

MMC1000: Introduction to Mass Communications (Online)

COURSE SYLLABUS

Instructor:

Dr. Renee Martin-Kratzer, Assistant Professor of Journalism

Email:

Please use the Inbox in Canvas

COURSE TEXTS:

Media & Culture: An Introduction to Mass Communication in a Digital Age by Richard Campbell, Christopher Martin and Bettina Fabos. Tenth (10th) Edition

COURSE DESCRIPTION:

This course covers the role and responsibilities of the media in American society. Students will gain an understanding of specific areas of mass communication, including newspapers, television, magazines, radio, internet, movies, advertising and public relations. The course provides an overview of the evolution of mass communication and emphasizes how media messages interact with culture.

COURSE OBJECTIVES AND OUTCOMES:

After completing this course, students will be able to:

- Understand the evolution of mass communication
- Be aware of their media use and how it may shape their views and values
- Identify key moments in media history
- Realize the power of visual communication
- Have a basic familiarity with different mediums (newspapers, magazines, radio, etc.)
- Understand the current economic pressures on newspapers and the role of the Web
- Recognize the need for journalists to serve as “watchdogs” of society
- Understand how public relations and advertising differs from journalism
- Understand concerns about media ownership in a democratic society

COURSE STRUCTURE:

One of the major advantages to an online course is its flexibility. You have the opportunity to progress through the course according to your schedule, since all course materials and assignments are available to you 24 hours a day.

COURSE OUTLINE:

MODULE 1: Mass Media and the Cultural Landscape

Online: Week 1 Overview of Mass Communication

Read "Chapter 1: Mass Communication: A Critical Approach".

Book: Chapter 1: Mass Communication: A Critical Approach

Online: Week 2 Understanding New Media

Read “Chapter 2: The Internet and New Technologies”

Book: Chapter 2: The Internet, Digital Media, and Media Convergence

MODULE 2: The Power of Sound and Moving Images

Online: Week 3 Sound

Read "Chapter 4: Sound Recording and Popular Music".

Online: Week 4 Radio and Broadcasting

Read "Chapter 5: Popular Radio and the Origins of Broadcasting"

Book: Chapter 5: Popular Radio and the Origins of Broadcasting

Online: Week 5 Television

Read "Chapter 6: Television and the Power of Visual culture"

Book: Chapter 6: Television and Cable

Online: Week 6 Cable

Read "Chapter 6: Cable and the Specialization of Television"

Book: Chapter 6: Television and Cable

Online: Week 7 Movies

Read "Chapter 7: Movies and the Impact of Images"

Book: Chapter 7: Movies and the Impact of Images

MODULE 3: Words and Pictures

Online: Week 8 Newspapers

Read "Chapter 8: Newspapers and the Rise of Modern Journalism"

Book: Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

Online: Week 9 Magazines

Read "Chapter 9: Magazines in the Age of Specialization"

Book: Chapter 9: Magazines in the Age of Specialization

Online: Week 10 Advertising

Read "Chapter 11: Advertising and Commercial Culture"

Book: Chapter 11: Advertising and Commercial Culture

MODULE 4: The Business of Mass Media

Online: Week 11 Public Relations

Read "Chapter 12 Public Relations and Framing the Message"

Book: Chapter 12 Public Relations and Framing the Message.

Online: Week 12 Media Economics

Read "Chapter 13: Media Economics and the Global Marketplace"

Book: Chapter 13: Media Economics and the Global Marketplace

Online: Week 13 Journalism Culture and Ethics

Read "Chapter 14: The Culture of Journalism: Values, Ethics, and Democracy"

Book: The Culture of Journalism: Values, Ethics, and Democracy

MODULE 5: The Free Press

Online: Week 14 Media Effects: Empirical and Cultural Research

Read "Chapter 15: Media Effects and Cultural Approaches to Research"

Book: Chapter 15: Media Effects and Cultural Approaches to Research

Online: Week 15 Freedom of Expression

Read "Chapter 16: Legal Controls and Freedom of Expression"

Book: Chapter 16: Legal Controls and Freedom of Expression

GRADING:

Grading Criteria:

Your course grade will be determined as follows:

Chapter 1 lesson: 20 points
 Chapter 2 lesson: 20 points
 Chapter 3 lesson: 20 points
 Chapter 4 lesson: 20 points
 Chapter 5 lesson: 20 points
 Chapter 6 lesson: 20 points
 Chapter 7 lesson: 20 points
 Chapter 8 lesson: 20 points
 Chapter 9 lesson: 20 points
 Chapter 10 lesson: 20 points
 Chapter 11 lesson: 20 points
 Chapter 12 lesson: 20 points
 Chapter 13 lesson: 20 points
 Chapter 14 lesson: 20 points
 Chapter 15 lesson: 20 points
 Chapter 16 lesson: 20 points
 FINAL PAPER: 80 points

The course letter grade will be determined according to the following scale:

A	Excellent	360-400 points
B+		348-359
B	Good	320-347
C+		308-319
C	Fair	280-307
D+		268-306
D	Poor	240
E	Failure	239 points and below

Please note that “minus” grades are not given as final grades. “Plus” grades may be given for grade levels B, C, and D at the discretion of the instructor.

Grading Standards:

Here is the meaning behind the grades I assign to your papers (you should use these statements to determine how you might work toward a higher grade):

A	Excellent work; well written with no grammar/writing errors; clear thought process; demonstrates a mastery of the material
B+	Student demonstrates an understanding of the material that goes beyond the basics. Some errors and/or a failure to elaborate on the topics keeps it from becoming excellent work.
B	Student demonstrates a basic understanding of the material but fails to apply much critical thinking to elaborate on the answers. Writing and grammar may also be a problem.

C+	Student demonstrates an understanding of the material, but there are problems with articulating thoughts and organizing material. Despite these problems, the student made an attempt to apply critical thinking skills.
C	Student does not demonstrate that effort was put into the assignment. Only the basic information is provided as answers. There is no indication that the student has thought critically about the material. Grammar and writing may also be a problem.
<C	Student doesn't demonstrate even the most basic understanding of the material. The answers are vague and/or make little sense. The answers are not complete. The writing has many style and grammar errors.

The University of Florida assures the confidentiality of all your educational records in accordance with State University System Rules, State Statutes, and the Family Educational Rights and Privacy Act. Grades are not given out over the phone.

TECHNOLOGY REQUIREMENTS:

Students must have and regularly check a valid email account for this course. Students are recommended to check their email accounts at least twice per week or more often depending on progress in the course.

By signing up for an online course, students certify that they have reliable access to a computer and the internet. In order to take these courses, students need to have a web browser, a word processing program, a program for reading Acrobat documents, and other programs for example Windows or real Media to view/hear multimedia content.

***If you use a Mac computer you will need to install "Flip4Mac" in order to view the video clips used in this course. Go here to download the plugin for free:

<http://www.microsoft.com/windows/windowsmedia/player/wmcomponents.msp>

If a student does not already have these programs, many options are available including these free options:

- **Multi-platform Web Browser:** Mozilla Firefox, <http://www.mozilla.org/>
- **Word Processing:** OpenOffice, <http://www.openoffice.org>
- **Acrobat Reader:** Adobe Acrobat, <http://www.adobe.com>

ASSIGNMENT SUBMISSIONS:

All assignments must be submitted using the Assignments link in the E-Learning section. Assignments should be submitted as attached documents ***saved in rich text format (.rtf), Microsoft document format (.doc), or OpenOffice document format (.odt).***

NOTE: If you do not have Microsoft Office or other software capable of saving documents in one of the file formats identified above, you can download the OpenOffice software suite free of charge at <http://www.openoffice.org/product/>. OpenOffice is an open-source designed office productivity suite that has comparable components to Microsoft Office. Please reference OpenOffice's comprehensive help files for instructions in its effective use.

ONLINE STUDENT CONDUCT:

Students are expected to abide by the University of Florida's code of student conduct, including the rules applicable to online courses and student conduct in general.

Academic Honesty:

An online environment naturally is more flexible for you as you work, but that extra freedom requires greater vigilance to avoid misrepresenting your work. Keep in mind that the same tools that allow a student to bootleg work also allow the professor to catch him or her in the act. **Ignorance is not a defense for cheating.**

Plagiarism:

"A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student." Source: Regulations of the University of Florida, UF-4.041. For more information, please go to this link: <http://regulations.ufl.edu/wp-content/uploads/2012/09/4041.pdf>

"For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

(a) Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.

(b) Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

Source: <http://regulations.ufl.edu/wp-content/uploads/2012/09/4047.pdf>

Disability Accommodations:

The Disability Resource Center in the Dean of Students Office provides students and faculty with information and support regarding accommodations for students with disabilities. Staff at the Disability Resource Center will assist any student who registers as having a disability. Official documentation of a disability is required to determine eligibility for appropriate accommodations. The professional employees at the Disability Resource Center serve as full-time advocates for students with disabilities ensuring students have physical and programmatic access to all college programs. One of the services provided by the Disability Resource Center includes:

- Testing Accommodations

Please click on this link for further information:

<https://www.dso.ufl.edu/drc/students/accommodations/testing-accommodations>

Here is the link to register with the DRC: <https://www.dso.ufl.edu/drc/>

The Flexible Learning Office needs to be notified of any special accommodations required by the student when they begin their course by emailing the Accommodations Letter to lessons@dce.ufl.edu .

Course Deadline and Extension Policy:

Each student's Flexible Learning course expires **16 weeks from the date of enrollment**. The course should be started as soon as the course materials are received since the course has already begun. It is important that the student submits their coursework on a consistent basis in order to complete the course **before** the course expiration date.

Each student is allowed 16 weeks to complete a course. If the time is about to expire and the course has not been completed, the student will be assigned a failing grade ("E"). If the student has made sufficient academic progress, which is defined as completing at least 50% of the course, the student may petition the instructor for a course extension. After the student has contacted the instructor for an extension, each extension request will be administratively evaluated. Instructors are **not** required to allow extensions.

Dropping or Withdrawing From a Course:

A tuition refund may be granted after a student submits a written request for withdrawal from a course within 30 days of enrollment. This request must be in writing and may be sent by fax (352-392-6950) or email (learn@dce.ufl.edu). All requests will receive written responses. Refunds will be the amount of tuition, less \$25.00 per course. If a credit card was used to pay for tuition, the refund will be in the form of credit to that card. A refund can be issued on course materials at the time of withdrawal if they are returned within 30 days of sale and are in their original condition. Allow 6 – 8 weeks for refund checks. **No refunds are granted after 30 days**. Students with disabilities who need to drop a course due to disability-related reasons are allowed to petition for additional drops. For more information, contact the Disability Resource Center at <https://www.dso.ufl.edu/drc> .

Attention UF Students:

- In order to drop a UF Flexible Learning course, UF students must have an Academic Advisor or Department Chair email the UF Flexible Learning Office at learn@dce.ufl.edu stating that the student is approved to drop the course. Students must also notify the UF Flexible Learning Office of this request by emailing learn@dce.ufl.edu. Use this link for more information: <https://catalog.ufl.edu/ugrad/current/regulations/info/drops.aspx#drop>
- UF Students wishing to drop a UF Flexible Learning course after drop/add should contact their college advising office to see if they have a free drop remaining. If they have a free drop remaining, they have 14 weeks from the date of enrollment to drop the course, subject to applicable rules of their college and the university. This action is subject to verification that a grade has not yet been assigned.
- All full-term withdrawals must follow University of Florida policies/procedures. An approved withdrawal form must be submitted to the Dean of Student's Office for review and final approval. Students must also notify the UF Flexible Learning Office of this request by emailing learn@dce.ufl.edu. Use this link for more information: <https://catalog.ufl.edu/ugrad/current/regulations/info/drops.aspx#withdraw>

Medical Withdrawals:

Here is the link to start the Medical Withdrawal Process:

<https://www.dso.ufl.edu/care/medical-withdrawal-process/>

Retroactive Withdrawals:

Here is the link for retroactive withdrawal information:

<http://www.registrar.ufl.edu/currents/petitioninstructs.html>

The student needs to notify the Flexible Learning Office of their approved medical or retroactive withdrawal so that we can update their record in our office by emailing a copy of the approval to learn@dce.ufl.edu .

Transfers:

You may transfer from one course to another within 30 days of enrollment. This request must be in writing and sent by fax (352-392-6950) or email (learn@dce.ufl.edu). You will receive a receipt by mail. Any difference in tuition will be collected or refunded. There is a \$50.00 transfer fee. After the transfer has taken place, the original enrollment and expiration dates still apply. The approval of a dean or academic advisor is required for UF students, which needs to be emailed to learn@dce.ufl.edu or faxed to 352-392-6950.

Book Buy-Back Policy:

Textbooks purchased from the UF Flexible Learning Bookstore, except for ones with an access code, which are in continued use by UF Flexible Learning and are in good condition may be repurchased at 50% of the original purchase price 30 days from completion of or withdrawal from a course. Contact UF Flexible Learning for more details at 1-800-327-4218.

How to Request a UF Transcript:

There are two ways to order a transcript:

1. The online ordering system by going to this link: <http://www.registrar.ufl.edu/transcript.html>
2. If you cannot use the online system, please contact the UF Office of the University Registrar for instructions to mail in a request with a check or money order. They can be contacted by phone Monday-Friday, 8:00 a.m. to 5:00 p.m., at 352-392-1374. Persons with hearing impairments can call FRS # 1-800-955-8771 (TDD).

Please check your “unofficial transcript” first, before ordering your “official transcript”, to make certain that your grade has been posted.

UF Flexible Learning Contact Information:

Email: learn@dce.ufl.edu

Phone: (352) 392-1711

Toll free: (800) 327-4218

Fax: (352) 392-6950

Website: [UF Flexible Learning](#)

Office Hours:

Monday-Friday, except Holidays

8:00am-5:00pm EST