

Course instructor: Dr. Suda Ishida

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Course Description

In this digital era, mass media play a central role in informing and shaping public opinions, which are essential for the democratic system in the United States to function. Every day, however, most of us consume media messages without ever stopping to think about the influences the messages that surround us have upon our life and our society. What are the implications of these daily media consumption have on citizenship and democracy we might ask?

This course challenges students to examine many theoretical frameworks which media studies scholars have developed throughout the years, and to use them as analytical tools to explore different aspects of mass media products and media cultures – from the past to the present digital environment. The students will be given opportunities to critique mass media products and mass communication scholarly research. At the end of the course, the students are expected to be able to apply some of the theories learned in this course into explaining or questioning mass-mediated phenomenon that appear in our culture.

Course Learning Goals:

- To develop a capacity for strategic thinking and understanding of the creation, dissemination, consumption, and impact of mass media messages in the digital age
- To analyze traditional and convergent media messages in the digital age based on theoretical frameworks and approaches in historical development, communication technology, legal and ethical issues that affect individuals, society, democracy and a global community

Communication Studies Learning Outcomes

Through reading texts, discussion questions and assignments, students will apply and meet an advanced level of:

- Analyzing and criticizing communication processes in various contexts (LO2)
- Formulating questions about communication and devising appropriate ways to answer these questions (LO 3)
- Exhibiting the ability to effectively use technology to disseminate messages, do research and analyze communication phenomena (LO 6)

Two course textbooks (available at Hamline bookstore and online stores)

Communication Theories: Origins, Methods and Uses in the Mass Media by Werner J. Severin and James. W. Tankard, Jr. (5th edition, 2008), Longman: New York., and

Issues in Media: Selections from CQ Researcher (2016), Sage Publication: Thousand Oaks, CA.

Additional readings and film materials can be accessed via the course blackboard.

Course Requirements

- One exam (250 pts.)
 - Ten quizzes (250 pts.)
 - Participation in five discussion forums in the Discussion Board (150 pts.)
- TOTAL 650 pts.**

Please note that this online course cannot be completed within one week. You must follow reading sequences and assignments to finish the course. Dates are provided in the course calendar. You may begin the course early and complete it early. The course will not be accessible on blackboard after midnight July 3, 2017.

Course Activities and Approach to Learning

This is a completely online summer course based on blackboard interface. You must log in to your Hamline blackboard account to perform these tasks:

- To complete 10 quizzes and one exam;
- To read or print out supplemental readings and summary notes;
- To access links to short film clips: *Triumph of the Will*, *The Persuaders: Give Us What We Want*, *Militainment Inc.*, and *Hollywood Pentagon Symbiosis*. Two documentary films: *The Illusionists: The Globalization of Beauty* and *PBS Frontline – United States of Secrets* can be accessed via Hamline Bush Library.
- To post your comments on the Discussion Board

Please do not request for any materials to be sent to you directly via email. If you are unable to access Hamline blackboard during the study session, you are advised to drop this online course.

Due Dates

There are two strategies to complete this course.

1) Follow the given deadlines of each reading and assignment strictly. Begin your study on Monday, June 5, and follow it through on a daily basis from day one to the last day of the course. The simplest way is to observe the due dates of all assignments. You may turn in your work any time/day up until each assignment's due date. No make-up quiz/exam allowed.

2) For those who are unable to work on a daily basis, you have an option to study the course materials in advance, or at your own pace. *The course materials are available on Tuesday, May 30, 10 am, and you may begin right away.* Please note that all assignments for Week One and Week

You must complete these assignments in order of their sequences. For example, Quiz 1 must be taken before Quiz 2. All of assignments belonged to Week 1 must be finished before you begin Week 2 assignments. Work submitted out of the sequence will be returned, or may not be graded.

Do not open any quiz or exam unless you intend to complete it. Once these are launched from the website, you will be forced to finish them in one sitting. No second attempt is allowed. If you accidentally opened it, you must send me an email so the quiz/exam can be reset. You will be given a different set of the exam.

Exam (250 points)

There is one exam. The exam questions are based on the film clips and the texts provided in Week One and Week Two. Once the exam is launched from its blackboard website, you have 180 minutes to complete it in one sitting.

Quizzes (250 points)

A total of 10 quizzes are given based on reading materials and film clips. Please check the course calendar, and make sure to take them via the course blackboard. Each quiz can be accessed at any time within the time frame specified in the course calendar. Once it is launched from its blackboard website, you have 60 minutes to complete each quiz. So, make sure you complete the chapter reading and take notes before you take any quiz. A make-up quiz is not allowed.

Discussion Board (A total of 150 points)

You are asked to respond to questions about mass communication theory and films. At least two short paragraphs for each question are expected.

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, you must provide evidence and let me know as soon as you can.

Challenge. I would like to hear from anyone who has a different learning challenge and may need modification of testing, or other class requirements, so that appropriate arrangements can be made.

A statement from Hamline's Disability Resources Office: Any student who has a physical or mental impairment, which substantially limits one or more major life activities such as self-care, walking, seeing, hearing, speaking, breathing, or learning, and presents adequate documentation of a diagnosis is eligible for Disability Services. Disability Resources is located in West Hall 108. To schedule an appointment, contact the Accommodation Coordinator at 651-523-2079. For more information, please contact Steve Anderson, director of Disability Resources at sanderson65@hamline.edu or call 651- 523-2521.

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.

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|-------------|-------------|-------------|
| A (94-100%) | A- (93-91%) | |
| B+ (88-90%) | B (87-84%) | B- (83-81%) |
| C+ (78-80%) | C (77-74%) | C- (73-71%) |
| D+ (68-70%) | D (67-64%) | D- (63-61%) |

Communication Studies 3320: Media in the Digital Age
 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 non-print media;
 - (b) effects of the various types of electronic audiovisual media on the communication process;
 - (d) functional, aesthetic, and ethical values of media communication.