Media Uses and Effects
Journalism & Mass Communication JMC 1100 – Spring 2015
T-Th 12:30-1:20 p.m.; W290 Chemistry Building

Instructor: Prof. Patrick Wright
Email: patrick-wright@uiowa.edu
Office: W331 Adler Journalism Bldg.
Office hours: M 1:30 to 4:30 or appt.
Phone: 335-0663

Teaching Assistants:

<table>
<thead>
<tr>
<th>Sections</th>
<th>Name</th>
<th>Office</th>
<th>E-Mail 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>3, 4</td>
<td>Katy Stang</td>
<td>E333 AJB</td>
<td><a href="mailto:katy-stang@uiowa.edu">katy-stang@uiowa.edu</a></td>
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<tr>
<td>5, 8</td>
<td>Volha Kananovich</td>
<td>E331 AJB</td>
<td><a href="mailto:volha-kananovich@uiowa.edu">volha-kananovich@uiowa.edu</a></td>
</tr>
<tr>
<td>6, 7</td>
<td>Byung Wook Kim</td>
<td>E325 AJB</td>
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</tr>
<tr>
<td>9</td>
<td>Coyel Banerjee</td>
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Course Objectives:

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

Text:
Sparks, Glenn G. - *Media Effects Research: A Basic Overview, 5th Edition*

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. They will learn to evaluate data, generalizations and hypotheses in the discipline as well as practice the methods of the discipline. They learn to develop arguments and support their ideas with evidence and reason.
**Graded Material:**

**Exams:**
Students will be given four exams during the semester. Each exam will consist of multiple-choice and short-answer items and cover material from textbook readings, lectures (including films), and discussion sections. Exams aren’t comprehensive and will cover content from the last exam to the current one. No make-up exams will be given without an [Explanatory Statement for Absence form](#). If you need to schedule a make-up exam due to an emergency, contact Prof. Wright via email or phone **prior** to the exam. Make-up exams should be taken within a week of the scheduled exam.

**Assignments:**
All assignments must be uploaded to the ICON website on or before the due date. They must be **double-spaced**, typed in Times New Roman or Garamond font, and include your name, date, and section number in a heading in the upper right hand corner.

1. **Media Journal Assignment (MJ)** - Every week, you will record your personal media use in a journal and upload it to ICON. You must include an entry for at least four (4) days per week. Posts must be at least 100 words, but could be longer if your use and thoughts need more space. Then you will upload each week’s media log into a separate folder on ICON before your discussion section.

2. **Media Use Summaries (MUS)** – With your media journal, you will write a weekly, 400-500 word paper in which you connect the concepts and theories presented in lecture that week to your media use that week and the effects of that media use in your life. Papers are due in a separate ICON folder before your discussion section.

3. **Original Research Proposal** – Once you have been introduced to several media concepts and theories, you will design your own research project. First, you will find a media theory or concept from class that interests you. Then you will find a current media issue in society and design a project to study it. A “Current” issue would be one that has been discussed in the last six months. Proposals will include a social scientific theory, research method, potential audience, and outside research that supports the need for such a study. More detailed instructions will be posted on ICON.

**Grading:**
A total of 1,000 points is possible. Grades will be based on the following:

- 400 pts. – Four Exams, including the Final (all exams = 100 points)
- 200 pts. – Original Research Proposal
- 225 pts. – Media Use Summaries (15 pts. per week)
- 75 pts. – Media Journal (5 pts. per week)
- 100 pts. – Participation in Discussion and Lecture
Grades will be rounded to the nearest whole number. Your scores on each assignment will be posted in the gradebook of your ICON discussion 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>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>98-100%</td>
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<tr>
<td>A</td>
<td>93-97%</td>
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<tr>
<td>A-</td>
<td>90-92%</td>
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<tr>
<td>B+</td>
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<tr>
<td>B</td>
<td>83-87%</td>
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<tr>
<td>B-</td>
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<td>C+</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
<td>68-69%</td>
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<td>D</td>
<td>63-67%</td>
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<td>D-</td>
<td>60-62%</td>
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<td>F</td>
<td>below 59%</td>
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**Classroom Conduct:**

Students are expected to act appropriately during class. Put all electronic devices on **SILENT** before the class starts. Any behavior that distracts students or limits the ability to learn for other students could result in a deduction of points from discussion section material.
**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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<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>(1/20 &amp; 1/22)</td>
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<td>Week 2</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3</td>
<td>Section: MJ and MUS</td>
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<td>(1/27 &amp; 1/29)</td>
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<td>Week 3</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2</td>
<td>Section: MJ and MUS</td>
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<td>(2/3 &amp; 2/5)</td>
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<td>Week 4</td>
<td>Diffusion of Innovations</td>
<td>Bryant, J. &amp; Thompson, S. (2002). <em>Fundamentals of media effects</em>, pp. 113-126.</td>
<td>2/12 = Exam 1</td>
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<tr>
<td>(2/10 &amp; 2/12)</td>
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<td>Section: MJ and MUS</td>
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<tr>
<td>Week 5</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9</td>
<td>Section: MJ and MUS</td>
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<td>(2/17 &amp; 2/19)</td>
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<td>(2/24 &amp; 2/26)</td>
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<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8,</td>
<td>Section: MJ and MUS</td>
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| Week 8  
(3/10 & 3/12) | Uses and 
Gratifications | Sparks, Chapter 4 | 3/12 = Exam 2  
Section: MJ and MUS |
|---|---|---|---|
| Week 9  
(3/17 & 3/19) | Spring Break | | Enjoy It!!! |
| Week 10  
(3/24 & 3/26) | Violence in the Media | Sparks, Chapter 5 | Section: MJ and MUS; 
Original Research Proposal Assigned |
| Week 11  
| Week 12  
(4/7 & 4/9) | Stereotypes in the Media | Sparks, Chapter 10 | Section: MJ and MUS |
| Week 13  
(4/14 & 4/16) | Media and our Emotions | Sparks, Chapter 7 | 4/16 = Exam 3  
Section: MJ and MUS |
| Week 14  
(4/21 & 4/23) | Sex in the Media | Sparks, Chapter 6 | Section: Original Research Proposal |
| Week 15  
(4/28 & 4/30) | Facebook, Twitter, and Vine…oh, my! | Sparks, Chapter 11 | Section: MJ and MUS |
| Week 16  
(5/5 & 5/7) | McLuhan: the Medium is the Message | Sparks, Chapter 12 | Section: Final Media Use Paper |

**FINAL EXAM: TBA**
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 Wright 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.

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
- Conduct research and gather information responsibly*
- Edit and evaluate carefully
- Use media technologies thoughtfully
- 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