



COMM1200-80 Media and Society
Winter 2023/2024
Asynchronous Online

Instructor	Dr. Kyung-Hyan (Angie) Yoo	Office	Hamilton Hall 108
Contact	yook2@wpunj.edu (e-mail is the best way to contact me)	Office hours	Schedule an appt. at HERE We will meet at my Virtual Office

Email Response Time: Within 24 hours during the week (Mon – Fri); With 48 hours on weekends. Please plan accordingly with our course assignments in mind.

Course Description

This is an overview course tracing the creation, development, and technology of mass media from print, radio, and television to movies, cable, and the Internet. Students will have opportunities to examine – *through discussion, writing, and presentation* - media institutions and communication systems in terms of personal and social impact. Issues, policies, and ethics of the contemporary media landscape will also be discussed, including media convergence, the shifting media platforms, and the role of media in democratic expression. *Course prereq:* None.

Course Objectives

The main objective of this course is to introduce students to the characteristics of mass communication and its role and impact on both individuals and society. The goals of this course are to have students:

1. Remember and discuss key historical events and developments in media.
2. Comprehend diverse forms of media and their impacts.
3. Identify the intricate economic and political forces that drive the media sector and understand their effects on media content creation, viewpoints, and dissemination.
4. Know the organizational structures in media outlets and the practices of media professionals.
5. Possess the skills to critically assess media content and its potential influence on both individuals and broader societal dynamics.
6. Equipped to evaluate the ethical responsibilities that media practitioners bear when crafting and dispersing information to varied audiences.
7. Examine media portrayals of diverse social groups and assess media inclusivity, and identify potential biases.
8. Skills necessary to cultivate media literacy, enabling them to conscientiously engage with media content, make informed consumption choices, and actively participate in the creation of meaningful media materials.

Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Recall key historical events and developments in media.
2. Explain the various forms of media and their influence on individuals and society.
3. Recognize economic and political dynamics in the media industry and understand their implications on media content and perspectives.
4. Outline the organization of media work and practices of various media professionals.
5. Evaluate media content and its impact on users and society.
6. Assess the ethical considerations and responsibilities of media professionals in creating and disseminating information.
7. Analyze media representations of diverse social groups to examine media diversity and inclusivity.
8. Develop media literacy competency to become responsible and informed media content consumers and creators.

Textbook & Required Materials

Textbook

No required textbook. The following book is recommended

Croteau, D. R., Hoynes, W. & Childress, C. (2022). *Media/Society: Technology, Industries, Content, and Users*. Sage Publications – 7th Edition. A copy (5th Edition) is on reserve in the David & Lorraine Cheng Library.

Additional readings will be posted to the course Blackboard page.

Course Websites

Blackboard: Students are required to review the course materials posted on the course website and regularly check the announcements. Go to <https://bb.wpunj.edu/webapps/login/> to sign in.

Things to Remember to Take Online Course

This is an online course in which **you'll be required to read/watch the assigned chapters and lecturers WEEKLY**. You will also have several homework assignments. While tablets, smartphones, and other mobile devices may allow for some completion of coursework, they are not guaranteed to work in all areas. Please ensure you have a Windows or Mac-based computer available to complete coursework in the event your selected mobile device does not meet the needs of the course. A wide array of resources to support remote learning of students are available. Please visit the [Remote Learning and Support Page](#). For assistance with Blackboard, visit the [Blackboard for Students Support Page](#). Visit the "University Policies, Tools, and Resources" folder on the course Blackboard page for additional resources.

Online Etiquette:

- Remember that each name represents a real person.
- Respect your classmate's privacy and the information they share in class.
- Embrace the diversity of opinions; exposure to different viewpoints is part of the learning process.
- Exercise caution with humor and sarcasm, as their intent might be misconstrued in text form.
- Reserve the classroom discussion board for topics relevant to the entire class; for personal or specific matters, consider using email to communicate with the instructor or peers.

Course Requirements

Attendance & Class participation (15%): Even though this is an online asynchronous class, students are expected to actively engage in class discussions throughout the semester to attain a complete participation score. Refer to the attendance policy on page 4 of this syllabus under “Rules to Live By” for more details.

Quizzes (15%): There will be three short multiple-choice online quizzes throughout the semester, with questions based on the covered chapters. Please make sure to read the assigned materials to prepare for these quizzes. These quizzes will be open-book timed tests.

Exam (20%): There will be a final exam. The exam will cover readings, classroom/online discussions, assignments, and any material covered in class including guest speakers, etc. Make-up exams will only be allowed if students have received prior authorization from the instructor before the scheduled exam date.

Activities (35%): There will be three class activities. The details of these class activities will be posted on Blackboard. Missed class activities cannot be made up or substituted without valid reasons (appropriate documents must be submitted). Please refer to the course schedule for the dates of the class activities.

Media & Your Worldview (15%): This assignment aims to bring together all you have learned in this class and assess whether your worldview has evolved as a result. Your task is to either create a concise 5-minute (maximum) presentation (*Option 1*) or write an approximately 3-page reflection paper (*Option 2*). In either choice, you should address the provided prompt questions while reflecting on your class learning. Please refer to the separate assignment handout for further details.

Grading Policy

The instructor makes every effort to grade fairly and is always willing to explain why a specific grade was given. In the event that students feel they received an undeserved grade, they should make their case in writing to the instructor **within one week of receiving the grade**. Grades will be accessible through the course Website, and feedback for assignments will be posted within a week after the due date. Student evaluations will be based on the following:

Participation	15 %
3 Quizzes	15 %
3 Activities	35%
Exam	20 %
Media & Worldview Assignment	15%
Total	100%

Grading Scale: A=93-100, A⁻= 90-92, B⁺=87-89, B=83-86, B⁻=80-82, C⁺= 77-79, C= 73-76, C⁻=70-72, D= 60-69, F= 59 and below

Rules to Live By

Attendance & Participation: Students must visit the course Blackboard page at least once a week and fulfill all weekly assignments. As this is an asynchronous online class, your attendance will be verified through the Blackboard access record data and the submission of class assignments. (Activities/assignments are scheduled every week – please consult the course schedule for assignment deadlines.) Students are accountable for catching up on any class requirements, announcements, or material missed due to absences.

Late Assignments: No late work will be accepted without proper documentation. Any late assignments that are accepted will receive a lower grade (-25%) than work submitted on time and must be submitted within 1 week of the assignment deadline.

Academic Integrity: "As an academic institution committed to the discovery and dissemination of truth, William Paterson University expects that all members of the University community shall conduct themselves honestly and with professional demeanor in all academic activities." Please refer to the Student Handbook for information on unacceptable behaviors.

Plagiarism: I take plagiarism very seriously and will FAIL students for the assignment or the course for quoting the work of others without identifying the source(s). The difference between plagiarism and research is the accurate and thorough identification of the sources used. Any of the following are considered plagiarism in this class:

1. Using more than six or seven words in a row or a sentence or more with only minor changes from an unidentified source.
2. Using more than six or seven words in a row or a sentence or more with only minor changes from an identified source but without identifying the direct wording as a quotation.
3. Paraphrasing or summarizing from a source without identifying it.
4. Using central ideas or organizational principles from a source without identifying it

Artificial Intelligence (AI): All assignments submitted in this course must be your own and the ideas and contributions of others must be appropriately acknowledged (cited). The use of Artificial Intelligence (AI) programs and tools (e.g., ChatGPT) in this course are at the discretion of the instructor to ensure that they are being used to support your learning. Any use of AI programs or tools outside of what is permitted by the instructor and without proper attribution (citation) is a form of academic dishonesty which may result in grade penalties and/or subject to disciplinary action per the [Academic Integrity Policy](#).

This course permits AI to edit original ideas. Students may use AI to improve sentence fluency, spelling, and grammar; however, the use of AI for content development will be considered in violation of the Academic Integrity Policy. With respect to citing ChatGPT and other generative AI, here is a website that informs (thank you to the Library for sharing this resource): <https://guides.nyu.edu/data/ai-citations>

Special Needs: If you believe you have a disability requiring an accommodation, please contact the Accessibility Resource Center (ARC) in Speert Hall Room #134 (or call 973-720-2853) at the beginning of the semester. All other special needs have to be brought to the attention of the instructor as soon as they arise. No accommodations can be made after a grade has been assigned. ARC Website: <https://www.wpunj.edu/accessibilityresourcecenter/index.html>.

Winter 2023-2024 Asynchronous Schedule

Note: This is a tentative schedule. Changes may be made to the schedule to accommodate learning needs. When this occurs, announcements will be made in class and posted on Blackboard to alert you to the updates.

Dates	Module #	Topics	Assignments
1/4 – 1/7	1	<p><u>Topic:</u> Course Introduction Media in Our Society The Evolution of Media</p> <p><u>Reading:</u> Textbook Chapters 1 & 2 (or PowerPoint Slides)</p> <p><u>Activity 1:</u> Media Evolution and Your Content Consumption</p>	<p>Review Syllabus</p> <p>Quiz 1 due by Friday</p> <p>Activity 1 due by Friday</p> <p>Discussion Board: Introduce Yourself/Activity 1 Reflection - Due by Sunday</p>
1/8 ~1/14	2	<p><u>Topic:</u> The Economics of the Media Industry Media and the Political Sphere Media Organizations and Professionals</p> <p><u>Reading:</u> Textbook Chapters 3, 4 & 5 (or PowerPoint Slides)</p> <p><u>Activity 2:</u> Career Research in Media/Comm Industry</p>	<p>Quiz 2 due by Friday</p> <p>Activity 2 due by Friday</p> <p>Discussion Board: Activity 2 Reflection – Due by Sunday</p>
1/15 ~ 1/21	3	<p><u>Topic:</u> Media and Ideology & Representation Audiences and Creators Media Influence Globalization and the Future of Media</p> <p><u>Reading:</u> Textbook Chapters 6, 7, 8, 9, & 10 (or PowerPoint Slides)</p> <p><u>Activity 3:</u> Representation in Media</p>	<p>Quiz 3 due by Friday</p> <p>Activity 3 due by Friday</p> <p>Discussion Board: Activity 3 Reflection - Due by Sunday</p>
1/22 ~ 1/24	4	<p style="text-align: center;">EXAM</p> <p style="text-align: center;"><i>Media & Your Worldview Due</i></p>	<p>Exam opens: Monday @ 9:00 am <u>Exam due: 1/24 @ 11:59 pm</u></p> <p>Media and Your Worldview Statement due by 1/24 @ 11:59 pm</p>