

introduction to media studies



Course description.

This course examines the nature, development and effects of media technologies and media texts through an overview of media history and theory.

Required text.

All required readings and course materials will be available through the course Canvas page.

Policies.

Communication

You can expect that I will respond to emails promptly, but please allow a 48-hour response time for all communication.

Late Assignments

I will deduct up to 5 percent per day 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.

Attendance

Students with more than 4 absences will receive a failing grade for the course. University-excused absences (e.g., COVID-19 quarantine) must be confirmed with the

appropriate university offices.
If you miss a class, in-class
exercises may not be made up.

Grading

Discussions about grades 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 and extra credit.

Dr. Cindy S. Vincent, Ph.D.
Virtual Office Hours
Tuesdays 10am - 12pm
& by appointment

contact
info

grading

Media Log	14%
Media Analysis	20%
Civic Media Project	10%
Discussions	20%
Class Exercises	16%
Exams	20%

Course assignments.

Media Log

This assignment asks you to chronicle your daily media use in detail. You will turn in a log of media use and an analysis of themes in your log. LO1, LO4, LO5

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. LO1, LO3, LO4, LO5

Civic Media Project

You will create a piece of civic media that serves a community need. For this project you will develop a deeper understanding of an area of mediated communication and apply critical analysis to identify a media vacuum that serves a public good. LO1, LO4, LO5

Discussions

Plan to complete assignments prior to attending class and build on the reading/course prep work during class. LO1, LO2, LO5

Class Exercises

In-class exercises will build on the readings/course prep work that should be completed prior to attending class. LO1, LO2, LO3, LO4, LO5

Exams

There will be 3 exams throughout the course, an exam at the end of each unit that will cover the material covered in that unit. LO1, LO2, LO5

Every student has the opportunity to earn 10 extra credit points for: 1) being prepared for class, 2) being on time every class and staying the full duration of the class period, and 3) attending every class. You must meet all criteria.



Source: Lou Brooks



Course goals.
G1. Provide an overview of the prevailing theories and history of media studies
G2. Explore the different sub-fields and methodological approaches to media studies
G3. Examine the relationship between media structures and human behavior, social relations, and social institutions
Learning objectives.
LO1. Convey an understanding of fundamental concepts for analyzing the nature, development and effects of media technologies and media texts
LO2. Express historical knowledge about the emergence and development of media including the major technological revolutions and textual transformations
LO3. Apply critical thinking and media inquiry skills through assignments that build on the course's theoretical and historical content by applying key media studies approaches
LO4. Evaluate and analyze the production of media messages and demonstrate an understanding of who creates specific media messages, in whose interests, and for what purposes
LO5. Convey an understanding of the political implications of representation and their possible social implications, including the reinforcement of structural inequalities in society

The fine print.

Accessibility & Accommodations

We are committed to providing equal access and support to all students who qualify through the provision of reasonable accommodations so that each student may fully participate in the student experience. Please be aware that accommodations are not applied retroactively. If you have a religious observance or practice that impacts the calendar below, please contact me as soon as possible to discuss how we may make appropriate arrangements.

Plagiarism Statement

It is the responsibility of all students to know and adhere to the University's policy on plagiarism. If you have any questions concerning the plagiarism policy or about documentation of sources in work you produce in this course, please speak to me.

Diversity Statement

Every student in this class will be honored and respected as an individual with distinct experiences, talents, and backgrounds. Issues of diversity may be a part of class discussion, assigned material, and projects. I will make every effort to ensure that an inclusive environment exists for all students. If you have any concerns or suggestions for improving the classroom climate, please do not hesitate to speak with me.

Title IX Statement

I am a responsible employee which means I am not a confidential resource therefore I am required to report disclosures that may violate the Sexual Misconduct Policy. If you would like to speak with someone confidentially, please contact the offices of Violence Prevention and Response, Counseling and Psychological Services, or Health and Wellness. Otherwise, if you would like to report an incident involving a possible violation of the Sexual Misconduct Policy, please contact our Title IX Coordinator.

Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Assignments
Week 1		
1/31	Syllabus, course overview, introductions Media studies introduction <i>Assign Media Log</i>	
Week 2 Understanding “The Media”		
2/7	Political Economy of the Media Traditional model: One to many; Paradigm shift: Many to many	
Week 3		
2/14	Media convergence and participatory culture	
Week 4		
2/21	Transmedia navigation and algorithmic authority	
Week 5 Decoding Media Messages		
2/28	The Chicago School: McLuhan & Innis The Frankfurt School: Ideology & subaltern classes	<i>Unit 1 Exam</i>
Week 6		
3/7	Media effects and cultural approaches to research	Media Log
Week 7 SPRING BREAK		
3/14 – 3/18		
Week 8		
3/21	Analytical Tools Rhetorical analysis <i>Assign Media Analysis</i>	
Week 9		
3/28	Cultural analysis Politics of representation	
Week 10		
4/4	Intersectional feminist analysis Queer analysis	
Week 11 Media Creators		
4/11	Civic media and public participation	<i>Unit 2 Exam</i>

Assign Civic Media Project

Week 12

4/18 The culture of journalism: Values, ethics, and
democracy **Media Analysis**

Week 13

4/25 Advertising and commercial culture

Week 14

5/2 Public relations and framing the message

Week 15

5/9 Project Showcase **Civic Media Project**

UNIT 3 EXAM Date and time TBD. Check Canvas for details.