

**CMST 102:
Introduction to Media Writing
Fall 2012**

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, Room B132, Telephone 425.564.2498

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.

Instructor Information

Dr. Amy Miller

Email:

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Phone: 425.564.2235

Office Hours: 2:45-3:30 M-Th or by apt.

Office: C-206

Required Material

***Mass Media in a Changing World:
4th Edition*** by George Rodman

Important Due Dates

10/2: Censorship Reaction

10/11: Test Review

10/12: Test 1

10/18: Piracy Reaction

11/1: TV News Reaction

11/6: Test Review

11/7: Test 2

11/19: PR Reaction

11/29: Group Defense

12/4: Review

12/5: 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

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 may receive one free pass to hand an assignment 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, or exams.
4. 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.
5. 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.
6. 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. **Reactions** (30 pts. per reaction): Five reactions will be assigned during the course of the quarter. Three will be done individually and two will be done as groups.

	Class Today	Assignment	Due Today
18-Sep	Syllabus & Course Introduction	Read Chapter 1	
19-Sep	Chapter 1: What is the Media?		

20-Sep	Chapter 1: Who Cares about the Media?		
21-Sep	Chapter 1: Is the Media in Charge?	Read Chapter 2	
24-Sep	Chapter 2: Are we the Media's Puppets?		
25-Sep	Chapter 2: The Media Controls Us!!!		
26-Sep	Chapter 2: Ummm...No, we think for ourselves	Read Chapter 3	
27-Sep	Chapter 3: Books		
28-Sep	Chapter 3: Is it Better with the N-word?		
1-Oct	Chapter 3: Twilight-- Utter Crap or Awesome?	Read Chapter 4	
2-Oct	Chapter 4: Newspapers		Censorship Reaction
3-Oct	Chapter 4: Who Even Reads Newspapers?		
4-Oct	Chapter 4: This They'll Read	Read Chapter 5	
5-Oct	Chapter 5: Magazines		
8-Oct	Chapter 5: He's Not that Hot; She's not that Thin		
9-Oct	No School		
10-Oct	Chapter 5: Why Read When You Have the Web	Study for Test #1	
11-Oct	Review		
12-Oct	Test #1	Read Chapter 6	
15-Oct	Chapter 6: Movies		
16-Oct	Chapter 6: Stealing from Millionaires		
17-Oct	Chapter 6: XXX-- Problem or Not?	Read Chapter 7	
18-Oct	Chapter 7: Recordings		Piracy Reaction
19-Oct	Chapter 7: Your Music; My Art		
22-Oct	Chapter 7: The Sound of Devil Worship	Read Chapter 8	
23-Oct	Chapter 8: Radio		
24-Oct	Chapter 8: Who Cares? I have an iPod.		
25-Oct	Chapter 8: Hate on the Airwaves	Read Chapter 9	
26-Oct	Chapter 9: Television		
29-Oct	Chapter 9: Fox is Lying and MSNBC is Deluded		
30-Oct	Chapter 9: Mommy, The TV said a Bad Word		
31-Oct	Chapter 9: TV Leads to Cavities, Murder, & Drugs	Read Chapter 10	
1-Nov	Chapter 10: The Internet		TV News Reaction
2-Nov	Chapter 10: It's Facebook, not a Diary		
5-Nov	Chapter 10: I Found it on Wikipedia	Study for Test #2	
6-Nov	Review		
7-Nov	Test #2	Read Chapter 11	
8-Nov	Chapter 11: Evolving Journalism		

9-Nov	Chapter 11: Evolving Journalism	
12-Nov	Chapter 11: Journalism Critique	Read Chapter 12
13-Nov	No School	
14-Nov	Chapter 12: Public Relations	
15-Nov	Chapter 12: Public Relations Scandal	
16-Nov	Chapter 12: Public Relations Scandal	Read Chapter 13
19-Nov	Chapter 13: Advertising	Group PR Plan
20-Nov	Chapter 13: Advertising Critique	
21-Nov	Chapter 13: Advertising Campaign	Read Chapter 14
Nov 22 & 23	No School	
26-Nov	Chapter 14: Media Law	
27-Nov	Chapter 14: Media Lawsuit	
28-Nov	Chapter 14: Media Lawsuit	Read Chapter 15
29-Nov	Chapter 15: Media Ethics	Group Defense
30-Nov	Chapter 15: Media Ethics	
3-Dec	Chapter 15: Ethics Debate	Study for Test #3
4-Dec	Review	
Dec 5 @ 7:30 am	Test #3	

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>