



Spring 2018

Meeting days: Monday/ Wednesday	Instructor title and name: Prof. Sarah Witmer, M.A.
Meeting times: 8:00 a.m.-9:15 a.m.	Phone: N/A
Meeting location: Cabrillo 102	E-mail: switmer@pointloma.edu
Final Exam: Monday, April 30 th 10:30 a.m. to 1:00 p.m.	Office location and hours: Call or email to set up by appointment. I'd love to meet with you! I just need a <u>few days' notice.</u>

PLNU Mission
To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

The purpose of this course is primarily to give you a foundation for understanding the history, influences, and systems of the different mass media. We will focus on the development and influences of mass media, along with the rights and responsibilities of producers and consumers of mass communication in contemporary society.

This course is also created for the purpose of providing an introductory-level of knowledge, skill, and performance in some of the program learning outcomes that have been established for the students in the mass communication, broadcast journalism, and journalism majors.

REQUIRED MATERIALS & RESOURCES

Biagi, S.. *Media/Impact: An introduction to Mass Media* (11th Ed.). Belmont, CA: Thomson-Wadsworth

<https://canvas.pointloma.edu/login> Critical information will be communicated via Canvas.

COURSE LEARNING OUTCOMES

At the end of this semester, students will be able to:

- Identify and articulate the historical development, content and audiences of U.S. media
- Display an understanding of basic mass communication theories applied to real world media messages
- Analyze and critique media messages
- Identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.
- Display basic techniques of print-journalism writing OR television/film documentary writing—as noted in the journalism, broadcast journalism, and media communication majors’ “program learning outcomes.”
- Identify and connect media-related skill-sets and aptitudes to specific jobs/careers in the different media, and begin to develop the appropriate skill-sets and aptitudes for one (or more) jobs/careers in the media.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 Unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

COURSE PROCEDURE

You are expected to be familiar with all material in Canvas, including this syllabus and class schedule.

ASSESSMENT & GRADING

Grade Scale (% to Letter):

93-100	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	0-59	F

A: Indicates exceptional work that reflects **deep thinking, superb creativity, individual incentive** and an **extremely high level of intellectual attainment**.

B: Indicates very good work that reflects a thorough understanding of theory and practice.

C: Indicates work that reflects a satisfactory completion of the assignment as directed.

D: Indicates work that, although passing, reflects a lack of understanding of theory and/or fails to fulfill the assigned task.

F: Indicates work that reflects an inability or unwillingness to do the assigned tasks.

ASSIGNMENT VALUES:

Assignment	Point Value	% of grade
Chapter Quizzes (16 @5 pts. each)	80	16%
Group Theory Presentation	120	24%
Group Peer Evaluations	15	3%
In-Class Presentation Notes (7 @5 pts. each)	35	7%
Midterm	100	20%
Media Industry Creative Project	30	6%
Final Exam	100	20%
Class Participation	20	4%
TOTAL POINTS	500	100%

GRADE CONCERNS:

If you feel that you were unjustly evaluated on any assignment, please talk with me within 2 weeks after the assignment has been returned. An appeal is welcome by scheduling an appointment via email. Arrive at the scheduled appointment with a well-reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are concerned with your overall class grade or other issues in the course, please feel free to make an appointment as well. Do not wait until the last two weeks of the semester. I want to help you learn and succeed in this course.

STUDENT RESPONSIBILITY

It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to

attend this course or failing to follow through to arrange for a change of registration (drop/add) may easily result in a grade of F on the official transcript.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Missed quizzes and in-class activities cannot be made up by students. Missing class on an assigned presentation day without valid notice will result in a zero for that assignment. Homework and other assignments will be accepted late for a reduced grade only if the student gets permission for late submissions **before** the assignment is due. Homework and other assignments will not be accepted for any credit if turned in late without prior permission for a late extension. So ask for an extension before the assignment is due!

ATTENDANCE AND PARTICIPATION

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. You are expected to attend each class session. It is recognized that many of you have outside commitments to the university; these are considered excused, but must be cleared with the instructor PRIOR to the absence and written documentation presented, including sports. If you are absent from more than 10 percent of class meetings, I have the option of filing a written report which may result in de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, you will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the undergrad student catalog.

USE OF TECHNOLOGY

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. However, cell phones must be turned off before class begins. Laptops, tablets and all other electronic devices cannot be used during lecture/discussion without permission by the instructor or authorized by the [Disability Resource Center](#) (DRC). The use of these technology devices during any class period will result in a deduction of 5 points (per use) toward your participation grade.

ACADEMIC HONESTY

“PLNU exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed...”(PLNU Catalog). As such students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as

one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site and on Canvas. No requests for early examinations or alternative days will be approved.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

EXPLANATION OF CLASS ASSIGNMENTS – see Canvas for details

1. Chapter Quizzes

- a. Description: You will have 16 online Canvas quizzes, each based on the content in chapters 1-16. Each quiz will be based on the assigned chapter for the class date, and are to be taken before the material is covered in-person during the lecture, according to the course schedule. Each quiz will include five (5) questions, and the questions will be based on the “Key Terms” section at the end of each chapter. this assignment is designed to accomplish two (2) objectives that relate to the course learning outcomes:
 - i. *To encourage you to read the assigned textbook chapters in preparation for active involvement in every course session; and*
 - ii. *To reinforce your understanding of each chapter’s content.*
- b. Requirements:
 - i. Students must take the quiz for the assigned chapter **before** the class lecture covering that same assigned chapter.
 - ii. No make-ups will be allowed, no matter the circumstance. This holds true even if equipment/internet/technology glitches, so make sure to take your quizzes with plenty of time to allow for potential issues.
- c. Style Standard: Online multiple choice, T or F, and fill-in-the-blank questions.

2. Group “Peer-Teaching” Theory Presentation:

- a. Description: You will teach your fellow classmates about a mass communication theory. In small groups, you will be assigned a theory for which you are responsible. You have one month to research that theory and prepare a class lecture in which you thoroughly inform your peers on the topic. Your job is to *inform* the class about the theory, somehow keep the lecture *interesting* and *interactive*, and help students *apply* the concept to their own lives. This assignment is meant to combine your skills of research, presentation, group communication, and deepen your own media theory understanding.
- b. Requirements:

- i. Groups of 3 will present their assigned theory for 30-45 minutes.
 - ii. Students must utilize 6-9 credible sources within the lecture (2-3 per student).
 - iii. Lectures must answer the “5 W’s and H” of the theory (who, what when, where, why, and how).
 - iv. Each student must describe their future career goals and how the assigned theory might affect their industry of choice.
 - v. Each student must describe one academic study in which the assigned theory has been examined or applied.
 - vi. A visual element will accompany the presentation. Each student must contribute to the visual that accompanies the presentation.
 - vii. A group activity (involving the audience) during the presentation is required.
 - viii. Each student must speak during the presentation of the chapter.
 - ix. Students must attend class on their specified day to speak, **no exceptions will be made.**
 - x. Students must fill out peer evaluation forms, giving an honest assessment of what their group members were like to work with during the assignment.
 - xi. No written outline or script is required, although students may create whatever aids they think necessary, including index cards with notes to help speakers during the presentation.
- c. Style Standard: APA style (Cover Page, Times New Roman, size 12 font, double-spaced).

3. In-Class Presentation Notes:

- a. Description: Students will receive forms with which they take notes during in-class theory presentations. These notes will be turned in at the end of each class session for points. These in-class notes will be graded and returned to students in order to be utilized as study material for the midterm exam.
- b. Requirements: Students must attend class on the days they are not presenting in order to take notes on the other presentations. No exceptions will be made.
- c. Style Standard: The more specific the notes, the more likely students are to receive full points.

4. Peer Evaluations:

- a. Description: Students will receive forms with which they provide an honest assessment of what their peers were like to work with in the group speech project. This ensures that all students put in equal amounts of work, and if a student did not do their part, that their team members can be honest about it in an anonymous manner.
- b. Requirements: Students must attend class on their specified day to speak and fill out peer evaluation forms.
- c. Style Standard: Non-Applicable.

5. Midterm:

- a. Description: The midterm examination will cover textbook material and in-class lectures on Chapters: 1, 2, 3, 4, 5, 6, 7, and 8. The exam will also cover the 8 mass communication theories presented by peers in-class.
- b. Requirements: Students must attend class on the date of the midterm.
- c. Style Standard: Multiple Choice, True or False, Fill-in-the-blank, and essay.

6. Media Industry Creative Project:

- a. Description: You are being given the chance to process the current state of the media industry through a creative lens. Students will examine one major area of the media industry through one of the following options: a creative video, a broadcast news package, or an article.
- b. Requirements: Specific requirements will be given during the second half of the semester depending on which creative route each student decides to take.
- c. Style Standard: Video, news package, or article formats apply.

7. Final:

- a. Description: The midterm examination will cover textbook material and in-class lectures on Chapters: 9, 10, 11, 12, 13, 14, 15, and 16.
- b. Requirements: Students must attend class on the date of the final.
- c. Style Standard: Multiple Choice, True or False, Fill-in-the-blank, and essay.

COURSE CALENDAR

Date	Discussion/ Activity	HW Due	HW Assigned
1/9/18 TUESDAY as a MONDAY schedule	Class introduction AND Presentation of syllabus		Ch. 1 Canvas Quiz
1/10/18	Chapter 1 AND Peer-Teaching Assignment	Ch. 1	Ch. 2 Canvas Quiz
1/15/18	MLK JR. DAY: NO CLASS		
1/17/18	Ch. 2 AND Group Time	Ch. 2	Ch. 3 Canvas Quiz
1/22/18	Ch. 3 AND Group Time	Ch. 3	Ch. 4 Canvas Quiz
1/24/18	Ch. 4 AND Group Time	Ch. 4	Ch. 5 Canvas Quiz
1/29/18	Ch. 5 AND Group Time	Ch. 5	Ch. 6 Canvas Quiz
1/31/18	Ch. 6 AND Group Time	Ch. 6	Ch. 7 Canvas Quiz
2/5/18	Ch. 7 AND Group Time	Ch. 7	Ch. 8 Canvas Quiz
2/7/18	Ch. 8 AND	Ch. 8	Group Projects

	Group Time		
2/12/18	PEER-TEACHING: Group #1: Agenda Setting	Printed outline for group presenting	NOTE: Lynn Walsh teaching
2/14/18	PEER-TEACHING: Group #2: Cultivation Theory	Printed outline for group presenting	NOTE: Lynn Walsh teaching
2/19/18	PEER-TEACHING: Group #3: Framing Theory	Printed outline for group presenting	NOTE: Lynn Walsh teaching
2/21/18	PEER-TEACHING: Group #4: Message Flow Model	Printed outline for group presenting	NOTE: Lynn Walsh teaching
2/26/18	PEER-TEACHING: Group #5: Schema Theory	Printed outline for group presenting	NOTE: Lynn Walsh teaching
2/28/18	PEER-TEACHING: Group #6: Spiral of Silence	Printed outline for group presenting	NOTE: Lynn Walsh teaching
3/5/18	SPRING BREAK: NO CLASS		
3/7/18	SPRING BREAK: NO CLASS		
3/12/18	PEER-TEACHING: Group #7: Technological Determinism	Printed outline for groups presenting	NOTE: Lynn Walsh teaching
3/14/18	PEER-TEACHING: Group #8: Gatekeeping Theory	Printed outline for groups presenting	NOTE: Lynn Walsh teaching
3/19/18	Peer-teaching theory review/ Midterm prep Professor Witmer Returns		Mass Communication Theories AND Chapters 1-8

3/21/18	MIDTERM EXAM	Mass Communication Theories AND Chapters 1-8	Ch. 9 Canvas Quiz
3/26/18	Ch. 9 AND Creative Project Explained	Ch. 9	Ch. 10 Canvas Quiz
3/28/18	Ch. 10	Ch. 10	Ch. 11 Canvas Quiz
4/2/18	SPRING BREAK: NO CLASS		
4/4/18	Ch. 11	Ch. 11	Ch. 12 Canvas Quiz
4/9/18	Ch. 12	Ch. 12	Ch. 13 Canvas Quiz
4/11/18	Ch. 13	Ch. 13	Ch. 14 Canvas Quiz
4/16/18	Ch. 14	Ch. 14	Ch. 15 Canvas Quiz
4/18/18	Ch. 15	Ch. 15	Ch. 16 Canvas Quiz
4/23/18	Ch. 16 & Final Review	Ch. 16	Ch. 9-16
4/25/18	FINAL EXAM	Ch. 9-16.	Creative Project
4/30-5-4 Finals Week	FINAL: Creative Project Showcase	Creative Project Due	