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 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 arguments 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 required in both the Tuesday/Thursday lectures 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. David Ryfe, 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 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 – 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>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>97.5-100%</td>
</tr>
<tr>
<td>A</td>
<td>92.5-97.4%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.4%</td>
</tr>
<tr>
<td>B+</td>
<td>87.5-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>82.5-87.4%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.4%</td>
</tr>
<tr>
<td>C+</td>
<td>77.5-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>72.5-77.4%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.4%</td>
</tr>
<tr>
<td>D+</td>
<td>67.5-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>62.5-67.4%</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.4%</td>
</tr>
<tr>
<td>F</td>
<td>59.9% or below</td>
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</tbody>
</table>

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. Vacation plans, long-weekends, and other non-emergency or illness related absences do not qualify as an excused absence. If you must miss an exam due to an emergency or illness, you must contact Professor Dalrymple via email or phone prior to the exam. Make-up exams must be taken within a week of the scheduled exam.

Exam dates are:
Sept. 17, Oct. 15, Nov. 10, 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.

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 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.

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 be typed and double spaced – 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>(8/25 &amp; 8/27)</td>
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<tr>
<td>Week 2</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2</td>
<td>Section: DSR</td>
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<tr>
<td>(9/1 &amp; 9/3)</td>
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<tr>
<td>Week 3</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3</td>
<td>Section: DSR; Media Journal Assigned</td>
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<tr>
<td>(9/8 &amp; 9/10)</td>
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<tr>
<td>(9/15 &amp; 9/17)</td>
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<tr>
<td>Week 5</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9</td>
<td>Section: DSR</td>
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<tr>
<td>(9/22 &amp; 9/24)</td>
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<tr>
<td>(9/29 &amp; 10/1)</td>
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<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8,</td>
<td>Section: Media Journal Assignment Due</td>
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<td>(10/6 &amp; 10/8)</td>
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<tr>
<td>Week 8</td>
<td>Time Spent with Media</td>
<td>Sparks, Chapter 4</td>
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<tr>
<td>(10/13 &amp; 10/15)</td>
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<tr>
<td>Week 9</td>
<td>Violence in the Media</td>
<td>Sparks, Chapter 5</td>
<td>Section: DSR; Original Research Proposal Assigned</td>
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<tr>
<td>(10/20 &amp; 10/22)</td>
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<tr>
<td>(10/27 &amp; 10/29)</td>
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</table>
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
Speaking Center – 153 EPB, 335-0205, http://clas.uiowa.edu/rhetoric/for-students/speaking-center
Language Media Center – 120 PH, 335-2331, http://clas.uiowa.edu/dwllc/lmc

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Week 11 (11/3 & 11/5)
Stereotypes in the Media
Sparks, Chapter 10
Section: DSR

Week 12 (11/10 & 11/12)
Media and our Emotions
Sparks, Chapter 7
11/10 Lecture: Exam 3 - chapters 5, 10, & 7; body image reading, cultivation reading, lecture/discussion
Section: DSR

Week 13 (11/17 & 11/19)
Sex in the Media
Sparks, Chapter 6
Section: Original Research Proposal

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Thanksgiving Break -- 11/24 & 11/26

Week 14 (12/1 & 12/3)
Facebook, Twitter, and Vine…oh, my!
Sparks, Chapter 11
Section: DSR

Week 15 (12/8 & 12/10)
McLuhan: the Medium is the Message
Sparks, Chapter 12
Section: DSR

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Exam 4: Finals Week TBA