

Course instructor: Dr. Suda Ishida

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Course Objectives

Mass media are a central part of people's life in the United States. Every day we consume media messages without ever stopping to think about the influences those messages have upon our life and society.

This course intends to provide students with theoretical frameworks that media studies scholars have developed throughout the years. The students are to use these theoretical concepts as analytical tools to explore the different aspects of mass media products and media culture.

The students will be given opportunities to critique previous research done by media scholars. At the end of the course, the students should be able to apply some of the theories learned in this course into examining and explaining a computer mediated phenomenon of their choice in their final research.

Course textbook (available at Hamline bookstore and online shops)

John Vivian. *The Media of Mass Communication* (11th edition, 2012: Ally Bacon/Pearson).

Supplemental reading materials, as indicated in course calendar, will be separately assigned, and can be retrieved through on-line databases, and the course blackboard.

Course Requirements

- First Exam (200 pts.)
 - Second Exam (200 pts.)
 - 13 quizzes (380 pts., points varied for each quiz; see course calendar)
 - Four online commentary posts, responding to questions based on four documentary films (30, 30, 30 and 30 pts. = 120 pts.)
 - One long paper, summarizing and critiquing a scholarly journal article (100 pts.)
- TOTAL 1,000 pts.

Please note that this online course CANNOT be completed within one week. The student must follow reading sequences and assignments to finish the course. Dates are provided in the course calendar.

Course Activities and Approach to Learning

This is a completely online summer course based on blackboard interface. You must log on to your blackboard account to access the following documents and class materials:

- To complete 13 quizzes and two exams;
- To read or print out supplemental readings and summary of the textbook chapters;
- To view film clips listed in the course calendar, and post your comments on Discussion Boards.

PLEASE DO NOT REQUEST FOR ANY COURSE MATERIALS TO BE SENT DIRECTLY TO YOU VIA EMAIL. If, for any reason, you are unable to access your blackboard account during the study session (June 3-27), you are advised to drop this course, or re-enroll in Summer II session (July 8-August 1).

Due Dates

Please observe the due dates of all assignments. Five-point-per-day deduction is a standard penalty for a late assignment. No make-up is allowed for any quiz.

You will be given a 14-day window to access and complete each exam. Once the exam is launched from its blackboard website, you must complete it within 120 minutes. No make-up is allowed.

Computer Intensive

This course is designated a "computer intensive" (c) course in the Hamline Plan. The materials in this course emphasize mass-mediated theories and critiquing as well as hands-on online learning experience.

Exams.

There are two exams – first and second. Exam questions are based on textbooks, supplementary reading materials and film clips. They are not cumulative although you are expected to apply main theoretical frameworks that run throughout the session into answering these questions. *Both exams are available on the course blackboard during the dates specified in the course calendar.*

Responses to supplementary readings, films, review and discussion questions.

Post your comments on Discussion forums provided. Please follow instructions on how to do this on the course blackboard.

Quizzes.

There are a total of 13 quizzes. Each quiz has various points assigned to it. Please check the course calendar, and make sure to take them via the course blackboard. Once it is launched from its blackboard website, you have 60 minutes to finish it. So, make sure you complete the chapter reading and take note before you take a quiz. **YOU CANNOT MAKE UP ANY MISSING QUIZ.**

Critique of a scholarly article.

You will be assigned to analyze a scholarly journal article on “A Little Bird Told Me, So I Didn’t Believe It: Twitter, Credibility and Issue Perceptions” written by Mike Schmierbach and Ann Oeldorf-Hirsch (2012). The article is available to download and print out on the course blackboard. You must email a typewritten critique and summary of the paper to me (sishida@hamline.edu or sishida01@yahoo.com) by June 29.

(Please read the instruction sheet carefully, and follow ALL the seven steps required to complete this assignment.) Late submission is subject to a five-point deduction per day.

Incomplete.

No incomplete work can automatically be turned into a grade of “I”. You will be assigned the grade of “I” only when you have made a written contract with this instructor, signed and submitted to the registrar’s office. According to Hamline University’s Bulletin, incompletes are granted only in extenuating circumstances. If you have circumstances that you consider extenuating, please let me know as soon as you can.

Plagiarism, i.e., expropriating the words and ideas of others without due attribution, and cheating of any sort are grounds for a failing grade in the course.

Grading Policy:

Hamline University uses a plus/minus system ranging from A to F.

A 940-1000 points	A- 910-939 points	
B+ 880-909 points	B 840-879 points	B- 810-839 points
C+ 780-809 points	C 740-779 points	C- 710-739 points
D+ 680-709 points	D 640-679 points	D- 610-639 points

An F (609 points and below) is usually given for incomplete work, excessive absences, or plagiarism. Specific grading criteria will be provided for each assignment. You must complete each major assignment or you will fail the course.

Communication Studies 3320: Mass Communication
 Communication Arts and Literature Licensure Addendum

This course addresses the following Licensure Standards for Communication Arts and Literature

Assignment	Standards Addressed: 8710.4250
Exams	A13; B5a; B5b
Research Projects	A13; B5a; B5b; B5d
Critique Articles	A4; B5a; B5d

Subp. 3. **Subject matter standard.** A candidate for licensure as a teacher of communication arts and literature must complete a preparation program under subpart 2, item C, that must include the candidate's demonstration of the knowledge and skills in items A to C.

A. A teacher of communication arts and literature understands central concepts common to the teaching and learning of communication arts and literature content. The teacher must understand and apply:

- (4) technological resources including software, databases, and networks that can be used to gather, synthesize, create, and communicate knowledge;
- (13) the social, intellectual, and political importance and impact of communication

B. A teacher of communication arts and literature demonstrates understanding and skills essential to the teaching and learning of reading, writing, speaking, listening, media literacy, and literature. The teacher must demonstrate the:

- (5) knowledge, skills, and ability to teach media literacy including:
 - (a) relationships among the elements of the communication process across various types of print and nonprint media;
 - (b) effects of the various types of electronic audiovisual media on the communication process;
 - (d) functional, aesthetic, and ethical values of media communication.