Media Literacy (COMM 2300-41400)
Arts & Communications Division
Spring Flex-Term 2017

Class Meets: Online (3 Credit Hours)
March 20, 2017 – May 11, 2017

Instructor: Sara Blankenship, M.A.
Virtual Office: Always open
E-mail: sarablankenship@dcccd.edu

Before you begin: You have elected to take an accelerated course. You will be completing 16 weeks of coursework in eight (8) weeks. Therefore, it is your responsibility to set aside an appropriate amount of time to dedicate to coursework. This class will move quickly and deadlines are firm. Your commitment to this course is just as important as the textbook and reliable internet access.

Course Description
This course involves criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. (3 Lec.)

Student Learning Outcomes
By the end of this class students should be able to:
- Understand the goals and methods of various media industries
- Identify and understand the effects media has on us
- Understand benefits and potential negative effects of media content
- Identify techniques to become more media literate as individuals and a society

Required Materials, Resources and Skills For This Course
Media Literacy, Edition 8, W. James Potter
(ISBN 978-1483379326)
- Reliable, consistent internet access. Internet is available in the library and at many other establishments.
- Basic computer skills, including the ability to type papers and produce Power Point presentations. All papers should be saved as .doc or .rtf documents to ensure compatibility.

Eastfield College Email Policy
Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: http://www.dcccd.edu/netmail/home.html. In this course, you may email the instructor through your NetMail account or through eCampus by clicking on the Send Email option under Tools.

COMM Learning Outcomes
Upon receiving an associate’s degree in a journalism-related field of study students should be able to show mastery of the following student learning outcomes. Each of these will be taught in this course.
<table>
<thead>
<tr>
<th><strong>First Amendment</strong></th>
<th>Journalism students should value the implications the First Amendment has throughout their journalistic work.</th>
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</thead>
<tbody>
<tr>
<td><strong>Communication</strong></td>
<td>Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.</td>
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<td><strong>News</strong></td>
<td>Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing.</td>
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<td><strong>Technology</strong></td>
<td>Journalism students should demonstrate the use of different technologies.</td>
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<td><strong>Ethics</strong></td>
<td>Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.</td>
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<tr>
<td><strong>Research</strong></td>
<td>Journalism students should demonstrate research skills throughout their practical and academic course work.</td>
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<tr>
<td><strong>Diversity</strong></td>
<td>Journalism students should discuss the diversity of their professional environment as well as their audiences.</td>
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</table>

**Instructor’s Expectations**

My goal is to help you succeed in this course. To ensure an optimal learning environment, I ask every student to follow these policies:

- Communicate with me as well as your other classmates frequently.
- Make sure you submit your Week 1 assignments so your instructor knows you are actively participating in this class and can certify you as an active student. If you have not submitted an assignment by the second day of class, I will not be able to certify you.
- You are responsible for reading the assigned chapters in order to successfully complete all class work. Failure to do so may result in a low grade for any posting, assignment, quiz, or exam.
- Submit all work electronically through eCampus. If you experience any problems or don’t see an assignment on your end, please let me know immediately.
- Do not wait until the last minute to take any exam or quiz or make a discussion post. Technical difficulties are not an excuse for missed deadlines.
- You will take all quizzes, the midterm exam and the final online. You will have two attempts on each of the quizzes, but you can only take the midterm and the final once. Make sure you are ready before taking the midterm and final.
- Do not plagiarize. You are guilty of plagiarism when you submit somebody else’s works and/or words as your own. Plagiarism is a serious violation of the student ethical code of conduct and will result in measures reaching from a grade “F” for the assignment in question to failing this course. Also see the statement below about academic honesty and plagiarism. SafeAssign software will be used to ensure that submissions are authentic.
- Do not cheat. If you copy another student’s work, then this will be treated in the same way as plagiarism. Also see the statement below about academic honesty and plagiarism.
- This course serves as a learning environment for everybody participating in this class. To facilitate academic and personal growth for everyone, you are expected to be courteous and respectful toward the instructor and other students, and can expect the same in return. While I encourage an informal and friendly online classroom environment that facilitates discussion and exploration, we must still accommodate one another’s differing perspectives and opinions.
• Incompletes will only be assigned to students who find themselves in extenuating circumstances, who have completed at least eighty percent of the class, and whose grades so far indicate that this student would otherwise have completed this class with a passing grade of “A” or “B.”

Coursework
Students will be asked to complete weekly discussion board posts on eCampus and write two analysis papers. There will also be quizzes on the readings, a midterm and a final exam.

Submitting Work
All work must be turned in through eCampus. Please do not send any assignments to me through email. If you have any problems submitting, please let me know immediately. To avoid glitches, it’s best not to wait until the last minute to submit assignments since you have an entire week in most cases.

Deadlines and Missed Assignments/Tests
Late assignments will not be accepted. Accommodations will be made for students participating in extracurricular activities with the school or in extenuating circumstances for which they can provide verifiable documentation. If no such documentation can be provided, work will not be accepted, no exceptions.

Assignments and Grading

Introduction and Reflection Exercises
Students will have an opportunity to earn 100 points each on these two “effort” exercises. The first is simply an introduction post due during the first week of class. The second, which is due at the end of the semester, is a reflection on what you have learned in the course.

Introduction = 50 points
Reflection = 50 points
Total = 100 points

Discussion Board Posts (11 total)
Students are responsible for posting on a weekly discussion board topic chosen by the instructor as well as responding to at least two of your classmates’ posts. Your post should be at least 300 words long and should not stray from the original topic. Posts must demonstrate that you have read the required text, citing examples and using terminology from the readings, to receive maximum credit. Responses to your classmates’ posts should do the same. Short comments will not receive full credit. Check the discussion board daily and don’t wait until the last minute to post your responses. Posts will be due every Sunday during the semester. Late posts will not be accepted unless there is a documented excuse, such as a lengthy illness, or a school-sanctioned activity.

25 points each = 275 possible points

Research Papers
Students will write two research/media analysis papers on assigned topics.

125 points each = 250 possible points

Quizzes (7 total)

25 points each = 175 possible points

Midterm and Final Exam
There will be a mandatory midterm and final exam for all students.

Midterm = 100 points
Final = 100 points

200 possible exam points

Total Possible Points in Course: 1,000
Grading Scale
A = 900-1,000 points
B = 800-899 points
C = 700-799 points
D = 600-699 points
F = 0-599 points

Extra Credit
Because of the accelerated nature of this course, I do not plan on offering extra credit. However, this is a media course and we live in a media world. If something extraordinarily relevant comes up in current events, I will consider an extra credit opportunity.

Submitting Work
All work must be turned in through eCampus. Please do not send any assignments to me through email. If you have any problems submitting, please let me know immediately. To avoid technical glitches, it’s best not to wait until the last minute to submit assignments since you have an entire week in most cases. Note that I am much more understanding about extenuating circumstances if you communicate with me before the due date and if you are an active student in the class who regularly meets the posted deadlines for your assignments.

Important: Emailing Your instructor
Legal privacy issues prevent your instructor from discussing your work or your grades on commercial e-mail accounts. If you have a question about your grade, you must open a student e-mail account. The account is free. You may set it up by going to http://www.dcccd.edu/MSOffice. All communication should be conducted through your official student email account.

Withdrawing from the Class
If you are considering dropping this class, please email me immediately! Many times, there might be a better alternative than dropping a class, and I will be glad to help you in any way I can, or put you in touch with someone who can.

If we cannot find a more satisfactory solution than dropping a class, then it is YOUR RESPONSIBILITY to withdraw formally from the course or courses. The last day to withdraw with a grade of “W” for the spring semester is April 12, 2017. Failure to drop or withdraw officially from a course will result in your receiving no credit for any remaining assignments and will like result in a failing grade for the course. For more information, please follow this link: http://www.eastfieldcollege.edu/ari/Drop.asp.

Students on Financial Aid
Students who are receiving financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester.

Obtaining Final Course Grades
Final Grade Reports are not mailed but can be accessed online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect. Grades will also be printed on your Student Advising Report in the Admissions Office.

Academic Honesty
As a college student, you are considered a responsible adult. Please note I do not tolerate cheating in any capacity. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at https://www1.dcccd.edu/catalog/ss/code.cfm.

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents
of an unadministered test, and substituting for another person to take a test.

Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work. Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense in college. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

In any written paper or online post, you are guilty of the academic offense known as plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a zero on the assignment. A second offense will result in an F for the course. You cannot mix the author’s words with your own or “plug” your synonyms into the author’s sentence structure. The author’s words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating the ability of understanding and comprehension. If you summarize, paraphrase or directly quote from an author, you must use the appropriate documentation because the ‘idea(s)’ still belong to the author.

Responsibility: Each student shall be charged with notice and knowledge of the contents and provisions of the District’s policies, procedures, and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. If a student fails to comply with classroom etiquette procedures, the student will be asked to leave the classroom and will be counted absent for that class day.

Sexual Harassment
Eastfield College has a zero tolerance policy on sexual harassment. All students shall report complaints of sexual harassment informally to the college Human Resources Director or formally to the Vice Chancellor of Educational Affairs.

ADA Statement
Students with a physical, mental or learning disability who require accommodations should contact the college Disability Services Office in C237. 972.860.8348 or email efcdso@dcccd.edu. For more information: http://www.eastfieldcollege.edu/SSI/DSO/index.html

Family Educational Rights and Privacy Act of 1974 (FERPA)
In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

DCCCD Office of Institutional Equity Syllabi Statement - Spring 2017
The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and carrying out compliance policies and procedures. The institutional equity and compliance officer and the Office of Institutional Equity make sure that college district policies and federal and state laws related to sexual assault, Title IX, Title II (Americans With Disabilities Act) and the Military Veterans Full Employment Act are followed to support diversity and inclusion.

Students With Disabilities: If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please inform DSO to forward your accommodation request to your instructor as soon as possible, preferably at the start of the semester or program. For more information about the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSOffices or contact the
A Note on Harassment, Discrimination and Sexual Misconduct: We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence) or retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity and/or gender expression, please contact your college Title IX coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety. We are concerned about the well-being and development of our students and are available to discuss any concerns. There are both confidential and nonconfidential resources and reporting options available to you. If you wish to keep the information confidential, please contact college Counseling or student Health Services.

As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the college Title IX coordinator or district Title IX coordinator. The Title IX coordinator will contact you and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX coordinator or visit dcccd.edu/TitleIX.

**College Title IX Coordinators**

- Brookhaven: Terri Edrich [TitleIX-BHC@dcccd.edu](mailto:TitleIX-BHC@dcccd.edu) 972-860-4588
- Cedar Valley: Grenna Rollings [TitleIX-CVC@dcccd.edu](mailto:TitleIX-CVC@dcccd.edu) 972-860-5222
- Eastfield: Rachel Wolf [TitleIX-EFC@dcccd.edu](mailto:TitleIX-EFC@dcccd.edu) 972-860-7325
- El Centro: Shanee’ Moore [TitleIX-ECC@dcccd.edu](mailto:TitleIX-ECC@dcccd.edu) 214-860-2626
- Mountain View: Regina Garner [TitleIX-MVC@dcccd.edu](mailto:TitleIX-MVC@dcccd.edu) 214-860-5675
- North Lake: Francyenne Maynard [TitleIX-NLC@dcccd.edu](mailto:TitleIX-NLC@dcccd.edu) 972-860-3980
- Richland: Bill Dial [TitleIX-RLC@dcccd.edu](mailto:TitleIX-RLC@dcccd.edu) 214-238-6352
- Dallas Colleges Online: La’Kendra Higgs [TitleIX-LEC@dcccd.edu](mailto:TitleIX-LEC@dcccd.edu) 972-669-6590

**District Title IX Coordinator**

Office of Institutional Equity: LaShawn Grant [TitleIX-District@dcccd.edu](mailto:TitleIX-District@dcccd.edu) 214-378-1633

**Key Semester Dates**

**Spring Academic Semester, 2017**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 16 (M)</td>
<td>Martin Luther King, Jr. Day Holiday</td>
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<tr>
<td>January 17 (T)</td>
<td>Classes Begin</td>
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<tr>
<td>January 30 (M)</td>
<td>12th Class Day</td>
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<tr>
<td>March 13-17 (M-F)</td>
<td>Spring Break -- College buildings and offices will be closed for the week.</td>
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<tr>
<td>March 20 (M)</td>
<td>Classes Resume</td>
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<tr>
<td>April 12 (W)</td>
<td>Last Day to Withdraw</td>
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<tr>
<td>May 5 (F)</td>
<td>Last class day for spring.</td>
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<tr>
<td>May 8-11 (M-R)</td>
<td>Final Exams</td>
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<tr>
<td>May 11 (R)</td>
<td>Semester Ends</td>
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COMM 2300 Tentative Course Calendar

Our weeks are Monday through Sunday. Assignments/discussions will be available no later than 5 p.m. on Mondays and will be due by 11:59 p.m. Sunday. Quizzes and exams will be available at 12:01 a.m. on Fridays and will be due by 11:59 p.m. Sunday.

<table>
<thead>
<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Testing</th>
<th>Discussions</th>
<th>Other Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Syllabus Chapter 1: Why Increase Media Literacy? Chapters 2 and 3: Defining Media Literacy; Examining Message Exposure</td>
<td>Quiz 1</td>
<td>Discussion 1 Discussion 2</td>
<td>Introduction</td>
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<td>March 20 – March 26</td>
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<td><strong>Week 2</strong></td>
<td>Chapter 4: Industry Perspectives on Audience Chapter 5: Children as Special Audience</td>
<td>Quiz 2</td>
<td>Discussion 3 Discussion 4</td>
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<td>March 27 – April 2</td>
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<td><strong>Week 3</strong></td>
<td>Chapters 6 and 7: Development of Mass Media Industries; The Economic Perspective Chapters 8 and 9: Media Content and Reality; News</td>
<td>Quiz 3 Quiz 4</td>
<td>Discussion 5 Discussion 6</td>
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<td>April 3 – April 9</td>
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<td><strong>Week 4</strong></td>
<td>Chapters 10 and 11: Entertainment; Advertising Chapter 12: Interactive Media Midterm Exam due</td>
<td>Discussion 7 Discussion 8</td>
<td>Essay/Analysis 1 due</td>
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<td>April 10 – April 16</td>
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<td><strong>Week 5</strong></td>
<td>Chapters 13 and 14: Media Effects Chapter 15: Helping Yourself and Others</td>
<td>Quiz 5</td>
<td>Discussion 9</td>
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<td>April 17 – April 23</td>
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<td><strong>Week 6</strong></td>
<td>Going forward, we will look at the following “issues,” which are similar to chapters Issues I, II, and III: Media Ownership, Piracy, and Sports</td>
<td>Quiz 6</td>
<td>Discussion 10 Discussion 11</td>
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<td>April 24 – April 30</td>
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<tr>
<td><strong>Week 7</strong></td>
<td>Issues 4, 5, and 6: Violence, Advertising, and Privacy</td>
<td>Quiz 7</td>
<td>Essay/Analysis 2 due</td>
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<td>May 1 – May 7</td>
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<td><strong>Week 8</strong></td>
<td>Exam Week Final Exam due</td>
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<td>Class reflection due</td>
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<td>May 8 – May 11</td>
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The instructor reserves the right to amend this syllabus as necessary.