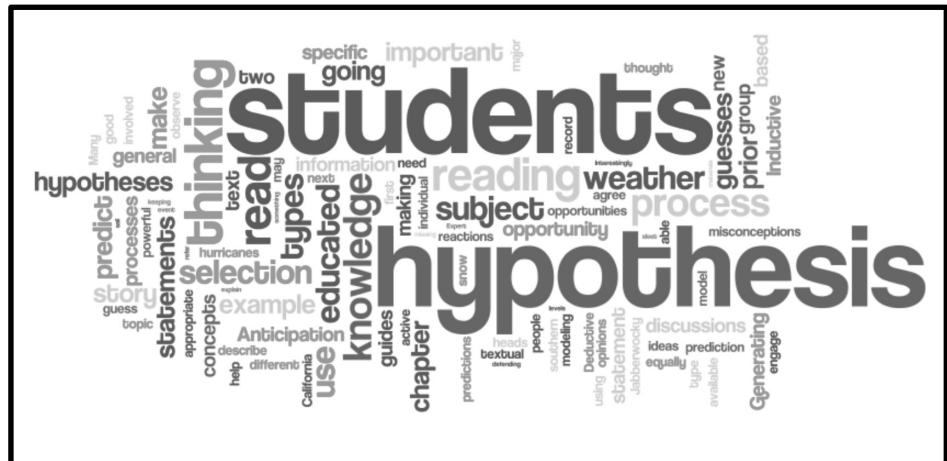


communication theory



Course description.

In this course we will examine ways of understanding human communication behavior from both scientific and humanistic perspectives, with applications to mass communications and social interaction. Major communication theories will be evaluated and debated.



Required text.

Baran, S.J., & Davis, D.K. (2011). *Mass Communication Theory: Foundations, Ferment, and Future* (6th ed.). New York: Thomson Wadsworth.

Policies.

Communication

Please allow a 48-hour response time for me to reply to your emails. You may contact me via text message but please remember to include your name in the text so I know with whom I am corresponding.

Late Assignments

I will deduct up to 10 percent per day late for all late assignments. Any work that is not made up within 10 days of the original due date will not be accepted.

Grading

I will not discuss any grades on the day it is posted. All such discussions will take place at least 24 hours after the grade has been received.

contact info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu

grading

Compare & Contrast	8%	July 10
History Paper	8%	July 17
Article Analysis 1	12%	July 24
Theory Application 1	12%	July 31
Article Analysis 2	15%	August 7
Theory Application 2	15%	August 14
Discussion Board Posts	15%	
Activity Participation	15%	

Course assignments.

Paper 1: Compare & Contrast

Compare and contrast the four mass communication eras discussed in your textbook in a 3-page paper. (LO4)

Paper 2: History Paper

Choose one early mass society theory and write a 3- to 5-page paper that discusses the history, context, main concepts, and applications of the theory. (LO2, LO3)

Paper 3: Article Analysis 1

You will be assigned an academic journal article to read that you will write a 5-page paper about in which you (1) summarize the study, (2) explain the theoretical perspective the article falls under, and (3) explain which theory is used and how it is used to study communication. (LO2, LO5, LO6)

Paper 4: Theory Application 1

Watch a full-length film and apply one theory from your text that helps explain the relationship of mass

media and the film's society/context. Write a 5-page paper that (1) describes the film and explains how it illustrates important concepts from the theory and (2) defines terms or concepts of the theory and provides examples of events, dialogue, or interactions to demonstrate your understanding of the theory. (LO1, LO2, LO6)

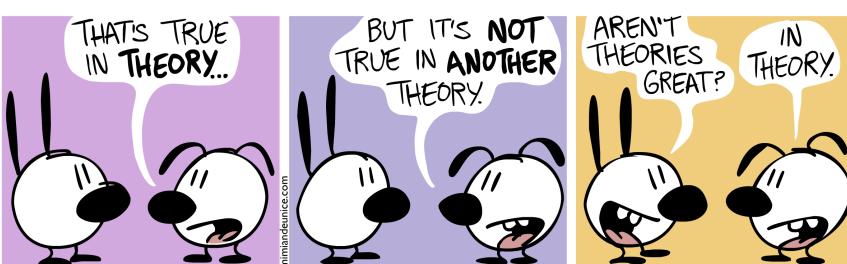
Paper 5: Article Analysis 2

Same as Article Analysis 1, but you will find your own peer-reviewed journal article to analyze regarding a mass communication phenomenon. (LO2, LO5, LO6)

Paper 6: Theory Application 2

Similar to Theory Application 1, but you will find an example of a contemporary media phenomenon from the world around you and apply one theory we discuss in the course. (LO1, LO2, LO6)

There is NO Final Exam.



Extra Credit

There may be extra credit opportunities available throughout the course. I will notify you as these arise.

Course goals.
G1. Examine theories from a variety of perspectives: historical, cultural, political, economic, and ethical
G2. Understand the role of theory in social science research
G3. Develop a critical perspective to better understand the relationship between media theory and practice
Learning objectives.
LO1. Know what a theory is and how to engage in the examination and analysis of contemporary social issues
LO2. Know the major theories and theorists in communication that drive much of the empirical research in our discipline
LO3. Incorporate historical and contemporary theories in media analysis papers or projects
LO4. Compare and contrast communication theories from varying perspectives
LO5. Read, summarize and critique empirical communication research
LO6. Know how to think critically about communication phenomena

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: catalog.salemstate.edu/content.php?catoid=19&navoid=2098

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 Room 20

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 for further information and updates.

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 students who are victims to reduce fears and concerns regarding their personal safety. Any individual who believes he/she 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: www.salemstate.edu/27036.php

Summer 2015 Tentative Course Schedule

Date	Topic	Readings & Assignments
Week 1		
7/6	Understanding and Evaluating Mass Communication Theory Four Eras of Mass Communication Theory	Chapter 1 Chapter 2
7/8		Discussions and activity due
7/10		Paper 1 due
7/11		Peer responses due
Week 2		
7/12	The Rise of Media Theory in the Age of Propaganda	Chapter 4
7/15		Discussions and activity due
7/17		Paper 2 due
7/18		Peer responses due
Week 3		
7/19	The Rise of Limited-Effects Theory Moving Beyond Limited Effects: Focus on Functionalism and Children	Chapter 6: p. 135-148, 161-163, 169-173 Chapter 7: p. 189-207
7/22		Discussions and activity due
7/24		Paper 3 due
7/25		Peer responses due
Week 4		
7/26	The Emergence of Critical and Cultural Theories of Mass Communication Feminist Media Theories	Chapter 8 Feminist_Media_Theories.pdf
7/29		Discussions and activity due
7/31		Paper 4 due
8/1		Peer responses due
Week 5		
8/2	Media and Society: The Role of Media in the Social World Media and Culture Theories: Meaning-Making in the Social World	Chapter 10: p. 278-288, 293-298 Chapter 11: p. 330-355

8/5	Discussions and activity due
8/7	Paper 5 due
8/8	Peer responses due

Week 6

8/9	Audience Theories: Uses, Reception, and Effects Media Convergence Afterword: The Future of Media Theory and Research	Chapter 9: p. 241-261 Media_Convergence.pdf Chapter 12
8/12		Discussions and activity due
8/14		Paper 6 due Peer responses due

**I reserve the right to alter this schedule at any point during the session.*