in Book #1
Media Online Journal 1
Quiz 1

Tuesday April 12\(^{th}\) | Chapter 2 (Mass Communication Effects)
Gladstone: “Introduction” (pp. xi-xxii) (12 pgs)
Postman: “What Can You Do” (pp. 154-161) (8 pgs)
Work on Media Journal’s

4/12\(^{th}\) | Chapter 2 (Mass Communication Effects)
Gladstone: “Bias” (pp. 60-70) (11 pgs)
Bennett: “Four Information Biases That Matter” (pp. 32-68) (37 pgs)
Media Journal in Book 2
<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/19th</td>
<td>Chapter 13 (Media Law) Gladstone: “In the Beginning,” “The American Exception,” “Existential Angst” (pp. 3-34) (32 pgs) Chapter 4/5 Books and Magazines Review for Quiz 4 (covers Chapters 4, 5, 6, 13 and related material) Media Online Journal 5(Magazines)</td>
</tr>
<tr>
<td>Tuesday April 26th</td>
<td>Quiz 4 (covers Chapters 4, 5, 6, 13 and related material) Media Online Journals 6 (Newspapers)</td>
</tr>
<tr>
<td>4/26th</td>
<td>Chapter 7 (Audio)</td>
</tr>
<tr>
<td>4/26th</td>
<td>Quiz 4 Available Online</td>
</tr>
</tbody>
</table>

★ See CANVAS for the rest of the schedule