

COMM 3440: MASS COMMUNICATION AND SOCIETY

(hybrid version)

Autumn 2016

Fridays, 10:20 a.m. – 12:25 p.m.; JR360 (32402)

Professor:

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Office Hours: by appointment .

REQUIRED READINGS

1. Harris, R.J. & F. W. Sanborn (2014). *A cognitive psychology of mass communication* (6th edition). Hillsdale, NJ: Lawrence Erlbaum Associates*
2. Readings available on Carmen

*Older editions of the textbook should be fine. A copy of the textbook will be available at the Main Library.

This syllabus is available in alternative formats upon request. Students with disabilities are responsible for making their needs known to the instructor and seeking available assistance in a timely manner. Any student who feels he/she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the office for disability services at 292-3307 in room 98 Baker Hall to coordinate reasonable accommodations for students with documented disabilities.

COURSE DESCRIPTION

This course will analyze the uses and effects of the mass media (and especially television). In the beginning of this course, we will consider how we use the media to fulfill certain psychological or social needs. In the second half of the course, we will explore how the media affect us and society. Students will be encouraged to conceptualize media effects from the audience-centered approach developed in the earlier part of the course.

LEARNING GOALS

- To gain knowledge of mass communication (Knowledge of media use; Awareness of diversity of media messages, and of media use responses, Awareness of possible negative effects of

media; Acquire knowledge on theories about mass communication; Acquire knowledge on research on mass communication effects)

- To engage in abstract thinking and theory application: Apply theoretical concepts to real-world media content; Connecting abstract information to real world situations, researching real world situation; Derive decisions from theoretical frameworks.

- To practice critical thinking and writing skills: Applying definitions of mass communication to reflect on differences between types of mediated communication; Encourage critical media consumption (media literacy), reflect on your own media use and implications for behavior; Thinking critically about how media may influence others and society at large; Exercise writing and critical thinking skills.

GRADING

Your grade will be determined by your performance on the following:

Exam 1	20%
Exam 2	20%
Quizzes	15%
Carmen Assignments	40%
<u>In-class Writing Assignment</u>	<u>5%</u>
TOTAL	100 %

The grading scale for this course will follow the standard OSU grading scheme, which is:

A = 93-100%	C+ = 77-79%
A- = 90-92%	C = 73-76%
B+ = 87-89%	C- = 70-72%
B = 83-86%	D+ = 67-69%
B- = 80-82%	D = 60-66%
	E = 0-59%

Exams. There are two exams in this class. The exams will cover the material discussed in lecture and the readings. The exams will consist of multiple choice questions. It is important to note that the lectures will contain information not covered in the readings, and that not all the readings will be discussed in lecture. Thus, it is important to attend all of the lectures and do all the readings.

Quizzes: Quizzes will be given regularly throughout the semester. All quizzes will be given in-class. I will drop the lowest quiz grade. Quizzes will be designed to assess whether you have read the required readings and obtained a basic understanding of the material.

Carmen Assignments: There are 8 Carmen assignments in this class. These assignments are designed to help you prepare for the next class meeting. The assignments will typically require you to read something and/or watch a video, and then to respond to some questions. All assignments should be typed and submitted to the Carmen Dropbox by 10:20 a.m. on the day of class. No late work will be accepted. Each assignment is worth 5 points. The assignment descriptions are posted on Carmen.

In-class Writing Assignment: On December 2, students will complete an in-class writing assignment. Students may use their notes while completing the assignment. The assignment is designed to allow students to 1) demonstrate their comprehension of the material; and 2) reflect on and integrate the knowledge they've gained throughout the semester. This assignment is worth 5 points.

POLICIES

Exams. Both exams are to be taken on the designated exam dates. It is your responsibility to note the day/time of exams now and make sure you will be able to attend all the exams. If you have any schedule conflicts, you should either rearrange your schedule so that you can complete all of the work or drop the class. No make-ups are allowed except in the case of an extreme emergency. In the rare event that an emergency arises, it is the student's responsibility to 1) inform the instructor prior to the exam time, and 2) provide the instructor with written documentation of the emergency (e.g., medical note from certified physician). Please note that make-up exams may be of a different format or cover course content in a different ratio than the original.

Use of Email and Carmen: You are responsible for all information sent to you via your OSU email account and/or posted on the Carmen Website. Therefore, it is important for you to check your OSU email account regularly and be sure to purge your account of unneeded email so that new messages can get through. Similarly, check the Carmen website regularly for any updates or announcements. Supplementary materials may be posted to Carmen throughout the semester.

Class absences. Students are expected to come to class each day. If you miss class, it is your responsibility to get the notes from a classmate. The professor will not provide lecture notes.

Respect for Fellow Students and Professor: Please turn off phones during class. If you choose to come to class, you should give your full attention to any person who is speaking (whether it is the professor or another student). During class, avoid reading newspapers, sending text messages/email, updating your Facebook page, sleeping, talking while others are talking, etc. ***Students engaging in these or other disruptive behaviors during class will be asked to leave.***

A general note: Graduating seniors (and other students) who "need" this course to graduate should work especially hard to ensure that they will pass this class. There will NOT be

opportunities for students to re-take exams or re-complete assignments in order to raise their grade. It is the student's responsibility to ensure that he or she receives a passing final grade by working diligently and responsibly throughout the semester. Exceptions will NOT be made.

ACADEMIC INTEGRITY

Academic misconduct, such as plagiarism or fabrication, will not be tolerated. The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process," Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the University's *Code of Student Conduct*, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact the instructor or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

Go to <https://carmen.osu.edu/> to access this course via Carmen

COURSE OUTLINE: TOPICS, READINGS, AND IMPORTANT DATES

(schedule subject to change, with notice;
students are responsible for all changes announced in class)

DATE	TOPIC
Aug 26	Introduction Mass Communication & Society; History & Research on Mass Communication Reading: Chapter 1; pp. pp. 26-37
Sept 2	Uses and Gratifications Readings: Chapter 3 from Harris book; pp. 41-45 from Harris book; Uses and Grats reading on Carmen ASSIGNMENT 1 DUE TO CARMEN

- Sept 9 Mood Management & Selective Exposure
Reading: pp. 37-50 from Harris book; Mood Management reading on Carmen
ASSIGNMENT 2 DUE TO CARMEN
- Sept 16 Media effects & Media violence
Reading: Chapter 9 from Harris book; Media violence reading on Carmen
ASSIGNMENT 3 DUE TO CARMEN
- Sept 23 **EXAM 1**
Advertising
Reading: Chapter 5 from Harris book
- Sept 30 Sports & Music
Readings: Chapter 6 from Harris book; Music reading on Carmen
ASSIGNMENT 4 DUE TO CARMEN
- Oct 7 Stereotypes
Reading: Chapter 4 from Harris book
ASSIGNMENT 5 DUE TO CARMEN
- Oct 14 No Class Fall Break
Review materials posted on Carmen for this week
- Oct 21 Sex & media
Reading: Chapter 10 from Harris book; Sex and media reading on Carmen
ASSIGNMENT 6 DUE TO CARMEN
- Oct 28 News & Politics
Reading: Chapters 7 and 8 from Harris book; News reading on Carmen
ASSIGNMENT 7 DUE TO CARMEN
- Nov 4 **EXAM 2**
Prosocial media
- Nov 11 No Class: Veterans Day
Reading: Chapter 11 from Harris book

Nov 18 Responding to Media
Reading: Chapter 12 from Harris book; Responding to media
reading on Carmen
ASSIGNMENT 8 DUE TO CARMEN

Nov 25 No Class: Thanksgiving

Dec 2 Integration of class ideas and themes
Review materials posted on Carmen for this week
In-class Writing Assignment