

**SJSU School of Journalism and Mass Communications**  
**Mass Comm 72, Section 1**  
**Mass Communication and Society**  
**Fall 2014**

**Contact Information**

**Instructor:** Richard Craig

**Office Location:** DBH108 (primary office)  
DBH209H (Spartan Daily advisers office)

**Telephone:** (408) 924-3287

**Email:** [profcraig@profcraig.com](mailto:profcraig@profcraig.com)

**Office Hours:** Tuesday 3:00-6:00 p.m. (DBH209H)  
Thursday 11:45 a.m.-12:45 p.m. (DBH108)

**Class Days/Time:** Monday-Wednesday 10:30-11:45 a.m.

**Classroom:** DBH133

**GE/SJSU Studies Category:** Area D3: Social Science, Social Issues

**Faculty Web Page**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.profrcraig.com>. You may follow me on Twitter at [@SJSUProfCraig](https://twitter.com/SJSUProfCraig) or on Facebook at <https://www.facebook.com/Profrcraig>. You are responsible for regularly checking your e-mail or my Facebook or Twitter to learn any updates.

**Syllabus Supplement**

You are required to read all information on this syllabus and on the syllabus supplement, which lists policies that apply to all my classes. It is available on the class home page and on the Web at <http://www.profrcraig.com/syllsup.html>.

**Course Description**

This course focuses on American mass communication and its relation to society. Examined are theories in mass communication, contemporary issues and media effects. Specifics studied include the impact of mass communications on cultural, institutional, political and social groups in U.S. society and the systems of mass communication that weave society together. The twin emphases of this course are (1) how the different mass communication delivery and support systems -- advertising, public relations, broadcasting, film, the Internet, and print journalism -- shape society and individuals

adversely, or in a pro-social fashion, and (2) how the media in turn are influenced by individuals, interest groups and institutions.

## **Course Goals and Learning Outcomes**

### **General Education Learning Outcomes (GELOs):**

- GELO1.** Produce discipline-specific written work that demonstrates upper-division proficiency in:
- Language use
  - Grammar
  - Clarity of expression
- GELO2.** Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse.
- GELO3.** Organize and develop essays and documents for both professional and general audiences.
- GELO4.** Organize and develop essays and documents according to appropriate editorial and citation standards.
- GELO5.** Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing.

### **Course Learning Outcomes (CLO)**

The School of Journalism and Mass Communications has four overarching program learning objectives for all students in all classes. They are:

- CLO1.** Demonstrate knowledge of the diversity of groups in a global society in relationship to communications.
- CLO2.** Demonstrate the ability to think critically, creatively and independently.
- CLO3.** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. In journalism, these are the 5Ws, fact gathering, attribution, incorporating social media and other sources.
- CLO4.** Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.

## **Required Texts/Readings**

### **Textbook**

Richard Campbell, Christopher R. Martin and Bettina Fabos, *Media and Culture: An Introduction to Mass Communication* (9th Edition with 2015 Update).  
ISBN-10: 1457642425 | ISBN-13: 9781457642425

Other required online readings will be posted on the class home page throughout the semester. You will receive advance notice for all additional readings.

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

### Structure:

Regular class participation in discussions and exercises is required, as are readings from the text and assorted handouts and/or assigned online articles, three quizzes, two examinations and a term paper. If you must miss a class, please be sure to contact me beforehand and arrange to get notes from a classmate. Regular class attendance and showing up on time are vital – repeated unexcused absences and/or lateness will be noted and hurt your participation grade.

### Quizzes:

There will be four in-class quizzes throughout the semester. These will be simple and straightforward, in multiple-choice format, and will test your general understanding of readings (if you read the chapters and come to class, you should sail through them). Quizzes will not take up an entire class period, so there will be a shortened lecture afterwards. **Only your three highest quiz grades will count** – if you do poorly on one quiz or need to skip one for personal reasons, you'll still be all right.

### Exams:

Exams will be more detailed than quizzes in terms of reading and lecture content (a combination of multiple choice and short answer). The second exam is noncomprehensive (i.e. covers only material from after the midterm). To be fair to all students, exams and quizzes must be taken on the day scheduled, with exceptions granted for only well-documented legitimate emergencies (see syllabus supplement). **The midterm exam will be given Monday, Oct. 27, and the final exam will be held Monday, Dec. 15 – please clear your schedules for these dates.**

### Term Paper:

The paper assigned for this class will be **due Wednesday, Nov. 12**. It will be an 8-to-10 page look at a topic chosen from within certain guidelines -- you'll receive a detailed handout on how to prepare your paper, and we'll discuss it in class early in the semester. **You will turn in a one-page paper topic proposal Monday, Sept. 29** – a couple of paragraphs about the topic you've chosen to write about. More details on all term paper-related matters will be discussed in the handout. The best papers will be organized around a central theme, with clear discussion of the specifics of the topic and analysis of the information presented. As noted in the syllabus supplement, papers are expected to be turned in on time, **period**.

NOTE that University policy F69-24, "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

## Grading Policy

Assignments are weighted as follows:

- Midterm exam: 25 percent (GELO 1, 2, 5; CLO 1, 2, 3)
- In-class quizzes (3 of 4): 10 percent (GELO 1, 2, 4, 5; CLO 1, 2, 3)
- Term paper: 25 percent (GELO 1, 2, 3, 4, 5; CLO 1, 2, 3, 4)
- Final exam: 25 percent (GELO 1, 2, 4, 5; CLO 1, 2, 3)
- Participation: 15 percent (GELO 1, 2; CLO 1, 2)

This course must be passed with a C or better as a CSU graduation requirement.

**See syllabus supplement for information on attendance, deadlines, academic honesty and other issues not covered here.**

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

## Diversity and Controversial Issues

Throughout the semester, we will discuss matters relating to differences in race, culture, social class, sexuality and many other issues. In the beginning, this may seem uncomfortable, but my goal is to create an environment where we can talk about such matters thoughtfully, frankly and with respect and empathy.

Likewise, we will deal with matters involving social standards of what is deemed acceptable and unacceptable by media audiences and society in general. The objective is to enlighten, not offend, but we will talk about why certain types of content might upset certain audiences and not others. The aim is to create an atmosphere of respectful discussion, where all can express their opinions. The class works best when we all feel free to contribute.

## University Policies

### Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

## **Consent for Recording of Class and Public Sharing of Instructor Material**

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

## **Academic integrity**

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

## **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec/) (AEC) at <http://www.sjsu.edu/aec/> to establish a record of their disability.

## **Accommodation to Students' Religious Holidays**

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See [University Policy S14-7](#) at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.

## **Student Technology Resources**

Computer labs for student use are available in the [Academic Success Center](#) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

## **SJSU Peer Connections**

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10<sup>th</sup> and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit [Peer Connections website](#) at <http://peerconnections.sjsu.edu> for more information.

## **SJSU Writing Center**

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on



Facebook. (Note: You need to have a QR Reader to scan this code.)

## MCOM72/Media & Society, Section 1 Fall 2014 Course Schedule

*Schedule is subject to change; any changes will be announced a minimum of one week in advance, with students notified via e-mail. Readings are in bold italics.*

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Aug. 27	Introduction: What it's all about ( <i>Campbell, Ch. 1</i> )
2	Sept. 1-3	Monday: <b>LABOR DAY – NO CLASS</b> Wednesday: Newspapers: The first mass medium ( <i>Campbell, Ch. 8</i> )
3	Sept. 8-10	Monday: Industrialization and media ( <i>Campbell, Ch. 8</i> ) Wednesday: Magazines and innovation ( <i>Campbell, Ch. 9</i> )
4	Sept. 15-17	Monday: Intro to movies ( <i>Campbell, Ch. 7</i> ) Wednesday: Evolution and influence of movies ( <i>Campbell, Ch. 7</i> )
5	Sept. 22-24	Monday: <b>QUIZ #1 (covering Campbell Ch. 1, 7-9)</b> ; Intro to recording sound ( <i>Campbell, Ch. 4</i> ) Wednesday: Recording sound and music ( <i>Campbell, Ch. 4</i> )
6	Sept. 29- Oct. 1	Monday: <b>TERM PAPER PROPOSAL DUE IN CLASS</b> ; Music & the recording industry ( <i>Campbell, Ch. 4</i> ) Wednesday: Radio's early days ( <i>Campbell, Ch. 5</i> )
7	Oct. 6-8	Monday: Radio's powerful influence ( <i>Campbell, Ch. 5</i> ) Wednesday: Radio, beginnings of television ( <i>Campbell, Ch. 5-6</i> )
8	Oct. 13-15	Monday: Television's rise to prominence ( <i>Campbell, Ch. 6</i> ) Wednesday: Television innovations ( <i>Campbell, Ch. 6</i> )
9	Oct. 20-22	Monday: <b>QUIZ #2 (covering Campbell Ch. 4-6)</b> ; News and the informative function of the press ( <i>Campbell, Ch. 14</i> ) Wednesday: Media and popular culture ( <i>online readings</i> ); Brief review for midterm
10	Oct. 27-29	Monday: <b>MIDTERM EXAM</b> Wednesday: 'Old' media vs. 'New' media ( <i>Campbell, Ch. 2</i> )
11	Nov. 3-5	Monday: Digital media content ( <i>Campbell, Ch. 2</i> ) Wednesday: Advertising: A persuasive medium ( <i>Campbell, Ch. 11</i> )
12	Nov. 10-12	Monday: Techniques & examples of advertising ( <i>Campbell, Ch. 11</i> ) Wednesday: <b>TERM PAPER DUE AT BEGINNING OF CLASS</b> ; Evolution and standards of advertising ( <i>Campbell, Ch. 11</i> )
13	Nov. 17-19	Monday: <b>QUIZ #3 (covering Campbell Ch. 2, 11)</b> ; Public Relations: Framing the message ( <i>Campbell, Ch. 12</i> )



		Wednesday: PR tools and techniques ( <i>Campbell, Ch. 12</i> )
14	Nov. 24-26	Monday: Media research ( <i>Campbell, Ch. 15</i> ) Wednesday: <b>THANKSGIVING – NO CLASS</b>
15	Dec. 1-3	Monday: Effects models ( <i>Campbell, Ch. 15</i> ) Wednesday: <b>QUIZ #4 (covering Campbell Ch. 12, 15)</b> ; Media laws and restrictions ( <i>Campbell, Ch. 16</i> )
16	Dec. 8-10	Monday: Introduction to ethics ( <i>online readings, review Campbell Ch. 14</i> ) Wednesday: Ethical issues in mass communications ( <i>online readings</i> )
Final Exam	Dec. 15	9:45-11:00 a.m. in regular classroom.