

Survey of Mass Media Syllabus

MMC1000, Summer 2021, May17 - June 18

Instructor: Prof. Richard Vogel

Time: June 22, 2020 - July 24, 2020

Office Hours: By Appointment

Contact Hours: 45

Credits: 3

Course Description

This course will survey major sections of the mass communication/mass media. Students enrolled in the course will begin to gain a subjective as well as an objective view of media. The course will question, criticize, explore, and evaluate the power, manipulation, and inner-workings of the field of media. The hope is that this course will assist students in the necessary process of filtering images, understanding media content, and becoming learned evaluators of this important cultural force. Students enrolled in the course will participate by completing course readings; course assignments, projects, quizzes and exams; and engaging in group discussions and exercises.

Textbook Information

Campbell, R., Martin, R.M., & Fabos, B. (2017). *Media and Culture: Mass Communication in a Digital Age* 11th Edition. Boston, MA: Bedford/St. Martin's.

Measurable Course Objectives

Upon successful completion of this course the student will be able to:

- Express competent knowledge concerning traditional and emerging mass media
- Actively participate in addressing problems facing media today
- Evaluate the contributions of mass media and emerging media to a global/modern society and popular culture
- Critically analyze the negative outcomes and responses to media stimuli
- Describe how popular culture is shaped, challenged, and directed by mass media and emerging media
- Delineate the importance of media as a global social institution
- Explain importance of mass media and emerging media within various aspects of life

- Identify connections between major fields of study and the study of media content, ownership, economics and social power
- Demonstrate media literacy and its importance in a contemporary world
- Identify the creativity and sophistication present in contemporary mass media products

Collegewide Student Learning Outcomes

The Collegewide Student Learning Outcomes assessed and reinforced in this course include the following:

- Communication
- Critical Thinking
- Social Responsibility
- Personal Responsibility

Course Requirements

1. Course material, projects, and assignments will be available to students on a weekly basis. This means that you have a limited amount of time to complete your projects and assignments after which period the material will no longer be accessible to students. Please pay careful attention to due dates because they vary for each assignment/project in the course.
2. Please understand that students are responsible for keeping up with all due dates and related changes/updates in the course, including, but not limited to, date changes, test material and homework assignments.
3. Students enrolled must complete all assigned projects and take all exams unless otherwise noted. Please note that there will be no opportunities for make-up exams.
4. Learn to develop intellectual opinions and speak up in class discussions.
5. **THINK & BE OPEN MINDED! STUDENTS MUST TREAT PEERS WITH RESPECT!**
6. Understand that some of the course material is very honest. Additionally, if you are unable to listen to others' opinions about ideas and concepts you need to drop this course now. The course will NOT tell you what to think on the "gray" areas, however it will encourage you to think in a way that you, perhaps, have not done before.

Makeup Policy

You will be allowed to make up work for full credit only under extreme circumstances (such as a documented, serious health-related emergency). In-class exercises for this course may require extensive setup and generally cannot be made up. Quizzes (both

announced and unannounced) will be generally given at the beginning of class; latecomers will not be given extra time to complete quizzes. Exam and exercise dates are shown in bold in the schedule below. Homework will be occasionally assigned in class throughout the term. It is your responsibility to keep up with these assignments.

Cheating will not be tolerated. This includes giving or receiving aid on a quiz or exam and plagiarizing the work of others (including your classmates). There will likely be homework or in-class work that will allow for collaboration, but all work you turn in must be in your own words.

Grading Policy

First Exam	30%
Second Exam	30%
Essay Assignment	30%
Participation	10%

Project 1: View the Potempkin step sequence and the video offering analysis of it.

Due Thursday of fourth week at 11:59 PM

In the class we discussed media literacy which analyzes messages within media. The sequence you are going to watch is one of the most famous scenes ever shot and edited in movie history. Use your media literacy skills to consider what the director was trying to say.

Make sure you understand what the movie is about before answering the related questions.

Explain in an essay of 1-2 pages: Your answers will be your opinion. There are no right or wrong answers for questions 2-5 UNLESS your answers show you gave this little or no thought.

1. Research the movie “ Battleship Potempkin ” and discuss briefly what the movie is about and why it is considered an important and famous movie.
2. Was the sequence effective at communicating a message?
3. What was the message?
4. The video is very violent and disturbing for many. Was the level and amount of violence necessary to communicate the message?
5. There are many closeups of the people in the crowd, many of whom are shot. Why weren't the faces of the soldiers shown?

Battleship Potempkin Odessa Step sequence:

<https://www.youtube.com/watch?v=Ps-v-kZzfec&bpctr=1591570793>

Longer version with more context of what people are celebrating and viewing:
<https://www.youtube.com/watch?v=4xP-8r7tygo&t=83s>

Explanation of Potempkin step sequence (directed by Sergei Eisenstein):

https://www.youtube.com/watch?v=g5WbeoP_B8E&t=308s

Grading Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = Below 60%

“A” grades are given for outstanding work. You are doing extremely well. The student has exceeded expectation.

“B” grades are given for above average work. You are doing very well. Improvements will be toward higher refinements of concept.

“C” grades are given for average work. You are meeting an acceptable level or expectation. Improvements will be towards acceptable levels of project requirements.

“D” grades are given for below average work. You are under-achieving in quality and/or motivation. Improvements will be towards acceptable level of project requirements.

“F” grades are given for failure. You are not reaching the expected level for college work. Improvements are to review goals, seek assistance and increase efforts.

Course Outline:

Please note that schedule is subject to change - Students are responsible for keeping up with such changes. Study guides related to readings will be made available. STUDY GUIDES WILL NOT INCLUDE CONTENT FROM VIDEOS OR RECORDED LECTURES OR POWERPOINT. POWERPOINT WILL BE MADE AVAILABLE TO YOU.

Week 1

- Mass media and the cultural landscape
- Media history cycles
- History of film
- History of radio
- History of television

- READ PARTY 1 OF TEXT

Week 2

- History of internet
- Internet + Media convergence
- Culture of Journalism: Values, ethics and democracy
- READ PART TWO OF TEXT (NEW MEDIA AND HOW IT DIFFERS FROM LEGACY MASS MEDIA)

Week 3

FIRST EXAM WEDNESDAY; COVERING VIDEOS 1-24 AND FIRST TWO PARTS OF TEXT

- Media theories—how the media effect us
- READ PAGES 948-992

Week 4

- What the media try to do to us and what we can do with the media—media literacy
- Video and media: the power of visual culture
- Advertising and commercial culture

Week 5

- Media effects and cultural approaches to research
- Making money with the media: Sales, marketing and new media
- Public relations and framing the message
- READ PART 4
- **EXAM FRIDAY COVERING PART 3 and 4 of Text and pages 948-992 AND videos 25-60**

Academic Integrity

As members of the Seminole State College of Florida community, students are expected to be honest in all of their academic coursework and activities.

Academic dishonesty, such as cheating of any kind on examinations, course assignments or projects, plagiarism, misrepresentation and the unauthorized possession of examinations or other course-related materials, is prohibited.

Plagiarism is unacceptable to the college community. Academic work that is submitted by students is assumed to be the result of their own thought, research or self-expression. When students borrow ideas, wording or organization from another source, they are expected to acknowledge that fact in an appropriate manner. Plagiarism is the deliberate use and appropriation of another's work without identifying the source and trying to pass-off such work as the student's own. Any student who fails to give full credit for ideas or materials taken from another has plagiarized.

Students who share their work for the purpose of cheating on class assignments or tests are subject to the same penalties as the student who commits the act of cheating.

When cheating or plagiarism has occurred, instructors may take academic action that ranges from denial of credit for the assignment or a grade of "F" on a specific assignment, examination or project, to the assignment of a grade of "F" for the course. Students may also be subject to further sanctions imposed by the judicial officer, such as disciplinary probation, suspension or dismissal from the College.