Media Uses and Effects
Journalism & Mass Communication JMC:1100 (019:090) – Fall 2012
TTh 9:30-10:20 a.m.; 100 Phillips Hall

Instructor: Prof. Julie Andsager
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Email: julie-andsager@uiowa.edu
Office hours: T 1:30 to 3, W 1:30 to 3, or by appt.
Website: http://icon.uiowa.edu/

Teaching assistants:

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<th>Office</th>
<th>email address</th>
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Course objectives:

◘ To understand historical development and context of mass communication theories and concepts.
◘ To understand and critique social scientific methods and perspectives.
◘ To understand basic statistical concepts and their appropriate application.
◘ To develop basic understanding of persuasion, public opinion, and media effects on audiences.
◘ To develop ability to make better use of media as thoughtful consumers.

Text:

Media Effects Research: A Basic Overview (4th edition)
By Glenn G. Sparks (2013) – available at University Bookstore

Other readings and assigned materials, as noted on the schedule, are available on the Internet at the ICON website and/or in the Journalism Resource Center, located on the 3rd floor of Adler Journalism Building (Room E350).

This course fulfills the General Education Social Sciences elective. GE stated outcomes: Students will examine the strengths and weaknesses of at least one method of inquiry distinctive of the social sciences, and become familiar with its major assumptions, concepts, and ways of formulating questions. Students will learn to evaluate data, generalizations, and hypotheses in the discipline. Students will have the opportunity to practice the methods of the discipline. Students will be given practice in developing positions and supporting their ideas with evidence and reason. [Lectures, exams, discussion sections, and the two papers will develop these outcomes.]

Classroom conduct:

No inappropriate classroom behavior will be tolerated. In this class, “inappropriate behavior” includes talking on cell phones, texting, playing electronic games, checking Facebook, surfing the internet, and talking to other students during class. Put any device that makes noise on SILENT before the class starts. If you feel the need to sleep, update Facebook, or read the newspaper, you may as well not come to class.

Attendance is highly recommended in both the Tuesday/Thursday lecture and the Friday discussion section, as much of the material on exams will come solely from class.
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 Academic Policies Handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa email address (@uiowa.edu). Check this account regularly. Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Academic Honesty
All CLAS students have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the dates and times of each final exam, the complete schedule will be published on the Registrar's web site. [We will announce the date, time, and place in class and post it on ICON.]

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook). The DEO for the School of Journalism & Mass Communication is Prof. David Perlmutter, phone 319.335.3486.

Accommodations 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.

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 Department of Public Safety website.

*These CLAS policy and procedural statements have been summarized from the web pages of the College of Liberal Arts and Sciences and the University of Iowa Operations Manual.

Grading:
Total of 600 points possible. Grades will be based on the following:
- 400 pts – four exams, including the final (all exams are worth 100 points)
- 75 pts – original research proposal
- 50 pts – journal article assignment
- 55 pts – short essay responses in discussion sections
- 20 pts – participation in diffusion project

This course uses the +/- system. To receive a + on your grade, you must earn at least 7.5% more than the minimum for each grade. For example, a B+ requires 87.5% to 89.9% of points. The – level is for students earning less than 2.6% more than the minimum. A B- requires 80% to 82.5%. B grades fall between 82.5% and 87.5%. Do not assume grades will be rounded up or curved. Your scores on each assignment will be posted on ICON in the gradebook section. You can keep track of the points you earn toward the desired grade on the following scale:

Minimum number of points for:

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<th>Points</th>
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<tr>
<td>A+</td>
<td>585</td>
</tr>
<tr>
<td>A</td>
<td>555</td>
</tr>
<tr>
<td>A-</td>
<td>540</td>
</tr>
<tr>
<td>B+</td>
<td>525</td>
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<tr>
<td>B</td>
<td>495</td>
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<tr>
<td>B-</td>
<td>480</td>
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<tr>
<td>C+</td>
<td>465</td>
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<tr>
<td>C</td>
<td>435</td>
</tr>
<tr>
<td>C-</td>
<td>420</td>
</tr>
<tr>
<td>D+</td>
<td>405</td>
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<tr>
<td>D</td>
<td>375</td>
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<tr>
<td>D-</td>
<td>360</td>
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<td>F</td>
<td>359.9 or below</td>
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Exams:
Each exam will consist of multiple-choice and short-answer items. No make-up exams will be given without an Explanatory Statement for Absence form. If you must miss an exam, you have to contact Professor Andsager via email or phone prior to the exam. Make-up exams should be taken within a week of the scheduled exam.

Exam dates are: Sept. 13, Oct. 11, Nov. 6, and the date for the final exam will be announced by the end of September. The first three exams are held during regular class time. These dates will not change. Mark your calendar now.

Exam material will come from textbook readings, lectures (including films), and discussion section. Lectures, discussion, and films will often cover material not included in the textbook. The final is not comprehensive.
Assignments:

The Journal Article Assignment and Original Research Proposal must be submitted in two forms:

1) A hard copy should be turned into your TA. You are responsible for ensuring that your TA receives your paper. If you leave the paper with someone other than your TA or push the paper under the office door, you should email the TA immediately to tell him or her where it is.

2) An identical electronic copy of the paper must be uploaded to the ICON website on or before the paper’s due date. Randomly selected hard copies will be compared to the electronic version to ensure they are, in fact, the same paper. If the hard copy doesn’t match the electronic version, it will be considered a form of academic fraud.

All papers, including discussion section short essay responses, must be double-spaced.

Journal article assignment – This assignment entails reading a research article about journalism and the media, then answering questions about its purpose, method, findings, and implications. For this assignment, you must read one of the research articles on the list located on ICON – “Media Uses & Effects articles.” More detailed instructions are posted on ICON. Hard copies of all research articles are on reserve in the Journalism Resource Center, E350 AJB.

Original research proposal – For this paper, you are to take a current issue in the news and suggest how to conduct research on it from a theoretical perspective. (“Current,” for this assignment, means something that has happened since April 2012.) What social scientific theory/perspective might best explain either the media coverage or the potential audience interpretation? Why? What research method would you use to study this? Why? More detailed instructions are posted on ICON.

Discussion section responses – Each week, your TA will present a short essay question about the next week’s readings. You are to write a short response – which must be typed and double-spaced – and bring a hard copy to the next week’s discussion section. The purpose of this is to encourage you to do the readings and prepare in advance for discussion. More details on these will be included on your discussion section syllabus and posted on ICON.

Lecture notes: The outline of the week’s lecture notes will be posted on ICON by 3 p.m. the following Monday and remain posted until the next Monday. The outline will not contain all information discussed in the classroom, however, so you should not assume that skipping the lectures will allow you to earn a desirable grade on exams. The notes are posted merely for your convenience. You are encouraged to check your own notes against the posted outline to be sure you are getting the main points. You must retrieve the notes within the week they are posted – after they are removed, they will not be e-mailed or otherwise provided.
**Tentative schedule:**

Check our site on ICON for updates and changes to the schedule below. Read the assignments before the classes each week.

- **Aug. 21-23**  Chapter 1 – scientific approaches
- **Aug. 28-30**  Chapter 2 – research methods
- **Sept. 4-6**  continue Chapter 2; Chapter 3 – history of media effects
- **Sept. 11**  diffusion of innovations – reading on reserve at Resource Center and on ICON;  
  Exam 1 – chapters 1-3; diffusion reading, lecture/discussion
- **Sept. 13**  Chapter 9 – news and political content  
  *journal article assignment due in discussion section, Sept. 21*
- **Sept. 18-20**  agenda setting reading; gatekeeping reading – on reserve at Resource Center / ICON
- **Sept. 25-27**  Chapter 8 – persuasive effects
- **Oct. 2-4**  Chapter 4 – time spent with media
- **Oct. 9**  Exam 2 – chapters 4, 8, 9; agenda setting reading, gatekeeping reading;  
  lecture/discussion
- **Oct. 11-18**  Chapter 5 – violence
- **Oct. 23-25**  effects of media on eating disorders and body image reading; growing up with TV: cultivation reading -- on reserve at Resource Center / ICON
- **Oct. 30-Nov. 1**  Chapter 10 - stereotypes
- **Nov. 6**  Exam 3 – chapters 5, 10; body image reading, cultivation reading, lecture/discussion
- **Nov. 8**  Chapter 6 – sexual content
- **Nov. 13-15**  Chapter 7 – emotion  
  *Original research proposal due in discussion section, Nov. 16*
- **Nov. 20-22**  no class – Thanksgiving break
- **Nov. 27-29**  Chapter 11 – new technologies
- **Dec. 4-6**  Chapter 12 – McLuhan
- **Finals week**  Exam 4 – chapters 6, 7, 11, 12; lecture/discussion -- Date, time, and location of Exam 4 to be announced.
The Iowa Dozen

The UI School of Journalism and Mass Communication believes that the following knowledge and skills are essential for our majors. We will be incorporating many of these throughout this course, especially those marked by *.

We 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*

We value...
- First Amendment principles for all individuals and groups
- a diverse global community
- creativity and independence
- truth, accuracy, fairness, and diversity*

We explore...
- mass communication theories and concepts*
- media institutions and practices*
- the role of media in shaping cultures

Resources for Students

**Writing Center** – 110 EPB, 335-0188

**Speaking Center** – 153 EPB, 335-0205

**Residence Halls - Tutoring**

**Language Media Center** – 120 PH, 335-2331