

**C200/S104 Introduction to Mass Communication
First-Year Seminar (Sections #79146/#30897)
Fall Semester, 2011 – 12:50 to 2:30 p.m. Tuesday/Thursday, Life Sciences, room 244**

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Office hours: Monday through Thursday 3 – 4 p.m. and by appointment

Course Objectives: This course will help you better understand the importance and influence of the mass media. You will become a more informed and discerning consumer of media. We will explore the various media in the areas of social, political, economic and technological influences. The course will develop your critical thinking skills about the media through class discussions and writing assignments.

The First-Year Seminar component will help you increase the opportunities for success in college. You will become acquainted with the services and resources available at IU Southeast. You will improve your skills in reading, research, test-taking and critical thinking. You will increase your involvement at IU Southeast, and you will develop a supportive relationship with the faculty. Only one grade will be given at the end of the course, and it will be given for both C200 and S104. It is not possible to pass one without the other; likewise, one cannot withdraw from one without withdrawing from the other. As part of the First-Year Seminar, you will be required to visit several offices at IU Southeast to learn about the services that are available to you. Each office you visit will stamp your "Passport," given to you in class. Each student will also be required to attend and report on three campus extracurricular activities from specific lists.

This class is also a Common Experience class. The theme of this year's Common Experience is "Liberty and Justice for All? Social Change and Campus Action for 70 Years and Beyond." Those involved in the Common Experience will be reading "The Working Poor: Invisible in America" by David K. Shipler and "A Country for All: An Immigrant Manifesto" by Jorge Ramos. The Common Experience is a program intended to create a campus-wide learning community by having those involved in the experience read a common book as well as attend a series of related events, such as lectures, discussions and performances.

Students with Special Needs: If you require any special assistance in meeting the class requirements due to a certified disability, please see me after class or during office hours within the first two weeks of the semester. Special accommodations or alternative-format materials will be made available. Students with disabilities may want to contact the Office of Services for Students with Disabilities.

Required Text: “Media/Impact” by Biagi, tenth edition (ISBN#9781111347864); “College Success Guide” by Dahlgren, fifth edition (ISBN#9780738044545), one Common Experience book

Reading Assignments: All reading assignments will be read before class and you should be prepared to discuss the reading assignment in class. During this course, pay close attention to the media. You should read the newspaper every day, as well as watching television news or listening to radio news. The Internet is also a valuable source of news. *I reserve the right to quiz you on current events and text readings if I feel the reading assignments are not being done.*

Attendance, Punctuality and Deadlines: You should plan to attend all class sessions, to participate in class and to stay for the entire class period. Attendance will be taken. I will deduct five points from your final grade for every class left early or being very tardy. Being late two times will be considered an absence. A total of three absences will result in a grade of “F.” *Medical appointments, job interviews and part-time or full-time jobs are not considered valid excuses for absence.* Make-up work is strongly discouraged and will only be granted in special circumstances. All assignments are due at the beginning of class on the day they are due. No assignment will be accepted more than a week late.

Class Interruptions (Laptops, Cellular Phones, Pagers, Et Cetera): Laptops will not be used during class time. You can check Facebook after class. Cellular phones and pagers will be turned off during the class time. Please inform those who might wish to contact you during class time that your devices will be turned off. Those creating these interruptions will be asked to leave the class and will be considered absent.

Grading: Your final grade will be determined by the total number of points you accumulate out of a possible 750. The breakdown is as follows:

1. 10 homework assignments – 10 points each (pass/fail) = 100 points
2. 3 writing assignments – 50 points each = 150 points
3. 3 tests – 100 points each = 300 points
4. 1 FYS passport (pass/fail) = 25 points
5. 3 FYS extra-curricular papers – 25 points each = 75 points (papers due on same date)
6. 1 group project = 100 points

Points will be determined by the following chart:

A — 705-750	B- — 600-629	D+ — 502-524
A- — 675-704	C+ — 570-599	D — 480-501
B+ — 645-674	C — 555-569	D- — 450-479
B — 630-644	C- — 525-554	F — Less Than 449

There will be no extra credit opportunities. Your writing will be graded on content as well as form. Papers should be free of grammatical errors. Papers will be organized, clear and concise. Papers will be printed with the text double-spaced.

Class Schedule

- August 30** **Introduction / Mass Media**
For Next Class • Read chapters: Biagi – 1; Dahlgren – 1
- September 1** **Mass Media / College Basics**
Homework 1 due
For Next Class • Read chapters: Biagi – 2; Dahlgren – 2
- September 6** **Books / College Skills**
In Class • Discuss how mass communications differs from other communication
• Discuss what's where at IU Southeast
For Next Class • Read chapters: Biagi – 2; Dahlgren – 3
- September 8** **Books / Academic Support System**
Homework 2 due
For Next Class • Read chapters: Biagi – 3; Dahlgren – 4
- September 13** **Newspapers / Resources, Rules and Rights**
First writing assignment due
For Next Class • Read chapters: Biagi – 3; Dahlgren – 5
- September 15** **Newspapers / Social Networking**
Homework 3 due
For Next Class • Read chapters: Biagi – 4; Dahlgren – 6
- September 20** **Test 1**
- September 22** **Magazines / Planning**
For Next Class • Read chapters: Biagi – 4; Dahlgren – 7
- September 27** **Magazines / Studying and Testing**
For Next Class • Read chapters: Biagi – 5; Dahlgren – 8
Homework 4 due
- September 29** **Recording Industry / Critical Thinking**
For Next Class • Read chapters: Biagi – 5; Dahlgren – 9

October 4 Recording Industry / Writing / Writing Center Tour

Homework 5 due

For Next Class • Read chapters: Biagi – 6; Dahlgren – 10

October 6 Radio / Risky Business

For Next Class • Study

For Next Class • Read chapters: Biagi – 6

October 11 Radio/Movie Day

Homework 6 due

For Next Class • Read chapters: Biagi – 7

October 13 Movies

Second writing assignment due

Research topic assigned

For Next Class • Read chapters: Biagi – 7

October 18 Movies

Homework 7 due

For Next Class • Study

October 20 Test 2

Passports due

October 25 Television

For Next Class • Read chapters: Biagi – 8

October 27 Library Tour

In Class • Tour IUS Library

For Next Class • Read chapters: Biagi – 8

November 1 Television

Homework 8 due

For Next Class • Read chapters: Biagi – 9

November 3 Internet

For Next Class • Read chapters: Biagi – 9

November 8 Internet / Career Services Tour

Homework 9 due

Third writing assignment due

For Next Class • Read chapters: Biagi – 10

November 10 Advertising
FYS extra-curricular activities papers due

For Next Class • Read chapters: Biagi – 10

November 15 Advertising
Homework 10 due

For Next Class • Read chapters: Biagi – 13

November 17 The Future of Media

November 22 No Class

November 24 No Class

November 29 Group Meetings
In Class • Meet with group to develop final project

December 1 Group Meetings
In Class • Meet with group to develop final project

December 6 Group Meetings
In Class • Meet with group to develop final project

December 8 Presentations
In Class • Present final project – attendance is mandatory

December 15 Final Exam, 1:15–3:05 p.m.

Writing Assignments: The length of each paper should be about two typewritten pages, double-spaced. All papers must be printed. The papers should be thoughtful, well-developed, persuasive and free of grammatical errors. One point will be deducted for each spelling or grammar error. Those needed extra writing help may want to utilize the Writing Help Center.

First writing assignment Due September 13 – Try to avoid all mass media for two days and describe the experience. If you were successful in avoiding mass media, how hard was it? What was your strategy? What did you miss the most? What did this experiment tell you about the importance of mass media in your life? If you were unsuccessful, how far did you get? Why were you unsuccessful? What could you not do without? What did this experiment tell you about the importance of mass media in your life?

Second writing assignment *Due October 13* – Watch a movie about the journalism industry and write a critique. Do you think the movie accurately depict the role of journalism and journalists? How believable was the movie? What changes could have been made to make the movie more accurate? Did you like the movie? Why or why not? Some suggested titles are the following: “All the President’s Men,” “The Bonfire of the Vanities,” “Broadcast News,” “Switching Channels,” “City of God,” “Control Room,” “The Insider,” “Outfoxed,” “Shattered Glass,” “Veronica Guerin” and “Enron: The Smartest Guys in the Room.” You may *not* watch “Runaway Bride.” If you do not own a VCR or DVD player, team up with a classmate who does. You may wish to watch the movie with a group of classmates, but you will still have to write your own paper.

Third writing assignment *Due November 8* – This writing assignment will involve doing research. Most of this research should be done in the IUS Library. Do not depend on the Internet for your research – the information is unreliable. The topic will be assigned Oct. 13. As an alternative, you may write a book report on one of the Common Experience books.

Group Project: The class will be divided into three to four small groups. The groups will give an in-class presentation on topics covering the different media studied in class. Each group member must take part in the presentation as well as in the research. Members who do not fully participate will be penalized. The presentation will be judged for content as well as presentation style. You may use any presentation materials you wish.

First-Year Seminar assignments:

Passport –The offices which you must visit to have your passports stamped or signed are the following:

Visited together as a class: Writing Help Center, Library and Career Services.

To be visited individually or in small groups by Oct. 20: Academic Success Center, Student Development Center (optional), a computer lab, Financial Aid, Student Life, Math Lab, a school office (Arts & Letters, Social Science, Natural Science, Business, Education or Nursing), administration area, Registrar’s Office, Bursar, IUS Police and my office (*not* optional).

Each of these visits might take a few minutes. You may want to go as a small group with a couple of other students in this class; please do not go as too large a group. You should familiarize yourself somewhat with an office before you visit the office.

Extra-Curricular Activities Papers – During the semester you are to visit three campus events or activities. In each case you are to write a two-page paper describing and

evaluating the event. One of the events is to be a music concert or recital, a play, or an art show opening. One of the events is to be a varsity athletic contest, a campus life activity, or a student government meeting. One of the events is to be speech, panel, international event or a meeting/event of a student organization. These reports are due by Nov. 10. Consult the "Events" page of The Horizon for possible activities to attend.