Media Uses and Effects
TTh 12:30-1:20 p.m.; W290 Chemistry Building

Instructor: Prof. Kajsa Dalrymple
Office: W339 Adler Journalism Bldg.
Phone: 335-3360
Email: kajsa-dalrymple@uiowa.edu
Office hours: TW 1:30 to 3 or by appt.
Course Website: http://icon.uiowa.edu/

Teaching assistants:

<table>
<thead>
<tr>
<th>Sections</th>
<th>Name</th>
<th>Office</th>
<th>email address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2</td>
<td>Xianwei Wu</td>
<td>E323 AJB</td>
<td><a href="mailto:xianwei-wu@uiowa.edu">xianwei-wu@uiowa.edu</a></td>
</tr>
<tr>
<td>9, 10</td>
<td>Volha Kananovich</td>
<td>E331 AJB</td>
<td><a href="mailto:volha-kananovich@uiowa.edu">volha-kananovich@uiowa.edu</a></td>
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<tr>
<td>3,8</td>
<td>Joanna Krajewski</td>
<td>E323 AJB</td>
<td><a href="mailto:Joanna-Krajewski@uiowa.edu">Joanna-Krajewski@uiowa.edu</a></td>
</tr>
<tr>
<td>5</td>
<td>Kajsa Dalrymple</td>
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<td><a href="mailto:kajsa-dalrymple@uiowa.edu">kajsa-dalrymple@uiowa.edu</a></td>
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<td>4</td>
<td>Katy Stang</td>
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</tr>
<tr>
<td>6,7</td>
<td>Erin O’Gara</td>
<td>E325 AJB</td>
<td><a href="mailto:Erin-Oagara@uiowa.edu">Erin-Oagara@uiowa.edu</a></td>
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Course objectives:

◘ To understand the 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 a basic understanding of persuasion, public opinion, and media effects on audiences.
◘ To develop the 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 Iowa Book store for purchase or rental

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). All readings should be completed before lecture.

This course fulfills the General Education Social Sciences elective. GE stated outcomes are: 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 written assignments 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 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 are expected to be 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 Professor Dalrymple, 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. Julie Andsager, 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 580 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 – media journal assignment
- 55 pts – short essay responses in discussion sections
Do not assume grades will be rounded up or curved. Your scores on each assignment will be posted on your ICON discussion section in the gradebook section. You can keep track of the points you earn toward the desired grade on the following scale:

<table>
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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A+</td>
<td>97.5-100%</td>
<td>B+</td>
<td>87.5-89.9%</td>
<td>C+</td>
<td>77.5-79.9%</td>
<td>D+</td>
<td>67.5-69.9%</td>
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<tr>
<td>A</td>
<td>92.5-97.4%</td>
<td>B</td>
<td>82.5-87.4%</td>
<td>C</td>
<td>72.5-77.4%</td>
<td>D</td>
<td>62.5-67.4%</td>
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<tr>
<td>A-</td>
<td>90-92.4%</td>
<td>B-</td>
<td>80-82.4%</td>
<td>C-</td>
<td>70-72.4%</td>
<td>D-</td>
<td>60-62.4%</td>
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<td>59.9% or below</td>
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Exams:
Each exam will consist of multiple-choice and short-answer items. 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. 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 Dalrymple via email or phone prior to the exam. Make-up exams should be taken within a week of the scheduled exam.

Exam dates are:
Feb. 14, Mar. 13, Apr. 15, and the date for the final exam will be announced by the end of February. The first three exams are held during regular class time. These dates will not change. Mark your calendar now.

Assignments:
All assignments must be uploaded to the ICON website on or before the due date. All papers, including discussion section responses, must be double-spaced and include your name, the date, and your section number.

Media journal assignment – For this assignment, you must record your personal media use and write a short paper discussing possible media effects in your life and other potential connections to concepts discussed in class. More detailed instructions will be posted on ICON.

Original research proposal – For this assignment, 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 September 2014.) 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 will be posted on ICON.

Discussion section responses (DSR) – 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 – and post it to ICON before the next week’s 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 for a week. 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. 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 the schedule below. Read the assignments **before** the classes each week.

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
<th>Readings</th>
<th>Assignments Due Dates and Exams</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>What are Media Effects? And, How Do We Study Them?</td>
<td>Sparks, Chapter 1</td>
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<td>(1/21 &amp; 1/23)</td>
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<tr>
<td>Week 2</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2</td>
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<td>(1/28 &amp; 1/30)</td>
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<td>Week 3</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3</td>
<td>Section: DSR</td>
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<td>(2/4 &amp; 2/6)</td>
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<tr>
<td>Week 4</td>
<td>Diffusion of Innovations</td>
<td>Bryant, J. &amp; Thompson, S. (2002). Fundamentals of media effects, pp. 113-126.</td>
<td>2/13 Lecture: Exam 1 - Chapters 1-3; diffusion reading, lecture/discussion</td>
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<tr>
<td>(2/11 &amp; 2/13)</td>
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<td>Section: DSR</td>
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<td>Week 5</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9</td>
<td>Section: DSR</td>
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<td>(2/18 &amp; 2/20)</td>
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<td>Week 6</td>
<td>Agenda Setting and Gatekeeping</td>
<td>Bryant, J. &amp; Thompson, S. (2002). Fundamentals of media effects, pp. 140-152.</td>
<td>Section: DSR</td>
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<tr>
<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8</td>
<td>Section: Media Journal Assignment</td>
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<td>(3/4 &amp; 3/6)</td>
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<tr>
<td>Week 8</td>
<td>Time Spent with Media</td>
<td>Sparks, Chapter 4</td>
<td>3/13 Lecture: Exam 2 - Chapters 4, 8, 9; agenda setting reading, gatekeeping reading, lecture/discussion</td>
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<tr>
<td>(3/11 &amp; 3/13)</td>
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<td>Section: DSR</td>
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<td>Spring Break:</td>
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<td>March 15-23</td>
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<td>Week 9</td>
<td>Violence in the Media</td>
<td>Sparks, Chapter 5</td>
<td>Section: DSR</td>
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<td>(3/25 &amp; 3/27)</td>
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<td>(4/1 &amp; 4/3)</td>
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<td>Week 11</td>
<td>Stereotypes in the Media</td>
<td>Sparks, Chapter 10</td>
<td>Section: DSR</td>
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<td>(4/8 &amp; 4/10)</td>
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The Iowa Dozen

The UI-SJMC 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, [http://www.uiowa.edu/~writingc](http://www.uiowa.edu/~writingc)
Speaking Center – 153 EPB, 335-0205, [http://clas.uiowa.edu/rhetoric/for-students/speaking-center](http://clas.uiowa.edu/rhetoric/for-students/speaking-center)
Residence Halls – Tutoring, [http://housing.uiowa.edu/departments/reslife/Tutoring_schedule.pdf](http://housing.uiowa.edu/departments/reslife/Tutoring_schedule.pdf)
Language Media Center – 120 PH, 335-2331, [http://clas.uiowa.edu/dwllc/lmc](http://clas.uiowa.edu/dwllc/lmc)

<table>
<thead>
<tr>
<th>Week 12</th>
<th>Media and our Emotions</th>
<th>Sparks, Chapter 7</th>
<th>4/15 Lecture: Exam 3 - chapters 5, 10, &amp; 7; body image reading, cultivation reading, lecture/discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>(4/15 &amp; 4/17)</td>
<td></td>
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<td>Section: DSR</td>
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<tr>
<td>Week 13</td>
<td>Sex in the Media</td>
<td>Sparks, Chapter 6</td>
<td>Section: Original Research Proposal</td>
</tr>
<tr>
<td>(4/22 &amp; 4/24)</td>
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<tr>
<td>Week 14</td>
<td>Facebook, Twitter, and Vine…oh, my!</td>
<td>Sparks, Chapter 11</td>
<td>Section: DSR</td>
</tr>
<tr>
<td>(4/29 &amp; 5/1)</td>
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<tr>
<td>Week 15</td>
<td>McLuhan: the Medium is the Message</td>
<td>Sparks, Chapter 12</td>
<td>Section: DSR</td>
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<td>(5/6 &amp; 5/8)</td>
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<tr>
<td>Exam 4: Finals Week TBA</td>
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Week 12
(4/15 & 4/17)

Week 13
(4/22 & 4/24)

Week 14
(4/29 & 5/1)

Week 15
(5/6 & 5/8)
The discussion section is designed to provide students with an opportunity to broaden their understanding of the main ideas and concepts covered in the lecture, textbook, and other readings. The students are encouraged to ask questions pertaining to the lecture and the readings assigned for the week. The students are encouraged to express their own ideas and understanding of the concepts in an open and dialogical communication environment. The discussion section is also the forum for talking about the assignments and reviewing for the tests.

**Weekly assignments for the discussion section**

In the discussion section TAs will give a short answer question (answer of about one paragraph) on the next week’s topic as an assignment that will be due on the ICON dropbox before discussion section. The students are not expected to give perfect answers to the questions, but the answers will be graded for accuracy. Instead, the objective is to make students think critically about the next week’s subject matter. These assignments will be taken as a record of your participation in the discussion section, so **if you do not attend class, you will not receive points for your DSR.** A maximum of five points will be awarded for turning in each weekly assignment and will be used to calculate the final discussion section response grade (maximum 55 points).

**Attendance policy**

Excused absences for legitimate reasons have to be communicated **in advance** to the TA. An [Explanatory Statement for Absence form](#) should be completed and turned in to your TA within a week of the absence.

**Instructions for turning in the media journal and original research proposal**

1. The papers have to be turned in on the due date before the discussion section. By that time, the electronic file of the paper should be uploaded to ICON in the discussion section’s site.
2. If the student is unable to attend the class on the date the papers are due for reasons such as a medical emergency or university-sponsored activities, a copy of the assignment should be sent to the TA via email.
3. It is the responsibility of the student to ensure that the TA has received the assignment on time. If a student believes his/her paper has been lost during the grading process, the electronic submission to ICON is the proof that the paper was turned in. Excuses for missing papers will not be entertained.

**Iowa Dozen**

*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…*  
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- mass communication theories and concepts  
- media institutions and practices  
- the role of media in shaping