

SJSU School of Journalism and Mass Communications
Mass Comm 72, Section 3
Mass Communication and Society
Fall 2016

Course and Contact Information

Instructor:	Richard Craig
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Office Hours:	Tuesday 3:00-6:00 p.m. (DBH209H); Thursday 11:45 a.m.-12:45 p.m. (DBH108), and by appointment
Class Days/Time:	Tuesday-Thursday 10:30 a.m.- 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.profcraig.com>. You may follow me on Twitter at [@SJSUProfCraig](https://twitter.com/SJSUProfCraig) or on Facebook at <https://www.facebook.com/Profcraig>. You should regularly check your e-mail or my Facebook or Twitter to learn of 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.profcraig.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..

General Education Learning Outcomes (GELOs):

Upon successful completion of this course, students will be able to:

- 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)

Upon successful completion of this course, students will be able to:

- 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.
- CLO5.** Demonstrate an understanding of the history and role of professionals and institutions in shaping mass communication industries.
- CLO6.** Demonstrate an understanding of the effects and uses of mass communications globally.

These Course Learning Outcomes (CLOs) support the Program Learning Objectives (PLOs) of the School of Journalism and Mass Communications, which may be found [here](#).

Required Texts/Readings

Textbook

Richard Campbell, Christopher R. Martin and Bettina Fabos, Media and Culture: An Introduction to Mass Communication (10th Edition).

ISBN-10: 1457668734 | ISBN-13: 9781457668739

Other Readings

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](#) 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 Tuesday, October 18, and the final exam will be held Thursday, December 15 – please clear your schedules for these dates.**

Term Paper:

The paper assigned for this class will be **due Tuesday, November 15**. 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 Tuesday, September 27** – 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 Information

Assignments are weighted as follows:

- Midterm exam: 25 percent
- In-class quizzes (3 of 4): 10 percent
- Term paper: 25 percent
- Final exam: 25 percent
- Participation: 15 percent

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

See syllabus supplement for information on attendance, deadlines, classroom protocols, 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

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

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Fall 2016 Course Schedule

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

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	August 25	Introduction: What it's all about (<i>Campbell, Ch. 1</i>)
2	Aug. 30-Sept. 1	Newspapers: The first mass medium (<i>Campbell, Ch. 8</i>) Industrialization and media (<i>Campbell, Ch. 8, continued</i>)
3	Sept. 6-8	Magazines and innovation (<i>Campbell, Ch. 9</i>) Evolution and influence of movies (<i>Campbell, Ch. 7</i>)
4	Sept. 13-15	Movies' cultural impact (<i>Campbell, Ch. 7</i>) THURSDAY, SEPT. 15: QUIZ #1 (covering Campbell Ch. 1, 7-9) Intro to recording sound; Recording sound and music (<i>Campbell, Ch. 4</i>)
5	Sept. 20-22	Recording sound and music (<i>Campbell, Ch. 4, continued</i>) Beginnings and rise of radio (<i>Campbell, Ch. 5</i>)
6	Sept. 27-29	TUESDAY, SEPT. 27: TERM PAPER PROPOSAL DUE Radio's powerful influence (<i>Campbell, Ch. 5, continued</i>) THURSDAY, SEPT. 29: NO CLASS
7	Oct. 4-6	Television's rise and technical innovations (<i>Campbell, Ch. 6, continued</i>)
8	Oct. 11-13	TUESDAY, OCT. 11: QUIZ #2 (covering Campbell Ch. 4-6) Television's dominance and fade Media and popular culture (<i>online readings</i>)
9	Oct. 18-20	TUESDAY, OCT. 18: MIDTERM EXAM Rise of computer technologies (<i>Campbell, Ch. 2, continued</i>)
10	Oct. 25-27	Digital media content (<i>Campbell, Ch. 2-3</i>)
11	Nov. 1-3	Advertising: A persuasive medium (<i>Campbell, Ch. 11</i>) Special Topic: Presidential campaign advertising (<i>online links</i>)
12	Nov. 8-10	Techniques & examples of advertising (<i>Campbell, Ch. 11</i>) THURSDAY, NOV. 10: QUIZ #3 (covering Campbell Ch. 2, 3, 11)
13	Nov. 15-17	TUESDAY, NOV. 15: TERM PAPER DUE Evolution and standards of advertising (<i>Campbell, Ch. 11, continued</i>) Public Relations: Framing the message (<i>Campbell, Ch. 12</i>)
14	Nov. 22-24	TUESDAY, NOV. 22: QUIZ #4 (covering Campbell Ch. 11-12) Public Relations: Tools & Techniques (<i>Campbell, Ch. 12</i>) THURSDAY, NOV. 24 – THANKSGIVING – NO CLASS
15	Nov. 29-Dec. 1	Media research; Limited and powerful effects models (<i>Campbell, Ch. 15</i>)
16	Dec. 6-8	Ethical issues in mass communications

Week	Date	Topics, Readings, Assignments, Deadlines
		<i>(online readings, review Campbell Ch. 14)</i> Course/exam review
Final Exam	Thursday, Dec. 15	10:30-11:45 a.m. in regular classroom.