

Instructor Information:

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The **Question & Answer Discussion Forum** on Canvas is the preferred method of communication for most student questions. Questions of a confidential or personal nature should be sent by email. I do not accept assignments by email. I typically check email once daily during business hours Monday to Thursday. Additional information is available below in my email policy.

Office Hours

Office hours are reserved specifically for meetings with students in my classes. Contact me by email to set up an appointment. Please include multiple times that work for you in your email to speed up scheduling. My availability this semester is:

- Mondays, from 9:30 am to 11:20 am, US Eastern Time
- Wednesdays, from 9:30 am to 11:20 am, US Eastern Time
- Thursdays from 2:00 pm to 2:50 pm, US Eastern Time

I am typically available by Zoom during office hours, but to preserve bandwidth on Campus I do not keep Zoom active when I do not have an appointment. You can still "drop in" virtually. The best way is to call my office phone line and I will log in. Use the same Zoom link you use for attending class remotely (see below).

Course Information:

- Semester: Spring, 2022
- Lecture time: 9:30 am to 10:50 am, US Eastern Time
- Lecture location: Garland Library, Room 108
- Zoom link: <https://tusculum.zoom.us/j/95312191625> (**Full Zoom Call Information**)
- Final Exam: Tuesday, May 3, 2022 at 10:00 am, US Eastern Time

Course Description:

American adults now spend nearly 12 hours a day interacting with media of some kind. The internet, television, newspapers, magazines, motion pictures, radio, and other types of mass communication are a huge part of our lives. In this course, we will examine the origin, development, strengths and weaknesses, and

achievements of mass communication. This class focuses on mass communication in the United States, with particular attention to the interrelationship between mass communication and society.

Required Materials:

- University of Minnesota. (2016). *Understanding media and culture: An introduction to mass communication*. University of Minnesota Libraries Publishing. <https://doi.org/10.24926/8668.2601>

Student Learning Objectives:

Upon successful completion of this course, students will be able to:

1. Demonstrate, using examples from media, readings and other evidence, how the US mass media developed. The discussion papers will measure this learning outcome.
2. Analyze the influence of the US mass media's political and economic environment, and information-gathering practices on media content. The discussion papers will measure this learning outcome.
3. Describe how different media have different societal functions. The exams will measure this learning outcome.
4. Contrast the mass media in the US with mass media elsewhere in the world. The exams will measure this learning outcome.

Course Assignments and Grade Determination:

There are three major components of your grade in this class:

- Content Knowledge (35%)
 - 10%, **Exam 1**
 - 10%, **Exam 2**
 - 15%, **Final Exam**
- Discussion Papers (50%)
 - 22.2%, Best Discussion Paper
 - 16.7%, Middle Discussion Paper
 - 11.1%, Worst Discussion Paper
- Professionalism & Engagement (15%)
 - 4%, Phase 1
 - 4%, Phase 2
 - 4%, Phase 3
 - 3%, Phase 4

Discussion Papers:

Your understanding of course material will primarily be assessed through three discussion papers. Each paper will be between 750 to 1,000 words, which is 3-4 full

pages in length (this is the length of the body of the paper, and does not include references, titles, etc.). The grades on these papers will be weighted according to how well you do on each of them. Your highest scoring discussion paper is worth 22.2% of your final grade, the middle paper is worth 16.7% of your final grade, and the lowest paper is worth 11.1% of your final grade.

Exams:

Your understanding of the course material will also be assessed using exams. There will be two unit take-home exams, each contributing 10% of your final grade. You will have up to 48 hours to complete the take-home exams. The final exam will contribute 15% to your final grade, and will be timed.

Professionalism and Engagement:

Professionalism and Engagement contributes 15% of your final grade. Displaying basic professionalism and engaging with the course content are basic expectations in this class. Class activities (formative assessments) are designed to help you understand the class content and to help you complete your major assignments. Your professionalism and engagement grade will be totaled for each phase of the class.

Extra Credit:

Students can earn up to a maximum of a 4.5% bonus on their final grade by attending events sponsored by programs within the department of Communication & Fine Arts. Extra credit opportunities and the amounts available will be announced throughout the semester. Some, but not all, of these events will have virtual attendance options. Any additional opportunities will not raise the cap of 4.5%. Extra credit may not be turned in after the last regular class meeting.

Final Exam Policy:

Tusculum University's full-semester courses include a final exam week. During the final exam week, students are required to be available for any form of final assessment (e.g. exams, papers, presentations) planned by the instructor according to the Tusculum University Final Exam Schedule and listed in the syllabus. Missing any planned final assessment during final exam week without prior written approval by the course instructor will result in a zero for the assessment. Travel, family, or other plans that conflict with the planned day/time of the final assessment are not acceptable excuses for missing a final assessment or for requesting a change of schedule. Instructors are under no obligation to accommodate a request for a change of day/time for the final assessment; an exception to this policy made by one instructor has no bearing on the decision of another instructor.

Grading Scale:

Final grades are allocated according to the official University grading scale for undergraduate courses:

Grading Scale		
A+	100-98	4.0
A	97-93	4.0
A-	92-90	3.7
B+	89-87	3.5
B	86-83	3.0
B-	82-80	2.7
C+	79-77	2.5
C	76-73	2.0
C-	72-70	1.7
D+	69-67	1.5
D	66-63	1.0
F	62-0	0.0

Course Schedule:

THESE SIX ASSIGNMENTS ACCOUNT FOR 85% OF YOUR GRADE IN THIS CLASS:

- **Discussion Paper 1**, due on Tuesday, February 22nd, at the beginning of class (9:30 am, US Eastern Time)
- **Exam 1** (Take-home Exam), due on Thursday, February 24th, at the beginning of class (9:30 am, US Eastern Time)
- **Discussion Paper 2**, due on Tuesday, March 29th, at the beginning of class (9:30 am, US Eastern Time)
- **Exam 2** (Take-home Exam), due on Thursday, March 31st, at the beginning of class (9:30 am, US Eastern Time)
- **Discussion Paper 3**, due on Thursday, April 28th, at the beginning of class (9:30 am, US Eastern Time)
- The **Final Exam** is from 10:00 am to 11:50 am, US Eastern Time, on Tuesday, May 3, 2022

Phase 1:

This phase of the class focuses on early mass communication and the development of written systems.

Additionally, this phase of the class is designed to orient you to the class itself. You will complete low-stakes versions each kind of assignment you will encounter during the semester. In general, these are graded based only on turning in a good faith effort to accomplish the task, not based on the content. This is the only phase where re-submission, etc. is permitted.

The instructor reserves the right to modify this schedule as necessary during the course.

Major Assignments in this Phase

- There are **NO** major assignments in this phase.

Tuesday, Jan. 18 (Meeting #1)

- Lesson 0: Course Orientation
- Lesson 1: Defining Mass Communication

Thursday, Jan. 20 (Meeting #2)

- Lesson 2: Mass Communication Before Writing
- Complete before class:
 - **Syllabus Quiz**

Tuesday, Jan. 25 (Meeting #3)

- Lesson 3: Writing Systems

Thursday, Jan. 27 (Meeting #4)

- Lesson 4: Writing Media
- Complete before class:
 - Practice Discussion Paper
 - Practice Take-home Exam

Phase 2:

This phase of the class is focuses on advancements in text-based methods of mass communication.

The instructor reserves the right to modify this schedule as necessary during the course.

Major Assignments in this Phase

- There are **2** major assignments due during this phase of the class:
 - **Discussion Paper 1**, due on Tuesday, February 22nd, at the beginning of class (9:30 am, US Eastern Time)
 - **Exam 1** (Take-home Exam), due on Thursday, February 24th, at the beginning of class (9:30 am, US Eastern Time)

Tuesday, Feb. 1 (Meeting #5)

- Lesson 5: Postal Systems

Thursday, Feb. 3 (Meeting #6)

- Lesson 6: Printing Technologies
- Complete before class:
 - Topic Reservation for Discussion Paper 1

Tuesday, Feb. 8 (Meeting #7)

- Lesson 7: Printed Formats (Books, Newspapers, Magazines, etc.)

Thursday, Feb. 10 (Meeting #8)

- Lesson 8: Print in Early US History (Guest Lecture)

Tuesday, Feb. 15 (Meeting #9)

- Lesson 9: Telegraph

Thursday, Feb. 17 (Meeting #10)

- Lesson 10: Telephone

Tuesday, Feb. 22 (Meeting #11)

- Lesson 11: Typewriters and Teletype
- Complete before class:
 - **Discussion Paper 1**

Thursday, Feb. 24 (Meeting #12)

- Lesson 12: Fax Machines
- Complete before class:
 - **Exam 1** (Take-home Exam)

Phase 3:

This phase of the class focuses on the development of audiovisual technologies, including recording, storage, and display technologies, as well as the development of methods for transmitting these media directly to distributed audiences in real time.

The instructor reserves the right to modify this schedule as necessary during the course.

Major Assignments in this Phase

- There are **2** major assignments due during this phase of the class:
 - **Discussion Paper 2**, due on Tuesday, March 29th, at the beginning of class (9:30 am, US Eastern Time)
 - **Exam 2** (Take-home Exam), due on Thursday, March 31st, at the beginning of class (9:30 am, US Eastern Time)

Tuesday, Mar. 1 (Meeting #13)

- Lesson 13: Photography
- Complete before class:
 - Feedback Survey, Phases 1 and 2

Thursday, Mar. 3 (Meeting #14)

- Lesson 14: Movies

- Complete before class:
 - Topic Reservation for Discussion Paper 2

Tuesday, Mar. 8 (No Class Meeting)

- Spring Break

Thursday, Mar. 10 (No Class Meeting)

- Spring Break

Tuesday, Mar. 15 (Meeting #15)

- Lesson 15: Audio and Video Recording Technologies

Thursday, Mar. 17 (Meeting #16)

- Lesson 16: Wireless

Tuesday, Mar. 22 (Meeting #17)

- Lesson 17: Radio

Thursday, Mar. 24 (Meeting #18)

- Lesson 18: Television

Tuesday, Mar. 29 (Meeting #19)

- Lesson 19: Cable and Satellites
- Complete before class:
 - **Discussion Paper 2**

Thursday, Mar. 31 (Meeting #20)

- Lesson 20: Alternative and Subcultural Media (Guest Lecture)
- Complete before class:
 - **Exam 2** (Take-home exam)

Phase 4:

This phase of the class is focuses on the transition to media focused on narrowly-defined audiences and media that allow for real-time interactivity with audiences, especially interactivity on an individual basis.

The instructor reserves the right to modify this schedule as necessary during the course.

Major Assignments in this Phase

- There are **2** major assignments due during this phase of the class:
 - **Discussion Paper 3**, due on Thursday, April 28th, at the beginning of class (9:30 am, US Eastern Time)
 - The **Final Exam** is from 10:00 am to 11:50 am, US Eastern Time, on Tuesday, May 3, 2022

Tuesday, Apr. 5 (Meeting #21)

- Lesson 21: Narrowcasting
- Complete before class:
 - Feedback Survey, Phase 3

Thursday, Apr. 7 (Meeting #22)

- Lesson 22: Video Games
- Complete before class:
 - Topic Reservation for Discussion Paper 3

Tuesday, Apr. 12 (Meeting #23)

- Lesson 23: The Internet

Thursday, Apr. 14 (Meeting #24)

- Lesson 24: Cellular Phones

Tuesday, Apr. 19 (Meeting #25)

- Lesson 25: Social Media

Thursday, Apr. 21 (Meeting #26)

- Lesson 26: Streaming

Tuesday, Apr. 26 (Meeting #27)

- Lesson 27: Copyright and Censorship

Thursday, Apr. 28 (Meeting #28)

- Lesson 28: The Future of Mass Communication
- Complete before class:
 - Course Evaluations
 - Feedback Survey, Phase 4
 - **Discussion Paper 3**

Tuesday, May 3 (Final Exam)

- **Final Exam**, from 10:00 am to 11:50 am, US Eastern Time

Course Policies (Attendance, Assignments, Assessments):

Any issue not directly addressed by existing class or college policy shall be determined at the sole discretion of the instructor. All student interactions, whether face-to-face or digital, may be recorded for quality assurance purposes.

Appropriate Behavior Policy

We are a community of learners, and your classmates are entitled to the standard professional courtesies. Each student is required to conduct themselves in an appropriate manner at all times. Show respect for every person in the class. Complete your assigned work on time. Be ready for discussion and activities. Ask questions. Be supportive audience members. Racist, sexist, or other offensive or discriminatory language will not be tolerated. Unprofessional behavior will result in penalties to your Participation and Professionalism grade.

COVID-19 Mask Wearing Policy

The university's policy regarding mask wearing is outlined in the Pioneer Pathway document that is found on the campus safety webpage. Scroll down and click on the COVID-19 tab to locate the document. Faculty are authorized to enforce all guidelines outlined in the Pioneer Pathway document.

Email Policy

The Question & Answer Discussion Forum on Canvas is the preferred method of communication for most student questions. Questions of a confidential or personal nature should be sent by email. I do not accept assignments by email. I check and respond to my email once daily during business hours, however I dedicate my Fridays to research and larger projects. I typically do not see emails sent late on Thursday or during the day Friday until Monday the next week.

Engaging in professional communication with your professors and the university staff is important. I am unlikely to respond to emails that do not contain any questions. Emails asking course-related questions of a non-confidential nature will be answered in the Question & Answer Discussion Forum on Canvas. Brief emails asking questions which are already answered in course documents (syllabus, calendar, assignment descriptions, etc.) will typically receive brief replies referring to course documents.

The privacy of student educational records is protected by the Family Educational Rights and Privacy Act (FERPA). I will not respond to any communication about a student which does not come from an official school email address.

HyFlex Statement:

You've signed up for a HyFlex class. What this means is that you may attend in-person, virtually through zoom, or completely online, and you may change up your method of attendance however you like throughout the semester. The HyFlex class, then, is the most accommodating one you'll find. It offers obvious flexibility for your schedule and for whatever life events you face throughout the course. You'll find that the HyFlex class is just as effective as any strictly online class. With the HyFlex experience, all students, no matter how they attend, will have access to recordings of daily lectures and to all the same course materials. You'll be required to engage in the same conversations and to complete the same assignments.

Words of Caution

Keep in mind the important fact that online classes became a thing to accommodate students who had significant obstacles to overcome -- like jobs, families, and distance. Online is an effective way to get through college. No one ever promised it would be the best, or easiest, way. It is my firm belief that nothing replaces the in-class experience. The in-class experience gives you immediate access to your instructor and to your classmates, who all have a vested interest in this class's materials, subject matter, and discussions. There's a healthy and invigorating energy found in face-to-face interactions that you just can't find otherwise, and committing to attend in-person gives you, especially you traditional-age college students, a structure that has historically proven necessary for students for literally hundreds of years. Online education requires the type of self-discipline that young people often haven't had time to develop. If you're unable to attend in person or via Zoom, be sure you're committed to demonstrating the kind of discipline necessary to be successful. Otherwise, again, you're not getting your money's worth. If you're a residential or commuter student, you're not getting your money's worth if you elect to attend class virtually, especially solely online. Be wise, then: get the most bang for your buck.

Grade Challenge Policy

If you believe that you have been graded unfairly, wait 24 hours after receiving the grade, review the rubric, and schedule a meeting to discuss it with me. Come to this meeting prepared to provide *evidence* supporting the need for a grade change. Grades are considered final one week after they are posted in Canvas. Because student grades are protected under FERPA, I will not discuss your grades publicly outside of a meeting scheduled for that purpose.

Late Work Policy

Exams are not accepted late. There is a 24-hour grace period for all other assignments. Late work received during the grace period will not lose any points. No late work of any kind is accepted after the grace period.

Technology Problems

Using technology is a basic expectation of students at this level of study. You are responsible for the functionality of any and all personal or third-party devices and software you use. Issues with these are not an excuse for late or missing work. If you encounter a problem with technology owned or operated by the university, **report the problem to information services**. After the issue is resolved, include a copy of your messages with information services along with any requests for alternate deadlines to my email address.

Alternate Deadlines

In some cases an emergency may require you to turn in work after the assigned due date. These situations are handled on a case-by-case basis and, depending on the situation and documentation, this work may be assigned an alternate deadline. Coursework assigned an alternate deadline is graded for full credit, but will not receive feedback.

Alternate deadlines will not be assigned for events that can be planned for – this includes school-sponsored events, such as athletics.

Tusculum Syllabus Policies and Supports:

To access Tusculum Syllabus Policies and Support click [here](#)