

Mass Communication Perspectives

COMM 320

Spring 2009

Class Meetings: (Fletcher 113)
MWF 11a – 11:50a

UTC Online Website:
<http://utconline.utc.edu/>

Dr. Charlene Simmons
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423/425-5208

Office Hours:
MWF: 10a – 11a
Mon: 5p – 6p
Fri: 12p – 1p
or other times by appointment

Course Objectives

This course is designed to give you an overview of the history and development of mass media and mass media issues in American society. During the course of the class we will:

- trace the development of mass media theories over the last century
- explore different theories about the cultural, technological, economic, and social impact of the mass media
- learn how to collect and analyze published research and synthesis research findings in a literature review / research proposal

This course fulfills a general education requirement in Behavioral and Social Sciences.

Course Materials

The main text for this course is *Mass Communication Theory: Foundations, Ferment, and Future, 5th Edition* (ISBN 0-495-50363-0). The book is available in the UTC Student Book Store.

Additional resources will be posted on the course's Web site.

Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following graded activities:

- Bibliography (due Feb 2nd) (50 points)
- Annotated Bibliography (due Feb 23rd) (100 points)
- Literature Review (due March 30th) (100 points)
- Research Proposal (due April 20th) (100 points)
- Midterm Exam (on Feb 16th) (100 points)
- Final Exam (on April 24th) (100 points)

Assignments are due at the beginning of class on the assigned date. Projects that are turned in late will be penalized 10 points for each day late.

Make-up exams will be administered only with documented proof of an adverse condition (i.e. serious illness, family emergency). All requests (and documentation) for a make-up exam must be presented within twenty-four (24) hours of the test date, although notification prior to the test is preferred. Make up exam made be taken within on week of the exam day.

An unexcused exam will earn a zero and will be part of your final averaged grade for the course.

Determining Your Grade

Your overall grade will be based on the grades you earn on each of the graded tests and assignments. The grading scale for this class is as follows:

<u>Letter Grade</u>	<u>Numerical Grade</u>
A	495 – 550 pts (90 – 100%)
B	440 – 494 pts (80 – 89%)
C	385 – 439 pts (70 – 79%)
D	330 – 384 pts (60 – 69%)
F	0 – 329 pts (0 – 59%)

Class Participation

This course is designed to balance course readings with knowledge gained during in-class lectures and discussion. As such, it is important for us all to attend each class meeting. Please be respectful of everyone in the class and arrive on time, late arrivals tend to distract our attention from the learning process. Also, **please turn off cell phones while in class.**

If you are unable to attend a session because of illness or extenuating circumstances please notify me **prior** to the class and make alternative arrangements for getting notes from a fellow classmate.

Academic Integrity

Your enrollment in this course comes with the expectation that you will conform to UTC's honor system. To learn more about the honor system and honor code see the 'Academics' section of the UTC Student Handbook.

The honor code, as applied to this course, prohibits the use of notes, books, or the Internet during the closed book exams. It also prohibits the sharing of information between students during an exam session and the discussion of an exam's content with students who have yet to take the exam. Group study sessions prior to an exam period are allowed and encouraged. As applied to graded projects and assignments, all work must be the original creation of the student and must be created especially for this class.

Special Assistance

If you have a disability (physical, learning, psychiatric, vision, hearing, etc) that may require assistance, please speak with me as soon as possible. In addition, be sure to contact the Office for Students with Disabilities Phone: 425-4006 / Office: 110 Frist Hall.

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or stop by the office in room 338 of the University Center.

Class Schedule

Please read the assigned chapter before the first class in which the topic will be discussed.

Week Beginning	Monday	Wednesday	Friday
1/5	Intro to Class	Intro to Theory Chapter 1	The Role of Research
1/12	Searching for Academic Articles	4 Eras of Media Theory Chapter 2	4 Eras of Media Theory (cont.)
1/19	Holiday	Era of Mass Society Chapter 3	Era of Mass Society (cont.)
1/26	Mass Society Theories Chapter 4	Mass Society Theories (cont.)	Mass Society Theories (cont.)
2/2	Normative Theories Chapter 5 Bibliography Due	Normative Theories (cont.)	Normative Theories (cont.)
2/9	Limited Effects Theory Chapter 6	Limited Effects Theory (cont.)	Limited Effects Theory (cont.)
2/16	Midterm Exam	Doing an Annotated Bibliography	Media Violence Chapter 7
2/23	Media Violence Annotated Bib Due	Media Violence (cont.)	Media Violence (cont.)
3/2	Writing a Lit Review	Avoiding Plagiarism	Cultural Studies Chapter 8
3/9	Spring Break	Spring Break	Spring Break
3/16	Cultural Studies (cont.)	Cultural Studies (cont.)	Cultural Studies (cont.)
3/23	Audience Theories Chapter 9	Audience Theories (cont.)	Audience Theories (cont.)
3/30	Audience Theories Lit Review Due	Media & Society Chapter 10	Media & Society (cont.)
4/6	Media & Society (cont.)	Media & Society (cont.)	Holiday
4/13	Media & Culture Chapter 11	Media & Culture (cont.)	Media & Culture (cont.)
4/20	Wrap Up Research Proposal Due		Final Exam – Fri 4/24 11 am – 1 pm

Values and Competencies For Communication Majors

The University of Tennessee at Chattanooga Communication Department faculty sets the goal of developing within each student these core values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication [competencies addressed in this course are in bold]:

1. Understand and apply First Amendment principles and the law appropriate to professional practice.
2. **Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.**
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Work ethically in pursuit of truth, accuracy, fairness and diversity.
5. **Think critically, creatively and independently.**
6. **Conduct research and gather information by methods appropriate to the communications professions in which they work.**
7. **Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.**
8. Critically evaluate their own work and that of others for grammatical correctness, appropriate style, clarity, accuracy and fairness.
9. Understand concepts and apply theories in the use and presentation of images and information.
10. Apply basic numerical and statistical concepts.
11. Apply tools and technologies appropriate for the communications professions in which they work.