Instructor: Rachel Young, MPH, PHD
Email: rachel-young@uiowa.edu
Office Hours: T 1:30-3:30 pm, W 2-3 pm
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>2</td>
<td>Byung Wook Kim</td>
<td>E325 AJB</td>
<td><a href="mailto:byungwook-kim@uiowa.edu">byungwook-kim@uiowa.edu</a></td>
</tr>
<tr>
<td>3, 4</td>
<td>Mallory Ermler</td>
<td>E323 AJB</td>
<td><a href="mailto:mallory-ermler@uiowa.edu">mallory-ermler@uiowa.edu</a></td>
</tr>
<tr>
<td>5</td>
<td>Rachel Young</td>
<td>W333 AJB</td>
<td><a href="mailto:rachel-young@uiowa.edu">rachel-young@uiowa.edu</a></td>
</tr>
<tr>
<td>6</td>
<td>Paige Madsen</td>
<td>E331 AJB</td>
<td><a href="mailto:paige-madsen@uiowa.edu">paige-madsen@uiowa.edu</a></td>
</tr>
<tr>
<td>9</td>
<td>Subin Paul</td>
<td>E337 AJB</td>
<td><a href="mailto:subin-paul@uiowa.edu">subin-paul@uiowa.edu</a></td>
</tr>
<tr>
<td>8, 10</td>
<td>Volha Kananovich</td>
<td>E331 AJB</td>
<td><a href="mailto:volha-kananovich@uiowa.edu">volha-kananovich@uiowa.edu</a></td>
</tr>
</tbody>
</table>

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 the effects of media on audiences.
- To develop the ability to make better use of media as thoughtful consumers.

Text

*Media Uses and 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 ICON website. A copy of the textbook can be borrowed for two hours from the Journalism Resource Center (http://clas.uiowa.edu/sjmc/resources/sjmc-resource-center), located on the 3rd floor of Adler Journalism Building (Room E350). All readings should be completed before Tuesday’s lecture.

SJMC Learning Outcomes

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here on the SJMC Website. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you understand how media messages influence their audiences. Achieving these outcomes means the ability to:

- Demonstrate knowledge of the basic tenets of media literacy and how media literacy relates to their personal media habits and professional development.
- Develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.
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 arguments and supporting their ideas with evidence and reason. Lectures, exams, discussion sections, and the two written assignments will develop these outcomes.

Class Rules and Conduct
Please be respectful of the professor and your fellow students. Please do not use cell phones, text, play electronic games, check Facebook, surf the internet, or talk to other students during class. Put any device that makes noise on SILENT before the class starts. Laptops may be used to take notes during lecture but are not allowed during discussion sections.

Attendance is required in both the Tuesday/Thursday lectures and the discussion section, as much of the material on exams will come solely from class. You must be present during discussion to get credit for your weekly Reading Responses. No absences will be excused without an Explanatory Statement for Absence form. Vacation plans, long-weekends, and other absences not related to emergencies or illness do not qualify as excused absences.

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 at http://clas.uiowa.edu/students/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, k.11).

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. See http://sds.studentlife.uiowa.edu/ for more information.

Academic Honesty
All CLAS students or students taking classes offered by CLAS 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 by the Registrar generally by the fifth week of classes. 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 date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with 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 Ryfe, phone 319.335.3486.
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 Office of the Sexual Misconduct Response Coordinator 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 585 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
- 60 pts – reading responses, due in discussion sections

Do not assume grades will be rounded up or curved. Your scores on each assignment will be posted on the ICON page for your Discussion Section in the gradebook section. You can keep track of the points you earn toward the desired grade on the following scale:

- A+ 97.5-100%
- A  92.5-97.4%
- A-  90.0-92.4%
- B+ 87.5-89.9%
- B  82.5-87.4%
- B-  80-82.4%
- C+ 77.5-79.9%
- C  72.5-77.4%
- C-  70-72.4%
- D+ 67.5-69.9%
- D  62.5-67.4%
- D-  60-62.4%
- F  59.9% or below

Exams
Each exam will consist of multiple-choice and short-answer items. Exam material will come from textbook readings, lectures (including videos), and discussion section. Lectures and discussion 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. Vacation plans, long-weekends, and other absences not related to illness or emergencies do not qualify as excused absences. If you must miss an exam due to an emergency or illness, you must contact Professor Young via email prior to the exam. Make-up exams must be taken within a week of the scheduled exam.

Exam dates are:
February 11, March 10, April 12, 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 must be double-spaced and include your name, the date, and your section number. All written work must be submitted in Microsoft Word document or PDF format. No other formats will be accepted.

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 April 2015.) 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.

**Reading responses (RR)** – Most weeks, your TA will present a short essay question about the next week’s readings. You are to answer the question and post your answer to ICON before the next week’s section. The purpose of this is to encourage you to do the readings, prepare in advance for discussion, and gain practice answering the type of short answer questions you’ll see on the exams. More details on reading responses will be included on your discussion section syllabus and posted on ICON.

**Lecture notes**
The outline of the week’s lectures 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 assigned reading **before** the classes each week.

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
<th>Readings</th>
<th>Assignments Due Dates and Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>What are Media Effects? How Do We Study Them?</td>
<td>Sparks, Chapter 1</td>
<td></td>
</tr>
<tr>
<td>(1/19 &amp; 1/21)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2</td>
<td>Section: RR</td>
</tr>
<tr>
<td>(1/26 &amp; 1/28)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3</td>
<td>Section: RR Media Journal Assigned</td>
</tr>
<tr>
<td>(2/2 &amp; 2/4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2/9 &amp; 2/11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9</td>
<td>Section: RR</td>
</tr>
<tr>
<td>(2/16 &amp; 2/18)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2/23 &amp; 2/25)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8</td>
<td>Section: Media Journal Assignment Due</td>
</tr>
<tr>
<td>(3/1 &amp; 3/3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Time Spent with Media</td>
<td>Sparks, Chapter 4</td>
<td>3/10 Lecture: Exam 2 - Chapters 4,8,9; agenda setting reading, gatekeeping reading, lecture/discussion</td>
</tr>
<tr>
<td>(3/8 &amp; 3/10)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 10</td>
<td>Violence in the Media</td>
<td>Sparks, Chapter 5</td>
<td>Section: RR Original Research Proposal Assigned</td>
</tr>
<tr>
<td>(3/22 &amp; 3/24)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Week 11  
|----------------|-----------------------------|--------------------------------------------------------|-------------|
| Week 12 
(4/5 & 4/7) | Stereotypes in the Media | Sparks, Chapter 10 | Section: RR |
| Week 13 
(4/12 & 4/14) | Sex in the Media | Sparks, Chapter 6 | 4/12 Lecture: Exam 3 - chapters 5 & 10; body image reading, cultivation reading, lecture/discussion  
Section: RR |
| Week 14 
(4/19 & 4/21) | Media and our Emotions | Sparks, Chapter 7 | **Section: Original Research Proposal Due** |
| Week 15 
(4/26 & 4/28) | The Internet and Social Media | Sparks, Chapter 11 | Section: RR |
| Week 16 
(5/3 & 5/5) | McLuhan: the Medium is the Message | Sparks, Chapter 12 | Section: RR |

**Exam 4: Finals Week TBA --**  
chapters 7, 6, 11, and 12; lecture/discussion
The Iowa Dozen

The University of Iowa 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