

COMM 3440: Mass Communication & Society
Summer 2016
ONLINE COURSE

Instructor: Phokeng M. Dailey, M.A., Ph.D. Candidate

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***In-person Office Hours:** Tuesday 10:00am-12:00pm ***Online:** Wednesday 6:00pm-8:00pm

TEACHING ASSISTANT (TA): J.C. Abdallah

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***In-person & online Office Hours:** Thursday 1:00-3:00pm

*NOTE: [EMAIL INSTRUCTOR or TA 24 HOURS IN ADVANCE to schedule an appointment for in-person office hours.](#)

Prerequisites: There are no required classes in order to take this class. However, as this is an advanced level course a basic understanding of social scientific research methods is necessary.

Required: The class is entirely ONLINE therefore you MUST have regular access to a computer and the Internet in order to function successfully in this course.

Course Description: This course is designed to promote an understanding of basic mass communication practice and give you an opportunity to explore issues pertaining to the interaction between mass media, culture and society. We will consider a number of aspects, including the role of various forms of media (TV, print media, video games, and the Internet) in influencing various societal domains such as violence, sex, health, and politics. As an advanced level course, it will require a combination of active online discussion, well-researched writing, and rigorous examination.

Course Objectives:

1. Develop an understanding of basic mass communication theories
2. Gain an understanding of the history and current state of mass communication industry
3. Learn how media affects the individual and society
4. Practice critically reading communication research articles and presenting the information to your classmates

By the end of the semester you should be able to answer the following questions:

- What is mass communication?
- Why is there mass communication?
- How should it be understood as a cultural, economic and political phenomenon?
- How does it interact with individuals, groups and institutions in society?
- How well does mass communication perform its functions?

Required Text(s) and Course Materials:

Fundamentals of Media Effects by Bryant, 2nd ed. 2013.

Additional articles and/or media clips will be included in the course site.

Academic Integrity: I take academic dishonesty very seriously. All students are subject to the student code of conduct (see http://studentaffairs.osu.edu/resource_csc.asp), including the student code of academic integrity. Violations of the code will result in severe penalties in this course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. For this course, academic dishonesty includes (but is not limited to):

- Use of someone else's ideas or expression (e.g., writing) without proper acknowledgment of the source. Proper acknowledgment (e.g., citation, quotation, footnote) should make clear both the extent and nature of the use. If you have used someone's exact words, you should use "quotation marks" as well as a (citation). If a large portion of your writing uses another person's ideas, argument structure, or narrative form then you should make clear where the "borrowing" begins and ends. Note that paraphrasing someone, summarizing their arguments, or using their ideas are all plagiarism if the source is not acknowledged. Plagiarism is more than just using someone else's exact words. Also, be aware that "someone else's ideas" here includes text books, articles, web pages, your professor's notes, your roommate's assignment from another class, and anything else other than your own ideas and your own writing. There is no outside source that it is OK to use without citing.
- Collaborating with other students on any assignment, homework, class project, etc., without the clear consent of the instructor is also academic dishonesty. If work is not assigned as a group project, you must do it entirely on your own. Check with your instructor if in doubt.
- In most instances, taking your own work from one course and submitting it in a different course is also considered academic dishonesty. It is simply not appropriate to claim that work was done for one class when in fact it was written for a different class. Check with your instructor if in doubt.
- Exchanging information with another individual during a test, quiz, or examination is clearly academic dishonesty, as is the use of any materials not permitted for the exam.

It is your responsibility to be aware of the rules of academic dishonesty—ignorance is not a defense. When in doubt, consult your instructor before doing anything about which you are uncertain.

You should also read through the "Ten Suggestions for Preserving Academic Integrity" available at <http://oaa.osu.edu/coam/ten-suggestions.html>. In this class, the penalty for academic dishonesty consists of a failing grade for the class; a report to the School of Communication and the Committee on Academic Misconduct; and other potential consequences, including expulsion from the University.

Communication: Course updates, extra credit opportunities, and/or additional materials will be posted as announcements on Carmen and/or to your OSU email. Please check Carmen and read your email regularly (at least 2-3 times per week) because you are responsible for this information.

Course Civility: We want to build a climate that is comfortable for everyone and conducive to learning. In a communication class, it is especially important that we avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom. As such, disruptions, threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the Department Head, the Dean of Students, and/or University Police.

Disability Accommodations: If you anticipate the need for accommodations to meet the requirements of this course, please contact the Office for Disability Services, Pomerene Hall, Room 150, or phone (614) 292-3307. Students with documented disabilities can meet/talk with me privately within the first two weeks of class to coordinate reasonable accommodations.

Grading System

There are a total of 300 points you can earn in this class

Grading will consist of the following:

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|------------------------------------------------------|--------|-----|
| • Exam 1 | 60 pts | 20% |
| • Exam 2 | 60 pts | 20% |
| • Documentary analysis (short paper) | 75 pts | 25% |
| • Small Group Assignment | 75 pts | 25% |
| • FIVE Online assignment posts (3 points each) | 15 pts | 5% |
| • SIX quizzes (lowest grade dropped - 3 points each) | 15 pts | 5% |

GRADING SCALE:

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

Challenging a Grade: We are always willing to discuss your grades with you. To challenge a grade, you must schedule a time meet with the TA during office hours or make an appointment within one week of the assignment being returned to you. You are **ALSO** required to present your concerns in writing before the meeting and attach the graded assignment. [Please note that a challenge may result in a grade being raised or lowered.](#)

Late Assignments: Almost ALL submitted work is due on [Friday at 11:59pm during the week they are due](#). Quizzes will also close on Friday by 11:59pm. The **ONLY** exceptions are Carmen discussion posts, which are [due Friday by 10pm](#) and exams (date/time will be announced on Carmen). Comments on other students discussion posts are also due by [Friday at 11:59pm](#). **Late submissions will be penalized by subtracting 1 letter grade every per 6 hours.**

1. **EXAMS**. There will be 2 exams during the semester. Each exam is worth 20% of your final grade. Exams are not cumulative. The exams will draw on material discussed in lectures and offered in the assigned readings. Dates are listed in the course calendar. **Make a note of the exam dates as they are not flexible** (so please plan accordingly). The exams **MUST** be taken on the scheduled day/time. If you foresee a conflict with the exam time, you will need to reschedule your conflict or reconsider your enrollment in this class. Make-up exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least two weeks in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: being out of town, oversleeping, having to work, issues with internet access, and flight delays or cancellations.
2. **DOCUMENTARY ANALYSIS**. *see Carmen for detailed instructions
3. **GROUP ASSIGNMENT**. *see Carmen for detailed instructions
4. **QUIZZES**. SIX times throughout the semester, you will be required to take a short quiz as review of the material covered in the course that week. **Quizzes cannot be made up**. Lowest quiz grade will be dropped.
5. **DISCUSSION POSTS**. FIVE times throughout the semester, you will be asked to post your reactions to an article or a video to Carmen. You should also read your classmates' posts and respond to their ideas. Overall, participation in Carmen discussions is worth a total of 10% of your final grade. Details about each discussion will be posted on Carmen in the News section prior to the start of the discussion and due date for posts/comments. *see Carmen for detailed instructions
6. **EXTRA CREDIT**. Students who want to earn extra credit can participate in the Communication Research Experience Program (C-REP). C-REP is designed to give students direct exposure to the topics, goals, methods, and ethical issues of communication research. You can earn up to 3% extra credit. Each hour of participation is worth 1% of extra credit. Participation for this class can **ONLY** take the form of completing C-REP research studies (no alternate written assignments). Completing your C-REP requirement must take place during the summer semester. You should definitely **NOT** wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited. In fact, it is probably wise to complete your C-REP requirement as early as possible in the semester when demands on your time are the lightest. The C-REP Student Guide on the School of Communication website tells you everything you need to know about this requirement: <http://www.comm.ohio-state.edu/images/stories/PDFs/crepstudentguideupdate.pdf>

Please direct any questions regarding C-REP to Aysenur Dal at dal.1@osu.edu