COURSE DESCRIPTION:
This course is designed to help students become better critical consumers of mass media. It will also improve writing skills and enhance media literacy. Course content focuses on consumer issues related to media in the United States and globally. Course requirements include readings, several writing assignments, an ethics presentation and two exams. Course format: Tuesday/Thursday/Friday including: lectures, other presentations (videos and guest speakers) and discussion sections. You are expected to complete all readings and assignments, and participate fully in discussion sections.

GE GOALS & OBJECTIVES: Course approved as a Social Science General Education Requirement. Courses in this area focus on human behavior and the institutions and social systems that shape and are shaped by that behavior. Courses provide an overview of one or more social science disciplines, their theories, and methods. Students may use 3 s.h. of course work approved in this area to partially complete the Distributed General Education component of the General Education Program.

TEXTS:
The following books will be available in paperback at the University Bookstore in the IMU. Copies are also on reserve in the Journalism Resource Center E350 Adler Building. Every student is required to read all assigned readings. This material will be synthesized, evaluated and debated in discussion sections, lectures and as part of other activities. Additional readings are assigned on ICON.


THE IOWA DOZEN is a pledge from the School of Journalism to help you:
Learn:  
- to write correctly and clearly  
- to conduct research and gather information responsibly  
- to edit and evaluate carefully  
- to use media technologies thoughtfully  
- to apply statistical concepts appropriately

Value:  
- First Amendment principles for all individuals and groups  
- a diverse global community  
- creativity and independence  
- truth, accuracy, fairness and diversity

Explore:  
- mass communication theories and concepts  
- media institutions and practices  
- the role of media in shaping cultures
NOTES:
ADMINISTRATIVE HOME - The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Student Academic Handbook.

ELECTRONIC COMMUNICATION - University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

ACCOMODATION FOR DISABILITIES - A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

ACADEMIC FRAUD - Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Academic Fraud section of the Student Academic Handbook.

CLAS FINAL EXAM POLICY - Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

MAKING A SUGGESTION OR COMPLAINT - Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

UNDERSTANDING SEXUAL HARASSMENT - Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

REACTING SAFELY TO SEVERE WEATHER - In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety web site.

ATTENDANCE - Attendance is mandatory. Every class is important so please don’t ask my permission or your TA’s permission to miss a class. Missing 20 minutes of any one class will be considered an absence. If you must miss a class you will need to provide a written explanation and adequate documentation for us to consider suspending the penalty.

DEADLINES - Deadlines in this class are firm. Late assignments must be pre-approved. NO assignment will be extended more than one week past the deadline – NO exceptions. It is your responsibility to turn in your assignments directly to the teaching assistant when they are due. If you turn in an assignment in some other way (under office door, in box or email), at some other time (before or after due date), we are not responsible if it is lost or misplaced. It is always a good idea to keep a copy in case there is a problem.

CHANGES - It may be necessary to make changes in the syllabus according to how readings, videos, speakers, and assignments flow throughout the semester. A number of new videos have been ordered. A currently listed video in the syllabus may be replaced by a new one depending on arrival date.
WARNING - If any of the videos shown in class are offensive to you talk to your TA. You are not required to stay and view them. However, each video has been selected because of its appropriateness to the particular section studied. And all videos are available on television or from video stores. Keep in mind that some of the videos will have response essays connected to them that cannot be made up.

RIGHTS AND RESPONSIBILITIES - Student Rights and Responsibilities means that you will respect the other members of the class, the professor/TA, and treat everyone with the same courtesy you want to receive in return. Students have the right to a classroom environment that encourages learning. The ability to learn is lessened when students engage in inappropriate classroom behavior, distracting others; such behavior also is a violation of the Code of Student Life. When disruptive activity occurs, a University professor has the authority to determine classroom seating patterns and to request that a student exit the classroom, laboratory, or other area used for instruction immediately for the remainder of the period. One-day suspensions are reported to appropriate departmental, collegiate, and Student Services personnel (Office of the Vice President for Student Services and Dean of Students).

GRADING:
You must earn 60% of the available points in order to pass this class. This means that we have rigorous expectations and grade accordingly. **Assignments will be graded with these guidelines in mind: A = Exceptional work, B = Very good work, C = Average work, D = Poor work, F = Unacceptable work. Grades for each assignment will be determined within the range of that particular assignment. Grades are not based on percentages, but on points. The final grade will be based on the total points earned for all class assignments and activities (see grade scale below). Plus/minus grading will only be allocated for the final grade and only if the total points are on the cut off. (Example: 300 points = A+/ 275 points = A-).

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Discussion Section Points:</th>
<th>Final Grade Scale:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 media diary/essay</td>
<td>10pts.</td>
<td>Attendance 15pts.</td>
<td>300-275 = A</td>
</tr>
<tr>
<td>#2 comparison analysis</td>
<td>20pts.</td>
<td>Participation 15pts.</td>
<td>274-240 = B</td>
</tr>
<tr>
<td>#3 research critique</td>
<td>30pts.</td>
<td>Quizzes (5-4pts. each) 20pts.</td>
<td>239-198 = C</td>
</tr>
<tr>
<td>Two exams (65 pts. Each)</td>
<td>130pts.</td>
<td>Peer edit 10pts.</td>
<td>197-180 = D</td>
</tr>
<tr>
<td>20 response essays (2pts. Each)</td>
<td>40pts.</td>
<td>Ethics presentation 10pts.</td>
<td>below 180 = F</td>
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<tr>
<td>Discussion Section</td>
<td>70pts.</td>
<td>Total 70pts.</td>
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<td>Total</td>
<td>300pts.</td>
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CLASS PREPARATION:
You must complete the reading or assignment that is due before coming to class. As with any university class, the bulk of the work will be done at home. The University's guidelines say that the standard out-of-class preparation for a three-credit hour class is six hours, but you may find that more study time will be needed. You will each need to figure out how many hours will work for you. It is your responsibility to read all assigned material. If there is anything you don’t understand be sure contact your TA or the professor.

CLASS PARTICIPATION:
Friday class discussions are very important! They are an opportunity to broaden your understanding of the material covered in Tuesday/Thursday sessions. Points will be distributed based on your contribution to class discussions. Minimal contribution/rarely speak 5pts. - Average contribution/speak sometimes 10pts. - Exceptional contribution/always speak 15pts.

ASSIGNMENT REQUIREMENTS:
Writing Assignments - All assignments must be typed in average size typeface such as Times 12/14 and double-spaced. Most assignments will be graded on clarity/logic, depth of information/analysis, structure/organization, grammar/other mechanics, intelligent use of course concepts and materials, originality of ideas. There may be other more distinctive criteria listed in each specific assignment handout. Assignments will not be accepted through email. You must hand in printed copies during the appropriate discussion section, unless approved by TA. NO assignments will be accepted more than one week late - NO exceptions. Please note that Wikipedia and other unreliable Internet sources (like personal blogs) will not be accepted as legitimate citations for any of the writing assignments.
Experience diary/essay – (10 pts.) Keep a two-day diary of your interaction with all media (print, online, TV, film, music, etc). Part 1 - briefly jot down notes about what media products you read, watch or listen to, including for how long, then write a one-paragraph overview on your overall media use. For the overview think about patterns, routines and other interesting connections. For part two - think about a past situation where a media product impacted you significantly in some way (i.e. a song you related to, a movie you found empowering or an article that ticked you off) and write a two-page reflection essay. Part 1 – submit two-day diary including one-paragraph overview. Part 2 – include your experience reflection (maximum of two pages). Total 4 pages.

Comparison analysis – (20 pts.) Choose a current major news story and examine the coverage of that story in three different media outlets/genres. For example: local/national/international news or print/broadcast/cable news or newspaper/magazine/internet news. Discuss the differences and similarities in the content, visuals, headlines, etc. along with contrasting perspectives. Must include a chart or graph and a minimum of four resources in the text that correspond with footnotes/bibliography section (MLA Style). All Internet sources must be annotated along with a normal citation if possible. Total 5 pages, plus Internet annotations/footnotes/bibliography.

Research Critique- (30 pts.) Choose a media content issue such as violence in video games or sex in music videos and write a research critique. You should choose a specific example of the broader topic to focus on for your analysis. In other words, research and analyze a specific video game or several music videos that display the problematic issue. This research paper should include your point of view, along with what critics or other resources say, plus specific examples to document and illustrate the issues. Must also include a minimum of six resources in the text that correspond with footnotes/bibliography section (APA Style). All Internet sources must be annotated along with a normal citation if possible. Total 6 pages, plus Internet annotations/footnotes/bibliography.

Exams (65 pts. each) Exams will contain short essay, multiple choice, fill-in the blank, true/false and matching sections. Each will be based on material covered in lecture and discussion sections. You will receive a one-page study guide for review at least one week before the exam. The second exam will not be cumulative.

Quizzes (5 at 4 pts. each) There are five required ICON readings. Each quiz has been included in the course outline after the reading is complete.

Revision You will have the opportunity to revise one of the two primary papers, the Comparison Analysis or Research Critique. Revisions will not be accepted before or after the due date. NO Exceptions! The paper that you choose to revise must have been submitted and graded under the original deadline. NO Exceptions!

Ethics Presentation (10 pts.) As a group project you will develop a presentation on an assigned ethical media issue to be presented in class. Peer Edit (10 pts.) You will read and offer constructive suggestions on the draft of the research critique for, at least, one classmate.

Response Essays (2 pts. each) You write 20 response essays based on selected class activities such as guest speakers, lectures, videos and readings. Response essays can be requested at any time in any class without advanced notice. It should be no more than one page, neatly handwritten. In order to receive points it must be evident that some thought has been put into the response. These essays will not be announced in advance or graded. They will also not be accepted after-the-fact. No Exceptions!!!!!

Extra Credit/Letter to Editor – (up to 10 pts.) Read the letter to the editor pages in several newspapers for a few days to gain familiarity with the style and format. Choose a topic of interest, one that you are passionate about and write your own letter to the editor. Submit it to your TA for a possible five extra credit points. Extra credit is not automatic - your TA will determine if the letter is well thought out with a substantial message in order to issue the extra credit points. If you send the letter to a newspaper or magazine and it is accepted, turn in a published copy to your TA to receive an additional 5 points. You can continue to submit letters until you get one published, but you can only receive a total of 10 points.
COURSE OUTLINE:

August 23/25/26 - Lecture: Syllabus Overview/ Writing Basics
READING: Hacker/A Pocket Style Manual 1-55
Discussion – Explain media diary/essay assignment/ Hacker – clarity & grammar

August 30/Sept 1/2 – Lecture: Media Literacy
READING: Hacker/A Pocket Style Manual 56-92
Video/Speaker Growing Up Online (60 min)
Discussion – Explain Letter to the Editor assignment/ Hacker – punctuation & mechanics

READING: Hacker/ A Pocket Style Manual pp. 93-104
Video/Speaker Consuming Kids: the Commercialization of Childhood (67 min)
Discussion – Assessing Internet websites handout/ Hacker – Research Sources
**Media Diary/Essay Due!

September 13/15/16 – Lecture: Media Framing
READING: Hacker/A Pocket Style Manual 105-141
Video/Speaker Class Dismissed: Framing the Working Class (62 min)
Discussion - Explain comparison assignment/ Hacker – MLA & APA Style

September 20/22/23 – Lecture: Redefining News
READING: The Commercialization of News by John McManus
Video/Speaker Outfoxed: Rupert Murdoch’s War on Journalism (50 min)
Discussion – Reading Quiz/Redefining News exercise

September 27/29/30 – Lecture: Media Ethics
READING: The Chains of Materialism by Tim Kasser
Video/Speaker: Finish - Outfoxed: Rupert Murdoch’s War on Journalism (25 min)
If You Can’t Beat ‘em Blog ‘em (22 min)
Discussion – Reading Quiz/Sample Hacker Exam and discussion
**Comparison Due!

October 4/6/7 – Lecture: First Amendment and Free Speech
Video/Speaker You Can’t Say That - Politically Correct Free Speech (42 min)
Discussion – Study Guide Review for Exam #1

October 11/13/14 – Tuesday/Thursday - EXAM #1
Friday - Student/TA Individual Meetings

October 18/20/21 – Lecture: Media Control: Deregulation & War
READING: Evaluating Mass Media Performance in a Deregulatory Era by Carl Ramey
Video/Speaker Reporters at War (46 min)
Discussion – Reading Quiz/ Explain Critique assignment / Organize ethics groups

November 1/3/4 - Lecture: Consumer Behavior
Video/Speaker Remote Control: Children, Media & the American Family (38 min)
Discussion – (if necessary) complete ethics presentations/Peer Review Exercise
**First draft of Critique Due!
COURSE OUTLINE (CONT.)

November 8/10/11 – Lecture: Media Impact: Sex & Violence
**READING: Media Violence and the American Public** by Brad Bushman and Craig Anderson
**Video/Speaker** Tough Guise: Violence and the Crisis in Masculinity (56 min)
**Discussion** – Reading Quiz/Media Effects exercise

**Final Draft of Critique Due!**

November 15/17/18 – Lecture: Media Stereotypes, Race & Gender
**READING: Totalizing Society** by Benjamin Barber
**Video/Speaker** Generation M: Misogyny in Media & Culture (60 min)
**Discussion** – Reading Quiz/Stereotypes exercise

November 22/24/25 – Thanksgiving Break

November 30/December 1/2 – Lecture: Media Activism
**Video/Speaker** No Logo: Brands, Globalization & Resistance (42 min)
**Discussion** – Discussion and examples from students about their own media connections - blogs/websites, Facebook pages, twitter accounts and others.

December 6/8/9 – Lecture: The Pros and Cons of Consumerism/ Class Evaluations
**Video/speaker** Shop ‘Til You Drop (52 min)
**Discussion** - Study Guide Review Exam #2/ Discussion section evaluations

**Revision Due/Last Day to Submit Extra Credit Letter to the Editor!**

December 13/15/16 – **EXAM #2** Wednesday, December 14th – 12:00pm (place – TBA)

Bibliography


