


Course Syllabus

[Jump to Today](#)

 [Edit](#)

Comm 3440 - Mass Communication & Society Syllabus

Instead of a paper syllabus, this web page will serve as the syllabus.

The syllabus is an agreement between the instructor and the student. Events that transpire over the semester may require me to modify the syllabus. In the event I need to modify the syllabus I will announce the modification in the announcements page and any changes will be noted in the change log below. However, it is your responsibility to keep up to date with changes.

Change Log

[1/8: The requirements and descriptions for the media diary assignment have changed.](#)

Table of Contents

[Course Description](#)

[Contact and Resources](#)

[IT Policy](#)

[External Resources](#)

[Course Materials](#)

[Assignments & Grading](#)

[Policies](#)

[Week-by-week Content](#)

Course Description

This course is designed to promote an understanding of basic mass communication practice. We will examine this from the receiving (how mass communication affects the individual and society as a whole) and production (how to design mass media messages) perspectives. We will be seeking to use mass communication theories, and apply those to our lives and the world around us. This class will be taught from a social scientific perspective, with an emphasis on communication theory. As an advanced level course, it will require a combination of active discussion, well-researched writing, and rigorous examination.

Contact and Resources

Who We Are

My name is George Pearson, I am the instructor for your course. I was originally from the UK, but moved to Columbus for my PhD in 2014. I completed my PhD this summer, and am now working as a senior lecturer at the School of Communication. My main research interests are in political communication and journalism, and how these areas are being affected by changes to our communication systems (such as online technology and social media).

My name is Daniel Colón Amill, I am the Graduate Teaching Assistant for this course. I am from Puerto Rico, but I have lived in Columbus now for 2 years. I am a 2nd year Master's student in the School of Communication. My main research interests are in political communication, communication technology and cross-cultural communication. I am interested in how people engage in political topics online, as well as how they make voting decisions,

Contact Info

George

Email: pearson.325@osu.edu (<mailto:pearson.325@osu.edu>)

Office: Journalism 320

Open Hours: Mon & Tue 11am-12pm, Wed 2:30 - 4:30pm (+ other times via appointment)

Daniel

Email: colonamill.1@osu.edu (<mailto:colonamill.1@osu.edu>)

Office: Journalism 207

Open Hours: Tue & Thu 1pm-3pm (+ other times via appointment)

Contact Policy

I would like to encourage collaboration. Therefore I encourage students to use Carmen as much as possible for communication.

I will have discussion topics on Carmen where you can ask questions; whether that's clarification on class content or checking when an assignment is due. Please use these for non-private matters. This is because (a) another student may provide an answer quicker than I or Daniel can and (b) there is a good chance that someone else may have the same question.

If you send either of us an email which we feel is more appropriate for the discussion boards. I will likely respond telling you to post it there instead. Obviously, email us (via email or Carmen) for personal/private issues.

I am online most of the time, so usually respond quickly (within a few hours). However, out of hours (evenings and weekends) I may not respond immediately, so be sure not to leave messages to the last minute.

We will always aim to respond within 24 hours (excluding weekends). Therefore, if you do message us and don't get a response within 24 hours, feel free to email us again as your first email may have been lost / not received etc.

Communication with Each Other

When communicating with each other please ensure you are courteous and respectful. While there is no need to be overly formal during class discussions, you should still aim to be polite, and in your writing use good grammar, spelling etc. Be sure to maintain a supportive learning community where everyone feels safe and where people can disagree amicably.

IT Policy

Technology in class

While technology has been shown to hinder learning in many circumstances, technology is a major part of the communication industry.

Therefore, rather than prohibiting technology, you are actively encouraged to bring and use your laptop to use for class work. In fact, for some activities a laptop (or at least a tablet) will likely be necessary.

However, you are expected to use your computer and smartphone responsibly, and anyone in class caught using technology for non-class purposes can expect to be called out, and potentially banned from using computers in class in the future.

IT Help

If you are experiencing problems with any of University IT (such as problems with email, passwords, Carmen etc.) you should contact the OSU IT Support Desk on 614-688-HELP (4357).

Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Technology and Responsibilities

Students are responsible for ensuring they have the technology necessary to complete the course. If you are experiencing any technical difficulties with University software and websites (e.g. Carmen, Buckeyemail etc.) you should contact the IT Service Desk as soon as possible.

If you experience any problems with any OSU IT services, you should also check the system status page on the OCIO website (https://osuitsm.service-now.com/selfservice/system_status) which logs any widespread existing problems with OSU IT services.

Technical problems will not generally be considered a valid excuse for non-participation or missing a deadline, unless there is an acknowledged problem with the IT systems by the OCIO that would reasonably affect people's ability to complete the work, or if you have raised an ongoing ticket with IT Services (I will expect proof of this ticket, and I may contact IT services to ensure the situation is ongoing).

IT Tips

- Plan ahead: A deadline is the last minute to turn in material. You can start - and finish - early. Particularly if challenging resources are required, or you know it will be time consuming to finish this project you should avoid leaving things too late.
- Save work early and often: Think how much work you do in 10 minutes. I recommend autosaving every 2 minutes.
- Make regular backups of files in a different location: Between Box, Google Drive, Dropbox and others, you have ample places to store and back up your materials. Use them. (Also, Box has unlimited free storage for OSU students, and is a great resource - it has saved me from technology disasters in the past. You can access Box at box.osu.edu.)
- Save drafts: When editing, set aside originals and work with a copy.
- Practice safe computing: On your personal computer, install and use software to control viruses and malware

External Resources

The Writing Center

If you need further help with your writing I strongly advise you to contact the writing center. The Writing Center offers free help with writing at any stage of the writing process. Appointments are available in-person at 4120 Smith Lab, as well as for online sessions. They also offer walk-in hours.

You do not have to bring in a piece of writing in order to schedule a writing center appointment.

You can find out more at: <https://cstw.osu.edu/writing-center> ↗ [_ \(https://cstw.osu.edu/writing-center\)](https://cstw.osu.edu/writing-center).

Student Advocacy

If you have any external issues that may have a long-term effect on your ability to participate fully in this class or others, I advise students to contact Student Advocacy.

The Student Advocacy Center is committed to helping students navigate Ohio State's structure and to resolving issues that they encounter at the university. Their purpose is to empower students to overcome obstacles to their growth both inside and outside the classroom

You can find out more at <http://advocacy.osu.edu/> ↗ [_ \(http://advocacy.osu.edu/\)](http://advocacy.osu.edu/)

IT Help

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Course Materials

There will be readings and occasionally other materials (e.g. videos) that you will need to complete before the class. You can view the materials for each class on that class page. You can view links to each class page [from the homepage](#).

Assignments & Grading

Assignments

The whole course is out of 1000 points, so each point is worth 0.1% of your final grade. The final grade is made up of 7 parts.

Reading Responses	10
Small Essays	15
Media Diary	20
Group Presentation/Report	20

<u>Midterm</u>	15
<u>Final Essay</u>	15
<u>Attendance</u>	5 (+extra credit)

Grading

All grades are final. I do not review grades. The only exception to this is in the event of an obvious error on our part (for instance you were given a zero, but did in fact hand in the assignment).

We will always aim to grade assignments quickly. Generally you can expect any assignment to be graded within a week. However, on occasion extraneous circumstances may mean further delays. If there are any delays in getting assignments graded, I will seek to let students know.

Late Assignments Policy

For assignments, all late assignments are graded as 0. Extensions will be granted on a case-by-case basis, taking into consideration: the validity of the excuse; the size of the assignment due; the time till the deadline; your standing in the class; and your manner.

However, all extensions must be arranged BEFORE the deadline. No retroactive extensions will be granted.

I generally aim to be flexible with students. I understand that various issues can get in the way of completing an assignment from illness, to family issues, or even just workload from jobs, internships etc. If you are struggling to complete an assignment on time I would much rather you spoke to me rather than not completing the assignment (the worst I can do say is no).


All grades granted are final. I do not review grades on appeal. The only circumstance where I will review a grade given is for objective error (for instance if I gave you a 0 for not completing the assignment when in fact you had). I will however, provide feedback on all work you submit.

Policies

Academic Dishonesty

Your written assignments, should be your own original work. 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.

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.

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/>  (<http://studentlife.osu.edu/csc/>)

Accessibility

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 via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. 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; slds.osu.edu ; 098 Baker Hall, 113 W. 12th Avenue.

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 Ohio State Title IX Coordinator, Kellie Brennan, at titleix@osu.edu (<mailto:titleix@osu.edu>)












Class Schedule

6-Jan	What is Mass Communication?
8-Jan	
13-Jan	
15-Jan	History of Mass Communication
20-Jan	
22-Jan	
27-Jan	Media & Law
29-Jan	
3-Feb	Entertainment Media (Media Violence)
5-Feb	
10-Feb	Entertainment Media (Selective Exposure)
12-Feb	
17-Feb	Children & Mass Communication
19-Feb	

24-Feb	Health & Mass Communication
26-Feb	
2-Mar	Sports & Mass Communication
4-Mar	
9-Mar	
11-Mar	
16-Mar	Midterm Week
18-Mar	
23-Mar	Political Communication & Public Opinion
25-Mar	
30-Mar	Journalism & News
1-Apr	
6-Apr	Video Games
8-Apr	
13-Apr	Future of Mass Comm
15-Apr	
20-Apr	Class Review
22-Apr	

Course Summary:

Date	Details
Thu Jan 9, 2020	 Small Essay 1 - Introductions https://osu.instructure.com/courses/71235/assignments/1470245 due by 11:59pm
Wed Mar 18, 2020	 Midterm (https://osu.instructure.com/courses/71235/assignments/1469757) due by 11:59pm
Sun Apr 19, 2020	 Media Diary https://osu.instructure.com/courses/71235/assignments/1468753 due by 11:59pm
Fri Apr 24, 2020	 Final Essay https://osu.instructure.com/courses/71235/assignments/1469765 due by 11:59pm

Date	Details
	 Attendance (https://osu.instructure.com/courses/71235/assignments/1469634)
	 Group Presentation/Report (https://osu.instructure.com/courses/71235/assignments/1469330)
	 Reading Response 1 (https://osu.instructure.com/courses/71235/assignments/1470186)
	 Reading Response 2 (https://osu.instructure.com/courses/71235/assignments/1470191)
	 Reading Response 3 (https://osu.instructure.com/courses/71235/assignments/1470197)
	 Reading Response 4 (https://osu.instructure.com/courses/71235/assignments/1470202)
	 Reading Response 5 (https://osu.instructure.com/courses/71235/assignments/1470203)
	 Small Essay 1 Copy (https://osu.instructure.com/courses/71235/assignments/1470246)
	 Small Essay 1 Copy 2 (https://osu.instructure.com/courses/71235/assignments/1470247)
	 Small Essay 1 Copy 3 (https://osu.instructure.com/courses/71235/assignments/1470248)
	 Small Essay 1 Copy 4 (https://osu.instructure.com/courses/71235/assignments/1470254)