PennState World Campus

COMM100N:

COMM 100N: The Mass Media and Society

COMM 100N The Mass Media and Society (3 credits): Explores mass communications in the United States: organization, role, content, and effects of newspapers, magazines, television, radio, books, and films.

Overview | Objectives | Materials | Library | Technical Requirements | Course Requirements and Grading | Course Schedule | Acade mic Integrity | Accommodating Disabilities | Additional Policies

Overview

The Mass Media and Society is an overview of the interaction between mass media and society. By drawing from selected topics, the course pays particular attention to the social influences (e.g., economics, politics, technology, law and culture) that shape media messages. Among others, the course examines the nature of media controllers as well as the character of "users" and "consumers" of media products. By so doing, students are informed about the overall structure and scope of the mass media and led to understand the power and influences associated with media messages and practices. By the end of the semester, each student should have a better understanding of the dynamic nature of the mass media in an information society.

Course Objectives

At the completion of this course, you should be able to:

- · Describe the different functions of the mass media
- · Describe the process and theory of mass communication
- · Explain the basic concepts relevant to the various media forms
- · Demonstrate an awareness of the media as social, political and cultural forces
- · List the formal and informal controls on the mass media
- · Explain current trends and changes in the mass media including those influenced by new technologies
- · Explain the practices and processes of media support systems/industries
- · Discuss varied issues including those ethical concerns pertinent to media and the public

Required Course Materials

The following text is required and may be purchased from BNC:

• Biagi, S. (2017). Media/Impact: An Introduction to Mass Media (12th ed.). Cengage Learning. ISBN: 9781305580985

Supplemental readings and other materials will be added to complement the main text.

For pricing and ordering information, please see the Barnes & Noble College website (https://bncvirtual.com/psude) .

Materials will be available at Barnes & Noble College approximately three weeks before the course begins. It is very important that you purchase the correct materials. If your course requires one or more textbooks, you must have exactly the correct text required (edition and year).

Many of the University Libraries resources can be utilized from a distance. Through the Libraries website, you can

- · access magazine, journal, and newspaper articles online using library databases;
- borrow materials and have them delivered to your doorstep—or even your desktop;
- get research help via email, chat, or phone using the Ask a Librarian service (https://libraries.psu.edu/ask); and
- · much more.

You can view the Online Students' Library Guide (http://guides.libraries.psu.edu/onlinestudentlibraryguide) for more information.

You must have an active Penn State Access Account to take full advantage of the Libraries' resources and services. Once you have a Penn State account, you will automatically be registered with the library within 24–48 hours. If you would like to determine whether your registration has been completed, visit the Libraries home page (https://libraries.psu.edu/world), click on **Library Accounts**, and then click on **My Library Account**.

Technical Requirements

For this course we recommend the minimum World Campus technical requirements listed below:

Technical Requirements

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Operating System	Penn State's LMS, Canvas, supports most recent versions of Microsoft Windows and Apple Mac operating systems. To determine if your operating system is supported, please review the Canvas Computer Specifications (https://community.canvaslms.com/docs/DOC-2059).
Hardware	For a list of required computer hardware specifications and internet speed, please review the Canvas Computer Specifications (https://community.canvaslms.com/docs/DOC-2059) .
Browser	Canvas supports the last two versions of every major browser release. We highly recommend updating to the newest version of whatever browser you are using. To determine if your browser is supported, please review the list of Canvas Supported Browsers (https://community.canvaslms.com/docs/DOC-1284). Please note that due to Instructure's reduction of support for Internet Explorer, students and instructors should choose another browser to use such as Firefox, Chrome, Edge, or Safari. Note: Cookies must be enabled, and pop-up blockers should be configured to permit new windows from Penn State websites.
Additional Software	All Penn State students have access to Microsoft Office 365 (https://student.worldcampus.psu.edu/a-z-index/office-36 5), including Microsoft Office applications such as Word, Excel, and PowerPoint. Students will need Adobe Acrobat, available through Adobe Creative Cloud (https://softwarerequest.psu.edu/Home/Index).
Sound Card, Microphone, and Speakers	Required
Monitor	Capable of at least 1024 x 768 resolution
Mobile Device	The Canvas mobile app is available for versions of iOS and Android. To determine if your device is capable of using the Canvas Mobile App, please review the Canvas Mobile App Requirements (https://community.canvaslms.com/docs/DOC-1542).

As a Penn State student, you have access to LinkedIn Learning (https://linkedinlearning.psu.edu/), your one-stop shop for video tutorials on Illustrator, Dreamweaver, Photoshop, Access, Excel, PowerPoint, and countless other topics—all free to active Penn State faculty, staff, and currently enrolled students. Take tutorials to help with coursework, learn techniques for your own projects, and boost your résumé with tech skills.

If you need technical assistance at any point during the course, please contact the Service Desk (https://www.it.psu.edu/support/).

For registration, advising, disability services, help with materials, exams, general problem solving, visit World Campus Student Services (http://student.worldcampus.psu.edu/student-services)!

Course Requirements and Grading

Requirements

Reading Assignments

These are critical in providing the major content material for each lesson. They serve as the basis for completion of assignments and one of the sources of answers that you may provide in quizzes.

Reaction Reports Discussion Forum (10 points)

Reaction Reports should be at least 250 words in length. They are a way for each student to process information gathered in the readings and through personal experiences with the mass media. Students are encouraged to develop the habit of writing while reading. i.e., trap the mind's engagement with the reading materials before they disappear. Better Reaction Report posts will emerge from individual responses and each will bear the insignia and uniqueness of the student's experiences. Each student must write weekly Reaction Reports. In addition to posting your own reactions to the content, you are required to read the reactions of your fellow classmates and respond to at least 2 of your classmates. You must post by Wednesday to allow your classmates an opportunity to read and respond to your Reaction Report. Reaction Reports are in 11 lessons in COMM 100N. Your initial Text Reaction Report post is worth 6 points. Each response to a classmate's Reaction Report is worth 2 points, up to 4 points.

Review Questions (5 points)

Each student will be assigned one Review Question per lesson. A detailed response to that question (about 75-100 words) should be posted to the appropriate discussion. The Review Questions may appear in the exams, so it is essential that all students take responsibility for accurate responses. Students should be engaged with all of the questions by adding to, clarifying, or amending the original response, as appropriate. Review Questions are in 11 lessons in COMM 100N. Your initial Review Question answer is worth 3 points. Each response to a classmate's Review Question answer is worth 1 point, up to 2 points.

Supplemental Notes Discussion Forum (5 points)

These represent supplemental material to the text based on academic exposure to the subject matter and personal experiences with the mass media in the U.S. and elsewhere in the world. The Supplemental Notes should provide additional dimensions to the subject matter that may not be in the assigned reading but that is of added value to students' understanding. Some of the entries in the Supplemental Notes should also generate additional conversation by the class. Supplemental Notes Discussions should be about 150 words in length, and are in 11 lessons in COMM 100N. Your initial Review Question answer is worth 3 points. Each response to a classmate's Review Question answer is worth 1 point, up to 2 points.

Exams (30 points)

There are two exams in COMM 100N. Each is worth 30 points and contributes to 9.5% of your final score. Be sure to follow exam instructions closely.

Final Exam (40 points)

The final exam in COMM 100N is worth 40 points and contributes to 13% of your final grade. Be sure to follow exam instructions closely.

Study Suggestions

You must complete readings and Supplemental Notes. Then, submit your Reaction Report and your Review Question answer in Canvas. After you have reviewed other questions and answers, post your response to the Supplemental Notes for that lesson. Then complete any other activities for the lesson.

You should begin each lesson by reviewing the objectives and completing the assigned readings and Supplemental Notes as thoroughly as possible. Review the material you have learned. Finally, be sure to respond to at least two of your classmate's Reaction Reports, Review Questions, and Supplemental Notes Discussion.

You should completely finish one lesson before proceeding to the next. You are required to complete the course within the time-frame of one semester.

Assessments

COMM 100N assessments include the following:

Assessments and Grade Percentages

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Activity	Points	Total Points	% of Grade	Lesson(s) in which activity occurs
Exam 1	30	30	9.5	6
Exam 2	30	30	9.5	11
Final Exam	40	40	13	15
Reaction Reports	11 @ 10 points	110	34	2, 3, 4, 5, 7, 8, 9, 10, 12, 13, 14
Review Questions	11 @ 5 points	55	17	2, 3, 4, 5, 7, 8, 9, 10, 12, 13, 14
Supplemental Notes Discussion	11 @ 5 points	55	17	2, 3, 4, 5, 7, 8, 9, 10, 12, 13, 14
	Total	320		

Grading Scale

Your final grade will be based on the assessments and will conform to the following grading scale.

Grading Scale

Percent	Letter Grade
92 - 100%	A
90 - 91.99%	A-
88 - 89.99%	B+
82 - 87.99%	В
80 - 81.99%	B-
78 - 79.99%	C+
70 - 77.99%	С
60 - 69.99%	D
Below 60%	F

Please refer to the University Grading Policy for Undergraduate Courses for additional information about University grading policies.

If, for reasons beyond the student's control, a student is prevented from completing a course within the prescribed time, the grade in that course may be deferred with the concurrence of the instructor. The symbol DF appears on the student's transcript until the course has been completed. Non-emergency permission for filing a deferred grade must be requested by the student before the beginning of the final examination period. In an emergency situation, an instructor can approve a deferred grade after the final exam period has started. Under emergency conditions during which the instructor is unavailable, authorization is required from one of the following: the dean of the college in which the candidate is enrolled; the executive director of the Division of Undergraduate Studies if the student is enrolled in that division or is a provisional student; or the campus chancellor of the student's associated Penn State

campus.

 $For \ additional \ information \ please \ refer \ to \ the \ \underline{Deferring} \ a \ \underline{Grade} \ (http://student.worldcampus.psu.edu/a-z-index/deferring-a-grade) \ page.$

Course Policies

- The course assigned readings and syllabus are all subject to periodic revision as the professor may deem fit.
- Late work will be accepted without penalty only in cases of documented illness or emergency of which the professor or teaching assistant is notified as soon as possible. Work that is late for any other reason must be submitted with a written explanation; if explanation is accepted, such work will be penalized on a pro-rated basis. However, class participation work that is turned in late cannot be made up under any circumstances. Late assignments will be reduced by one letter grade per day.
- If you are unable to complete this course because of unforeseen circumstances, you have the option of requesting a deferred grade from the instructor. For more information, please see Deferred Grades on the World Campus Student Policies Web Site.
- Academic Integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud
 and deception, and is an educational objective of the College of Communications and of the university. Cheating, including
 plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work,
 or possibly allowing others to copy your work, will result in academic penalties at the discretion of the instructor, and may
 result in the grade of "XF" (failed for academic dishonesty being put on your permanent transcript, in serious cases it could
 also result in suspension or dismissal from the university).

Course Schedule

Note: All due dates reflect North American eastern time (ET).

· Course Starts: January 10, 2022

Course Ends: May 2, 2022Course Length: 15 weeks

Week 1

Lesson 1: Orientation, Introduction, and Familiarization with the Course		
Time frame:	January 10 to January 16, 2022	
Readings:	Read the course introduction and overview.	
Assignments:	Participate in the Meet and Greet Discussion Forum in Canvas.	

Week 2

Lesson 2: Mass Media and Everyday Life		
Time frame:	January 17 to January 23, 2022	
Readings:	 Read Biagi Chapter 1. Read the Supplemental Notes for this lesson 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Lesson 3: Books	
Time frame:	January 24 to January 30, 2022
Readings:	 Read Biagi Chapter 2. Read the Supplemental Notes for this lesson.
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson.

Lesson 4: Newspapers and Magazines		
Time frame:	January 31 to February 6, 2022	
Readings:	 Read Biagi Chapter 3 and 4. Read the Supplemental Notes for this lesson. 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Week 5

Lesson 5: The Recording Industry		
Time frame:	February 7 to February 13, 2022	
Readings:	 Read Biagi Chapter 5. Read the Supplemental Notes for this lesson. 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Week 6

Lesson 6: Exam #1		
Time frame:	February 14 to February 20, 2022	
Readings:	• None	
Assignments:	Complete and submit Exam #1.	

Week 7

Lesson 7: The Radio Industry

Time frame:	February 21 to February 27, 2022
Readings:	Read Biagi Chapter 6. Read the Supplemental Notes for this lesson.
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson.

Lesson 8: The Movie Business		
Time frame:	February 28 to March 6, 2022	
Readings:	 Read Biagi Chapter 7. Read the Supplemental Notes for this lesson. 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Break

Spring Break: No Class		
Time frame:	March 7 to March 13, 2022	
Readings:	• None	
Assignments:	• None	

Week 9

Lesson 9: Telev	Lesson 9: Television in Daily Life	
Time frame:	March 14 to March 20, 2022	
Readings:	Read Biagi Chapter 8.Read the Supplemental Notes for this lesson.	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Week 10

	Lesson 10: Digital Media	
ſ	Time frame:	March 21 to March 27, 2022
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Readings:	 Read Biagi Chapter 9. Read the Supplemental Notes for this lesson.
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson.

Lesson 11: Exam #	esson 11: Exam #2	
Time frame:	March 28 to April 3, 2022	
Readings:	• None	
Assignments:	Complete and submit Exam #2.	

Week 12

Lesson 12: Advert	son 12: Advertising and Public Relations	
Time frame:	April 4 to April 10, 2022	
Readings:	 Read Biagi Chapter 10 and 11. Read the Supplemental Notes for this lesson. 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Week 13

Lesson 13: Medi	esson 13: Media Regulation and Ethics	
Time frame:	April 11 to April 17, 2022	
Readings:	 Read Biagi Chapter 14 and 15. Read the Supplemental Notes for this lesson. 	
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson. 	

Week 14

Lesson 14: Media Effects and Global Media	
Time frame:	April 18 to April 24, 2022

Readings:	Read Biagi Chapter 13 and 16. Read the Supplemental Notes for this lesson.
Assignments:	 Post and respond in the Reading Reaction discussion forum for this lesson. Post your answer, review other answers, and respond to your Review Question, in the Canvas discussion forum, for this lesson. Post and respond in the Supplemental Notes discussion forum for this lesson.

Lesson 15: Final Exam	
Time frame:	April 25 to May 2, 2022
Readings:	• None
Assignments:	Complete and submit the Final Exam.

Note: If you are planning to graduate this semester, please communicate your intent to graduate to your instructor. This will alert your instructor to the need to submit your final grade in time to meet the published graduation deadlines. For more information about graduation policies and deadlines, please go to the Graduation Information (http://student.worldcampus.psu.edu/courses/graduation) on the My Penn State Online Student Portal.

Formal instruction will end on the last day of class. Provided that you have an active Penn State Access Account user ID and password, you will continue to be able to access the course materials for one year, starting from the end date of the academic semester in which the course was offered (with the exception of library reserves and other external resources that may have a shorter archival period). After one year, you might be able to access the course based on the policies of the program or department offering the course material, up to a maximum of three years from the end date of the academic semester in which the course was offered. For more information, please review the University Course Archival Policy (https://canvas.psu.edu/2019/08/20/canvas-archive-policy-for-lionpath-courses/).

Academic Integrity

Academic integrity—scholarship free of fraud and deception—is an important educational objective of Penn State. To learn more about academic integrity at Penn State, please visit the Penn State Academic Integrity (http://academicintegrity.psu.edu/) site. Academic dishonesty can lead to a failing grade or referral to the Office of Student Conduct (http://studentaffairs.psu.edu/conduct/).

Academic dishonesty includes but is not limited to

- · cheating,
- · plagiarism,
- · fabrication of information or citations,
- facilitating acts of academic dishonesty by others,
- · unauthorized prior possession of examinations,
- submitting the work of another person or work previously used without informing the instructor and securing written approval,
 and
- tampering with the academic work of other students.

How Academic Integrity Violations Are Handled

In cases where academic integrity is questioned, the Policy on Academic Integrity (http://undergrad.psu.edu/aappm/G-9-academic-integrity.html) indicates that procedure requires an instructor to notify a student of suspected dishonesty before filing a charge and recommended sanction with the college. Procedures allow a student to accept or contest a charge. If a student chooses to contest a charge, the

case will then be managed by the respective college or campus Academic Integrity Committee. If a disciplinary sanction also is recommended, the case will be referred to the Office of Student Conduct (http://studentaffairs.psu.edu/conduct/).

All Penn State colleges abide by this Penn State policy, but review procedures may vary by college when academic dishonesty is suspected. Information about Penn State's academic integrity policy and college review procedures is included in the information that students receive upon enrolling in a course. To obtain that information in advance of enrolling in a course, please contact us by going to the Contacts & Help page (http://student.worldcampus.psu.edu/contacts-help-current-students).

Additionally, World Campus students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for oneself and others, as well as a civil community.

For More Information on Academic Integrity at Penn State

Please see the Academic Integrity Chart (http://student.worldcampus.psu.edu/a-z-index/academic-integrity) for specific college contact information or visit one of the following sites:

- Penn State Senate Policy on Academic Integrity (http://undergrad.psu.edu/aappm/G-9-academic-integrity.html)
- iStudy for Success! (http://istudy.psu.edu/tutorials/) (education module about plagiarism, copyright, and academic integrity)
- Turnitin (http://turnitin.psu.edu/) (a web-based plagiarism detection and prevention system)

Accommodating Disabilities

Penn State welcomes students with disabilities into the University's educational programs. Every Penn State campus has resources for students with disabilities. The Student Disability Resources (SDR) website (http://equity.psu.edu/student-disability-resources) provides cont acts for disability services (http://equity.psu.edu/student-disability-resources/campus-disability-coordinators) at every Penn State campus. For further information, please visit the SDR website (http://equity.psu.edu/student-disability-resources).

In order to apply for reasonable accommodations (http://equity.psu.edu/student-disability-resources/applying-for-services), you must contact the appropriate disability resources office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation based on the documentation guidelines (http://equity.psu.edu/ods/guidelines). If the documentation supports your request for reasonable accommodations, your campus's disability resources office will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. You must follow this process for every semester that you request accommodations.

Additional Policies

For information about additional policies regarding Penn State Access Accounts; credit by examination; course tuition, fees, and refund schedules; and drops and withdrawals, please see the World Campus Student Policies (http://student.worldcampus.psu.edu/a-z-index) website.

Counseling and Psychological Services

Mental health services are available to help you maintain your academic success. Visit the student Mental Health Services website (htt p://student.worldcampus.psu.edu/student-services/mental-health-services) to learn more or to speak with a mental health advocate who can help you address concerns including anxiety, depression, relationship difficulties, and stress. If you or someone you know is experiencing a crisis situation, please call your local emergency service.

Veterans and Military Personnel

Veterans and currently serving military personnel and/or dependents with unique circumstances (e.g., upcoming deployments, drill/duty requirements, VA appointments, etc.) are welcome and encouraged to communicate these, in advance if possible, to the instructor in the case that special arrangements need to be made.

Privacy Notice

In order to protect your privacy, course access is limited to those individuals who have direct responsibility for the quality of your educational experience. In addition to the instructor, a teaching assistant or college administrator may be provided access in order to ensure optimal faculty availability and access. World Campus technical staff may also be given access in order to resolve technical support issues.

Student Responsibilities and Conduct

- 1. Students are responsible for online course content, taking notes, obtaining other materials provided by the instructor, taking tests (if applicable), and completing assignments as scheduled by the instructor. As a general rule, students should plan on logging into the course at least three times per week and spending at least three hours per course credit per week on the course, e.g., if the course is three credits, the student should plan on spending at least 9-12 hours per week on the course, just as they would in a residence course.
- 2. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.
- 3. Students are responsible for monitoring their grades.
- 4. Students must contact their instructor (and teammates when working on any collaborative learning assignments) as soon as possible if they anticipate missing long periods of online time due to events such as chronic illnesses, death in the family, business travel, or other appropriate events. The instructor will determine the minimal log on time and participation required in order to meet course responsibilities. In the event of other unforeseen conflicts, the instructor and student will arrive at a solution together.
 - a. Requests for taking exams or submitting assignments after the due dates require documentation of events such as illness, family emergency, or a business-sanctioned activity.
 - b. Conflicts with dates on which examinations or assignments are scheduled must be discussed with the instructor or TA (teaching assistant) prior to the date of the examination or assignment.
- 5. Students are responsible for following appropriate netiquette (network etiquette) when communicating with their instructor and classmates. For reference:
 - a. Tips for Being a Successful World Campus Student (http://student.worldcampus.psu.edu/academic-support-resources/strategies-to-improve-online-learning)
 - b. Email and Communication Strategies (http://student.worldcampus.psu.edu/a-z-index/email-communication-strategies)
- 6. Behaviors that disrupt other students' learning are not acceptable and will be addressed by the instructor.
- 7. For severe and chronic problems with student disruptive behavior, the following will be applied for resolution:
 - a. Senate Committee on Student Life policy on managing classroom disruptions: Office of Student Conduct (http://studentaffairs.psu.edu/conduct/)
 - $b. \ Penn \ State \ Principles \ (https://admissions.psu.edu/pennstate/principles/)$

Report Bias

Penn State takes great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of intolerance, discrimination, or harassment due to age, ancestry, color, disability, gender, gender identity, national origin, race, religious belief, sexual orientation, or veteran status are not tolerated and can be reported through Educational Equity via the Report Bias webpage (http://equity.psu.edu/reportbias/).