

SYLLABUS: COMM 3413-0010 (36783)

MEDIA ENTERTAINMENT

OSU UNIT HYBRID COURSE

Instructor: Matthew Grizzard	Teaching Assistant: Rebecca Frazer
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Office hours: Online, Fridays 10am-11am (see Carmen Zoom Link) By Appointment	Office hours: Online, Thursdays 8:30am-9:30am and By Appointment

Course Overview

This course examines and explores speculation, theory, and research regarding effects and appeal of media entertainment, emphasizing emotional reactions.

Course description

Entertainment media, such as television dramas/comedies, video games, movies, and books, are a driving cultural and economic force of Western society. The media entertainment industry is one of the largest and most profitable industries. People dedicate large amounts of their leisure time and money to suspenseful movies, interesting books, humorous television shows, pleasurable art shows, and thrilling video games. This class will provide an overview about the most important theoretical models and empirical findings in the field of media entertainment research and more recent theorizing on media use from an entertainment perspective. The class will focus on the psychological underpinnings and effects of media entertainment.

Presented in a hybrid format, this course will present some lectures and activities in person and have others presented online and over Zoom.

Course learning goals and outcomes

At the end of the course, students will have a clear overview of most important and well-discussed issues regarding media use and effects from a perspective of entertainment. They will be able to answer important questions about media entertainment that have intrigued the public for decades in a competent and scientifically appropriate way. By studying the results of significant research and empirical studies published in the domain of media entertainment, students will develop a better idea of how knowledge is generated within social scientific research, in particular media and communication, both theoretically and methodologically. Students will improve their skills to critically reflect on and scientifically substantiate their opinions and choices regarding media entertainment.

As a result of taking this course, you will:

- Be familiar with current thinking about the reasons people use media entertainment and the effects of media entertainment
- Be able to apply theoretical thinking to the design of media entertainment
- Be a more sophisticated critic and consumer of entertainment media

Students will develop these competencies through various online quizzes, tests, and a term paper.

Mode of delivery

We are still living in a global pandemic, and we cannot know what the next few months may hold. Because of these facts, I have designed this class to be as flexible as possible in terms of format. Although I plan to present live, in-person content on Tuesdays throughout the semester, all lectures may move to live, online Zoom sessions at any point at my discretion. Potential reasons for a move to online instruction (either temporarily or permanently) include my having to quarantine, a large number of students having to quarantine, or a marked increase in Covid cases at OSU or in our surrounding community. The class format is also subject to change at any point by university administration.

This hybrid course is intended to be presented approximately 50% in-person and 50% online.

- The in-person classes will take place every Tuesday.
- Live synchronous distance learning classes will take place every Thursday on Zoom.

Course meetings will be supplemented with asynchronous learning opportunities as permitted.

How this course works

- **In-person and Live Synchronous Distance Learning Classes**
The synchronous portions of the course will be devoted to lecture and discussion of class readings and class content.
- **Readings**
All readings will be provided in digital copies through Carmen Canvas. Students should complete the readings before class.
- **Attendance**
Attendance to in-person classes is **not** required. Attendance to distance learning classes **is** required.

Course materials

Required Readings

Readings for this class will be drawn primarily from Eden, A., Bowman, N. D., & Grizzard, M. (2019). Media Entertainment. Kendall Hunt. Readings will be uploaded to Carmen in PDF format. **You do not need to purchase a copy of this text; all readings will be provided to you.**

Readings will be approximately 20 pages per week.

*** In the interest of facilitating an up-to-date course and fostering learning, other course materials may be made available during the semester. If so, these materials (or how to obtain them) will be provided on Carmen. No additional costs will be incurred to access these materials. ***

Grading and faculty response

Grading scale

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

Notes on Grading:

- 1) Carmen is terrible at calculating grades. It generally weights scores inaccurately and applies strange rules to grade calculations within a category. Do **NOT** rely on Carmen to tell you an accurate grade.
- 2) I will round final grades to the nearest whole number based on the rule of significant digits. A grade of .4% and below will be rounded down while the grade of .5% and above will be rounded up. For example, a 76.4% would be rounded down to 76% while a 76.5% will be rounded up to a 77%.

Grading

Final class grades are derived from the following assignments.

Assignments	Percent of Final Grade
Attendance to Zoom Sessions	10%
Weekly Quizzes (3 dropped)	20%
Group Podcast Assignment	20%
Media Analysis Check-ins	20%
Media Analysis Paper	30%
Total	100%

***Up to 3% extra credit may be offered in this course

Assignments

Attendance

Because of the ongoing COVID-19 pandemic, attendance to in-person sessions is not required. Attendance will be taken at the online Zoom sessions. 3 unexcused absences across the semester will be allowed.

11 Quizzes (due Tuesday by 11:59am EDT/EST)

Open-book/note quizzes will be administered throughout the semester on a weekly schedule. Each quiz covers the current week's reading and is due before Tuesday's class. The purpose of the quizzes is to ensure that you are reading and will be able to discuss readings in class.

You may take each quiz as many times as you like. The highest score will be used. Each quiz is equally weighted toward the final grade. I will drop the 3 lowest quiz grades.

Group Podcast Assignment

Students will work in small groups (4-5 students assigned by the instructor) to record a structured discussion based on materials from Weeks 6 and 7. Each group should discuss "How do we as viewers of narrative entertainment experience fictional narratives?"

Groups should generate 5-10 discussion questions and discuss these questions in a roundtable talk-show style podcast recording. Each student should actively participate and bring in one piece of additional material.

Technical Information regarding Assignment

- **A week before**: At least one week prior to the due date, each group should submit a list

of 5-10 discussion questions, as well as their chosen “host” from their group to the instructor via Carmen. The roll of the host is to create the Zoom meeting, send the link to the other participants, and record the meeting. If the group desires, the host may also be responsible for monitoring time and keeping the group moving well through their questions.

- **Recording day**: Class time on March 8 will be devoted to podcast recording. We will not come to the classroom but will stay in our remote locations.
- **What to do**: Students should meet on Zoom in their groups at the beginning of class time on March 8 and discuss any last-minute planning details, and then record the podcast in one take. The instructor and TA will be available live by email to help with any technical issues.
- **Length**: Recordings should be approximately 20 minutes. No less than 18 minutes, no more than 25 minutes.
- **Technology**: Podcasts should be recorded in Zoom using the “Record to cloud” function. Videos should remain on for the recording. A few minutes after the recording has ended and the meeting has ended, Zoom will generate an email to the meeting host with a link to the recording. The meeting host should then upload their link to Carmen under the “Podcast Assignment” link.

More information regarding the assignment and the grading criteria are on Carmen.

Media Analysis Check-ins

Assignment: At the multiple points during the semester, you should turn in 1-page summaries of your progress on the Media Analysis Paper.

The **first check-in** is due during Week 3. In this 1-page max check-in, you should (a) describe the product you will be consuming, (b) why you are picking it, and (c) provide a timeline of your consumption so that you will know when you will be done with it. I recommend that you complete it by March 31.

The **second check-in** is due during Week 12. In this 2-page max check-in, you should (a) describe whether you have completed consuming the entertainment product (and if not, an up-to-date timeline on when you will finish), (b) a brief description of your responses to the product (e.g., did you like it, what stands out about it, how does it compare to other programs, etc.), (c) an outline of the major theories you will be using, and (d) the 3 non-class references you will be using in the final paper.

Media Analysis Paper

Assignment: Throughout the semester, you will decide to watch or play - to completion - one multi-episodic media entertainment product. This can be one entire season of a television show, a series of films, or either one very long or several connected short video games. My goal is for you to spend at least 20 hours this semester completing this assignment. I do not want you to go over 50 hours, so if you pick a long-running show like Supernatural or Friends, please limit yourself to a season or two to get to around 20 hours. If you have concerns, please let me

know and we can find you a product to watch or play. If you aren't sure how long your chosen show will take, look at a site like <https://www.bingeclack.com/>

Paper: By the end of the semester (or when you complete your show), I want you to think about your media product. What entertainment theory or theories best explain your **selection**, **attention**, and/or **response** to this product? Choose at least one theory we have discussed in class this semester and write a 5-page double-spaced paper interpreting your media entertainment experience based on this theory. Your paper needs to incorporate at least 3 non-class references (i.e., academic sources outside class readings or lecture) to support your argument. This should be a fun paper to write after you have finished watching your show or playing your game - tell me the psychology behind why you liked it :)

Late Assignment and Make-ups

Late quizzes cannot be made up. I am dropping 3 quizzes to allow for missed quizzes. Other late assignments may be made up without penalty with documentation of a medical emergency that resulted in missing the deadline. Alternative assignments requiring equivalent work may be substituted for the missed assignment.

Course schedule (tentative*)

Day	Topic(s)	Readings	Assignments
Week 1			
11-Jan	No meetings due to Instructor Illness – Course reassigned to Grizzard		
13-Jan			
Week 2 – What is Entertainment?			
18-Jan	Syllabus – Catch-up Course Design		
20-Jan	Defining Entertainment	Chapter 1	Media Analysis Paper Assigned
Week 3 – Early Media Selection Theories			
25-Jan	Uses and Gratifications	Chapter 2	Quiz 1 due by Tuesday at 11:59am EST
27-Jan	Mood Management Theory Habit	Chapter 2	Media Analysis Check-in 1 Due

Week 4 – Current Perspective on Selection: Use, Overuse, Multitasking			
1- Feb	Addiction and Multitasking	Chapter 3	Quiz 2 due by Tuesday at 11:59am EST
3- Feb	Recovery and Challenge	Chapter 3	
Week 5 – Entertainment and Perceptions of Social Reality			
8- Feb	Cultivation	Chapter 4	Quiz 3 due by Tuesday at 11:59am EST
10- Feb	Exemplification	Chapter 4	Podcast Assigned
Week 6 – Entertainment and Emotions			
15- Feb	Basic Emotions	Chapter 6	Quiz 4 due by Tuesday at 11:59am EST
17- Feb	Empathy and Excitation Transfer	Chapter 6	
Week 7 – Experiences with Narratives and Characters			
22- Feb	Transportation and Identification	Chapter 7	Quiz 5 due by Tuesday at 11:59am EST
24- Feb	Disposition Theory	Chapter 7	
Week 8 – Genres			
1- Mar	Drama and Comedies	Chapter 8	Quiz 6 due by Tuesday at 11:59am EST
3- Mar	Mystery and Suspense	Chapter 8	
Week 9 – News and Politics			
8- Mar	News	Chapter 10	Podcast recording and submission day (no in-person class)
10- Mar	Politics	Chapter 10	
Week 10 – Spring Break			

Week 11 – Children’s Entertainment and the Darkside of Media Entertainment			
22-Mar	Children’s Media	Chapter 9	Quiz 7 due by Tuesday at 11:59am EST
24-Mar	Violence and Pornography	Chapter 5	
Week 12 – Social Identity			
29-Mar	Fandoms	Chapter 11	Quiz 8 due by Tuesday at 11:59am EST
31-Mar	Social Functions	Chapter 11	Media Analysis Check-in 2 due
Week 13 – Entertainment Markets			
5-Apr	Audiences	Chapter 12	Quiz 9 due by Tuesday at 11:59am EST
7-Apr	Industries	Chapter 12	
Week 14 – Interactive Media			
12-Apr	Interactivity, AR, VR	Chapter 13	Quiz 10 due by Tuesday at 11:59am EST
14-Apr	Video games	Chapter 13	
Week 15 – Capstone: Looking Back and Looking Forward			
19-Apr	Where have we been? Where are we going?	Vorderer et al. (2021)	Quiz 11 due by Tuesday at 11:59pm EST
21-Apr	Final Class Discussion: Open Discussion of All Topics		
Finals Week			
26-Apr	Media Analysis Paper is Due – April 27, 11:59 PM EST on Carmen		

* This syllabus represents a contract in the works. Events that transpire over the semester may require me to modify the administration of this course and therefore the syllabus. In the event I need to modify the syllabus, I will announce the modification in class and on Carmen. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc. Please note that modifications will only occur that will increase the quality of learning.

Attendance, participation, and discussions

Credit hour and work expectation

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

Participation Requirements

Because this course requires elements of distance-education, your attendance is partly based on your online activity and participation. The following is a summary of everyone's expected participation:

- **View lectures:** All weekly lectures should be viewed. Recordings of in-person and Zoom lectures will be made available whenever possible.
- **Quizzes:** Complete the quiz prior to attending the course.
- **Office hours:** We are available to help you to learn, understand, and grow as individuals. If your question is something that you believe may be of interest to others in the class, please post to the "Ask the instructor" discussion board. Office hours are digital via Carmen Zoom.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

General Questions

If you have questions about course content, please attend office hours or ask during class.

Grading and feedback

For assignments, you can generally expect grading to be completed within 10 days. Online quizzes and tests will be graded immediately and will be posted once all students have completed the quiz/test.

Communication Policies

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** This course is intended to prepare you for future communications as a professional. Assignments should be approached in this manner. Please proofread, edit,

and include appropriate language.

- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Furthermore, rude or impatient communications are generally not appreciated in professional situations. Please consider your words as if you were a professional when communicating with other students, the instructor, and the teaching assistant.
- **Citing your sources:** When requested, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

Email policy

Please address all emails to both the TA and the professor. One of us will respond within 24-48 business hours during the week. On weekends, responses may take longer.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
 - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
 - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
 - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
 - [Carmen accessibility](#)
- **Carmen Zoom:**
 - Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. A separate guide to accessing Carmen Zoom and our office hours is posted on the course Carmen page under Files.

- Students may use the audio and video functions if a webcam and microphone are available. If not, there is still a chat function within Carmen Zoom for the student to live chat with the professor or TA in the virtual office hours room.
- [Carmen Zoom](#) help guide
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

Necessary equipment

- Computer: Current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone
 - Webcams or devices with webcams may be available to our grad students. The School of Communication has a small pool of iPads and laptops that are available for faculty/staff/grad students needing a device to check out. If you need such a device, submit a request to the School of Communication's technical support personnel (asctech@osu.edu).

Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Other course policies

Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator, Molly Peirano, at titleix@osu.edu

Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

COVID-19 and Illness Policies

Student illness or absence

In the event you must quarantine because of exposure to someone diagnosed with COVID-19 OR you are feeling ill with COVID-19 symptoms, you still will be able to make progress in this class. Please contact your instructor right away, as some accommodations may require extra set-up or planning. The quarantine plan for this course is to record the class session and post the recording on Carmen.

Instructor illness or absence

If the *instructor* is quarantined or is experiencing respiratory symptoms but is well enough to teach, the in-person sessions will be moved online to Zoom. You will be notified via email no later than 1 hour prior to course time.

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Academic Integrity Policy

Policies for this hybrid course

- Written assignments: Your written assignments should be your own original work. In formal assignments, you should follow APA style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in, but no one else should revise or rewrite your work.
- Reusing past work: In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

Tentative Nature of the Syllabus

This syllabus represents a contract in the works. Events that transpire over the semester may require me to modify the administration of this course and therefore the syllabus. In the event I need to modify the syllabus, I will announce the modification in class and on Carmen. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.

Disability Services

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; <http://slds.osu.edu>; 098 Baker Hall, 113 W. 12th Avenue.