

Syllabus Fall Term 2013-2014

COM 150-001 – Mass Media and Society

CRN: 10031

Room: DXLPLZ GL35

Day/Time: 8 – 9:20 a.m. TR

Instructor: Myles Ethan Lascity

Office: PSA 306

Office Hours: Before and after class and by appointment.

Email: ethan.lascity@drexel.edu

About This Course

Required Texts

Hanson, Ralph E. (2014) *Mass Communication: Living in a Media World*. CQ Press.

Postman, Neil. (2005) *Amusing Ourselves to Death*. Penguin Books.

Recommended Reads

Anderson, Benedict. (2006) *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. Verso.

Gray, Jonathon. (2010) *Show Sold Separately: Promos Spoilers and Other Media Paratexts*. NYU Press.

Moore, Ryan (2009) *Sells Like Teen Spirit: Music, Youth Culture, and Social Crisis*. NYU Press.

Palladino, Grace. (1997) *Teenagers: An American History*. Basic Books.

Zukin, Sharon. (2005) *Point of Purchase: How Shopping Changed American Culture*. Routledge.

Course Description

The course provides an overview of the history, economic structure, regulation, and impact of the mass media in the United States.

Purpose of this Course

This course will help to familiarize students with mass media in the United States and begin to acquaint students with some communication theories that seek to

interrogate and explain the mass media. This class will pay particular attention to the role of mass media in consumer contexts.

Student Learning Objectives

Upon successful completion of this course, students (1) will be familiar with the history and development of the mass media; (2) will have a basic understanding of communication theories used to interrogate the mass media; (3) will be aware of contemporary mass media research and familiar with mass media research journals; and (4) will understand how the mass media helps to shape consumer culture.

Methods of Evaluation

Your grade will be graded out of 500 points.

Attendance and Participation – 100 pts

Attendance and participation are extremely important in this class. This means regular and prompt attendance, coming to class having done the assigned readings, contributing to discussion and respectfully listening to others.

Each class you will be given two (2) points for coming to class. Contributing to the discussion will be worth an additional three (3) points. Being late to class, not paying attention to the discussion or actively disrupting class will result in a loss of participation points. You are allowed **two (2)** unexcused absences from class. **Missing six (6) or more classes without a valid excuse will result in a failure of the course.**

Laptops: You may use a laptop for notes; however, **you should not be on facebook, Twitter or other social media sites. If you are on these sites, you will be asked to leave class.**

Note: The instructor reserves the right to give additional points for outstanding attendance and participation.

Tests – 200 pts

There will be two tests – a midterm and a final. Each will be worth 100 points. The midterm will be taken in class; the final will be take home. Specifics will be discussed in class.

The final MUST be turned in by the due date or it will not be graded, resulting in a zero.

Assignments – 200 pts

There will be two major assignments in class. Each assignment will be worth 100 points. Assignments will be discussed in class at least a week before the due date.

Assignments are due by the beginning of class on the assigned due date. All assignments must be submitted via TurnItIn. No exceptions.

Late assignments will be accepted, however, there will be one grade letter (10 points) deducted for each day the assignment is late. This starts from the beginning of class. Therefore, if you miss class and submit the assignment during the class, you will be docked one letter grade.

If you are having an issue or need an extension for any reason, please discuss it with the instructor as soon as possible. Accommodations can be made but they will not be made if you wait until the due date.

Grade	Average	Class Points
A+	97-100	485-500
A	93-96	465-480
A-	90-92	450-460
B+	87-89	435-445
B	83-86	415-430
B-	80-82	400-410
C+	77-79	385-395
C	73-76	365-380
C-	70-72	350-360
D+	67-69	335-345
D	60-66	300-330
F	59 and below	< 295

Plagiarism is a serious issue within the media world. As such any instances of plagiarism or fabrication will result in a failing grade for the assignment and failing grade in the course. There are not exceptions to this rule. Please refer to the Drexel University policies on academic honesty in your student handbook and online. Students will also be reported to the office of student life.

Academic Policies

The following links are listed for your reference. Please consult these as appropriate and needed.

Student Handbook:

http://drexel.edu/studentaffairs/community_standards/studentHandbook/

Academic Dishonesty:

http://www.drexel.edu/provost/policies/academic_dishonesty.asp

http://www.drexel.edu/studentlife/community_standards/overview/

Drop or adding a course:

http://www.drexel.edu/provost/policies/academic_transactions.asp

http://www.drexel.edu/provost/policies/course_drop.asp

Disabilities:

<http://www.drexel.edu/oed/disabilityResources/>

Class Schedule

This is a working schedule. Any changes will be made between the instructor and the class. You are responsible for knowing about any alterations to the syllabus if you are not in class when the changes are discussed.

	Date	Class Plans	Assignments
Week 1	Sept. 24	Class Introduction	
	Sept. 26	Ch. 1 – Living in a Media World	
Week 2	Oct. 1	Ch. 2 – Mass Comm. Effects	
	Oct. 3	Ch. 3 – The Media Business	Discuss Assignment #1
Week 3	Oct. 8	Ch. 4 – Books	
	Oct. 10	<i>Anderson, “The Origins of National Consciousness” and “Creole Pioneers”</i>	
Week 4	Oct. 15	Ch. 5 – Magazines	Assignment #1 Due
	Oct. 17	<i>Zukin, “Consumer Guides and the Invention of Lifestyle”</i>	
Week 5	Oct. 22	Ch. 6 – Newspapers and the news	
	Oct. 24	Midterm	
Week 6	Oct. 29	Ch. 7 – Audio	
	Oct. 31	<i>Moore, “The Work of Rock in the Age of Mechanical Reproduction”</i> <i>Sisario, “Tweet It Maybe”</i>	
Week 7	Nov. 5	Ch. 8 – Movies	
	Nov. 7	<i>Gray, “From Spoilers to Spinoffs: A Theory of Paratexts”</i>	
Week 8	Nov. 12	Ch. 9 – Television	
	Nov. 14	Postman – Ch. 1-5	

Week 9	Nov. 19	Postman – 6, 10 & 11	Discuss Assignment #2
	Nov. 21	Ch. 10 – The Internet	
Week 10	Nov. 26	<i>Carr, “Is Google Making Us Stupid?”</i>	Assignment #2 Due
	Nov. 28	Thanksgiving – No Class	
Week 11	Dec. 3	Ch. 11 – Advertising	
	Dec. 5	<i>Palladino, “The Advertising Age”</i>	Handout Final
	Dec. 12	Finals Week	Final Due by 8a