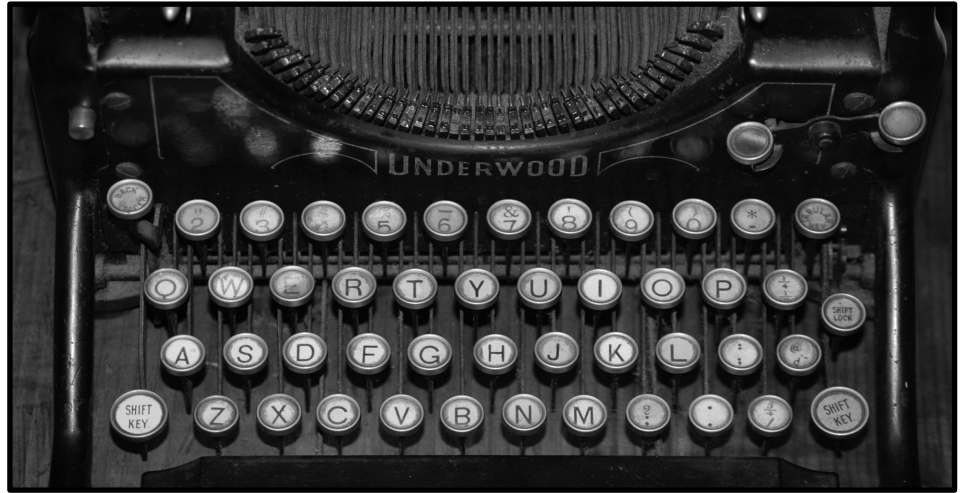


# Modern media & communication



## Course description.

This course introduces students to a number of writing strategies through the examination of modern media. It also introduces techniques for responding effectively to the writing of others and ways to identify genres and rhetorical strategies appropriate to various audiences, platforms and expected outcomes. Students will produce a variety of texts that explore the role of media in shaping communal discourses and individual identity using self-reflection and critical examination of how they engage with modern media on a daily basis.

## Required texts.

Please see Canvas for all required readings and course materials.

## Policies.

### Communication

Please allow a 48-hour response time for me to reply to your emails.

### Late Assignments

I will deduct up to 5 percent per day late for all late assignments. Any work that is not made up within 20 days of the original due date will not be accepted. No late assignments will be accepted after the last day of class.

### Grading

I will not discuss any grades for any assignment on the day I hand it back. All discussions will take place at least 24 hours after the grade is received. Each student is responsible for completing all course requirements and for keeping up with all that goes on in the course. Final grades will be determined by all course assignments.

## contact info

Dr. Cindy S. Vincent, Ph.D.  
[cindy.vincent@salemstate.edu](mailto:cindy.vincent@salemstate.edu)  
Virtual Office Hour:  
Tuesday 11am - 12pm  
Office: (978) 542-7089

## grading

Activities & Blog Posts	13%
Paper 1: Media Quandary	18%
Paper 2: Media Literacy Analysis	18%
Paper 3: Literature Review	18%
Paper 4: Media Analysis Paper	18%
Peer Review	15%

### Course assignments.

#### Class Activities

You will participate in various writing exercises, discussion board posts and timed writing quizzes that support course content and learning.

#### Writing Blog

Every week you will be required to practice reflexive writing and keep track of it in a private blog. LO3

#### Paper 1: Media Quandary

For this paper you will write a 7- to 10-page expository paper that identifies and applies moral and legal issues related to communication media technology and communication professions. LO1, LO2, LO4, LO6

#### Paper 2: Media Literacy Analysis

For this paper you will complete a media literacy critical analysis examining advertisements. You will write a 7- to 10-page analytical paper that will use the media literacy process described in your readings as an organizational outline. LO1, LO2, LO4, LO6

#### Paper 3: Literature Review

For this paper, you will write a 5- to 7-page literature review where you will be asked to critically read, summarize, and synthesize academic scholarship on a topic of your choosing that you will also use for your final paper. LO1, LO2, LO4, LO6

#### Paper 4: Media Analysis

You will learn media analytical tools over the course of the semester that you will be asked to apply in this analysis for a deeper



understanding of media messages and their impact on culture and society. This paper will be a minimum of 10 pages, excluding title page and reference section. LO1, LO2, LO4, LO6

#### Peer Review

Over the course of the session, you will be assigned a peer review partner for which you will be responsible for providing thoughtful and critical feedback to help them improve their writing. LO3, LO5



## Course goals.

G1. Understand that writing is a dynamic means of communication that entails a process that emerges from and responds to specific rhetorical situations.

G2. Understand that writing shapes and is shaped by multiple social contexts that transforms the self and others and the choices writers make have ethical dimensions and implications.

G3. Know that genre awareness can serve as a guide in the composing process and that academic writing shares both common and discipline-specific characteristics and conventions, including those related to research and citation practices.

## Learning objectives.

LO1. Demonstrate how to select the appropriate rhetorical mode for the audience of a written piece and its desired outcome.

LO2. Demonstrate how to critically read, summarize, paraphrase and interpret media texts in writing in order to use those ideas appropriately in your own work.

LO3. Demonstrate how to reflect upon your writing process and use that reflection to strengthen drafts and shape an effective final product.

LO4. Demonstrate how to select appropriate language, examples, and rhetorical strategies appropriate to the moral, economic, and cultural contexts of both the topic and the audience.

LO5. Demonstrate how to collaborate effectively with peers to develop, draft, and revise focused, well-organized, coherent, polished documents.

LO6. Demonstrate how to produce written work that uses appropriate rhetorical strategies specific to the purpose and medium of the assignment.

## The fine print.

### Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. Charges of academic dishonesty are reviewed through a process that allows for student learning and impartial review. Performing, aiding or inciting any of the actions listed under the full academic dishonesty policy constitutes an offense subject to disciplinary action. For more information, visit: <https://goo.gl/vGxy7V>

### Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with me immediately. Students with disabilities should provide documentation to and schedule an appointment with the Office for Students with Disabilities and obtain appropriate services. If you have a disability and will need accommodations to complete course requirements, please contact disability services in Berry Library & Learning Commons.

### University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to [www.salemstate.edu](http://www.salemstate.edu) for further information and updates. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

### Title IX & Sexual Assault

The university recognizes that sexual misconduct and power based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://goo.gl/DatDcT>

## Summer 2022 Tentative\* Course Schedule

*\*This schedule is subject to change*

Date	Topic	Assignments Due
<b>Week 1 The Writing Process</b>		
5/23	Course Overview Process writing & Citation <i>Blog Writing</i>	Weekly activities Weekly blog posts
<b>Week 2 Foundational Literacies</b>		
5/30	Critical reading, summary, analysis, synthesis & evaluation Peer review strategies <i>Expository Writing</i>	Weekly activities Weekly blog posts Media Quandary draft
<b>Week 3 Media Literacy</b>		
6/6	Media audiences, purposes, & messages Editing <i>Media Literacy Analysis</i>	Peer review Weekly activity Weekly blog posts Media Quandary final Media Literacy Analysis draft
<b>Week 4 Scholarly Strategies</b>		
6/13	Scholarly research & writing <i>Academic Writing</i>	Peer review Weekly activity Weekly blog posts Media Literacy Analysis final Literature Review draft
<b>Week 5 Media Analysis</b>		
6/20	Textual analysis and methodologies <i>Media Analysis Writing</i>	Peer review Weekly activity Weekly blog posts Literature Review final Media Analysis draft
<b>Week 6 Final Writing &amp; Reflection</b>		
6/27	The modern media ecosystem: course reflection Writing ethics	Peer review Weekly activity Weekly blog post Media Analysis final Final Blog Reflection
<b>NO FINAL EXAM</b>		