

Delta College Mass Media English 115W

2011 Course pack
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Even if this is your first class of the day, you already have been exposed to dozens of media messages. Perhaps you awoke to a radio blaring a song or newscast, watched TV as you got dressed in a shirt and shoes with company logos, read billboards on your way to class and checked your e mail. The media is a big part of your day whether you realize it or not.

In this class we will study the media by stopping the action to take a closer look. How does the media work? How is it influenced? Is its economic model still effective? What is the impact of the internet on all areas of the media? What does the immediate future look like? Five years from now?

Course Description

This course is designed to acquaint you with the various public information media and their influences, operations and opportunities. It provides the foundation for courses in the following programs: Journalism and Emerging Media, Electronic Media Broadcasting and Graphic Design. It also is intended for students from all fields who seek a better understanding of the complex American system of mass communication.

Approach

Don't expect to sit back and listen to lectures. Expect to read, question, work in small groups, write, talk with guest speakers and experiment. Expect to get involved in the media.

Outcomes and Objectives

Define basic information about print, electronic and persuasive media.

- Identify the functions of each
- Describe the operations of each
- Outline the history of each

Analyze and research media issues

- Read about the media's role in society
- Identify major media issues and discuss them

Investigate media opportunities

- Visit media sites
- Interview media professionals and write a job description

Interpret the effectiveness of the media in today's society

- Evaluate and write about the print and electronic media's coverage of a major news event.
- Distinguish between strengths and weaknesses of the media.

Text

The Media of Mass Communication by John Vivian. This text will serve as our starting point for discussion and reference.

Other resources

You will be encouraged to obtain additional information from a variety of sources. In other words, use the media available to you to study the media. Example sources could include: internet sites, newspaper, magazine and journal articles, videos, films, in-person or telephone interviews, on-sight visits and observations, professional studies, original surveys, recordings, speeches, book reviews etc.

If you don't read a newspaper or check news websites on a daily basis, it's time to start. The media does a good job of covering the media and this is the way we will update the information in our textbook.

Major Written Assignments

There will be three major assignments:

- An inventory paper about your media habits
- A media project of your choice
- An oral and written report of an interview with a media personality

Other Assignments

There will be additional assignments relating to topics we will discuss. They will be short and specific.

Tests

Three tests will cover the print, electronic and persuasive media. There will be no mid-term or final exams. Each test will count for 100 points.

Journals

Typed journal entries are required for each assigned chapter in the book. The format of each journal will vary. More instructions will follow.

Late Work Policy

The media works on strict deadlines. Assignment deadlines for this class will be announced well in advance. Therefore, **NO LATE WORK** will be accepted for any reason. If you cannot attend class, you must see that I receive your assignment prior to the beginning of class -- whether you e-mail it, deliver it to my office or give it to a classmate to bring to class. **There will be no exceptions to this policy.**

It is not fair to other members of the class if I accept late papers from some students while others turn their work in on time. Late papers also make grading confusing — some students want a lesser grade for late work but I don't deal in discount grades. I only accept and grade papers that are complete and submitted on time. This policy also will help students who procrastinate from falling into a pattern that is difficult to change.

Electronic considerations

If you want to contact me by e mail, you must use your Delta e mail address. If you use another address and I do not receive your assignment because it has gone to my spam mail, it will be considered late and will not be accepted. If you are sending me a document via e mail, either paste it into the e mail message or save it as a **doc. or docx. file**.

If you want me to e-mail you your grade or other information about your performance in this class, remember that **there is no reasonable expectation of privacy with computer systems and networks used to conduct college business. For your protection, do not share your e mail account or password with anyone. Review the college's access and usage guidelines at www3.delta.edu/AIG.asp**

In part, the guidelines state:

You should not assume that anything received, sent or stored on any of these systems is private. The College generally, and system administrators specifically, will respect the privacy of users. However, these systems are not provided or intended for sending or receiving private or confidential communications. If material is stored electronically rather than in paper files, it must be just as accessible to others who need access to those files as any paper file would be. In addition, system administrators have access to all mail and user access requests and will monitor them as necessary to assure efficient performance and appropriate use. If access discloses improper or illegal use, it may be reported and penalized. Legal process, including requests for information under the Freedom of Information Act, may also compel disclosure.

In addition, I expect you to print out your assignments and hand them to me in class. Don't wait until the last minute to print your documents at Delta. Sometimes you can't open your documents from home once you get to campus. For better results, save your files in the **rich text format (.rtf)**. To do this, choose the "save as" option and select rtf. You should **also e mail your document to yourself** at your Delta account. That way you will have a back up copy.

Incomplete Assignments

All assignments must be complete in order to be graded. Incomplete assignments will not be accepted or graded. There is no partial credit for assignments.

Plagiarism

Plagiarism (using the words of someone else and passing them off as your own) is a serious issue. The College's Policy for Plagiarism and Honesty in Academic Work is included in this course pack and you should become familiar with it because you will be held accountable to it.

Papers that have been plagiarized are given a failing grade of F for the assignment. In some cases, this grade could result in a failing overall grade for the class.

Attendance

Attendance is required for this course and I will take attendance daily. I expect you to arrive on time and stay the entire class period. Any graded work we complete in class cannot be made up if you miss the class.

I may **drop** you from the class if you miss, for any **reason, in excess of 2/15 of the classes** for this course. This is a policy of the English Division. In other words, if you are absent **two or more times for a class that meets once a week, or four times for a class that meets twice a week** you will be dropped. This could have an impact on your financial aid status as a full-time student.

If I drop you from the class, Records and Registration will notify you in writing. If you wish to appeal the instructor-initiated drop, you must contact me. If necessary, you may request mediation of the English Division Chair. An appeal must be in writing, signed by you as the person requesting the appeal, and received within one week following the notification of the drop.

Sounds like a lot of trouble, right? It is. Just come to class during the assigned time and this won't be an issue for you.

Grades

Students can compute their own grades following the grade sheet in the course pack. The instructor will compute midterm and final grades. The grading scale is:

100-93 A	92-90 A-	89-87 B+	86-83 B
82-80 B-	79-77 C+	76-73 C	72-70 C-
69-67 D+	66-63 D	62-60 D-	59- F

Conferences

Conferences can take place before or after class, during office hours or at a time convenient to both the student and instructor.

Misc.

- Extra credit assignments will **not** be accepted in this class.
- Delta College has an official add/drop and refund policy that is printed in this semester's Schedule of Academic Classes. The policy can have a financial and personal impact on your future at Delta. Please review it.
- Delta College offers a variety of services ranging from the Writing Center to the Employment Office. Many of these services are described in the Delta College Schedule of Classes and Catalogue.

° If you have a documented disability that impacts your academic performance and need an academic accommodation, please contact the Office of Disability Services in D 102 or call 686-9330. Mike Cooper is the disability services director.

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