Welcome to Media Uses and Effects (SJMC 1100)!!! This course provides a basic overview of the core concepts, theories, and approaches used in the social scientific study of the media. This course has five objectives. By the end of this course you should be able to:

- 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.
- Develop a basic understanding of the effects of media on the public.
- Develop the ability to make better use of media as thoughtful consumers.

TEACHING ASSISTANTS

<table>
<thead>
<tr>
<th>Name</th>
<th>Sections</th>
<th>Office</th>
<th>Email address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumtahin Awny</td>
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<td>E331 AJB</td>
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</tr>
</tbody>
</table>

READINGS

Textbook: *Media Effects Research: A Basic Overview (5th edition)*

By Glenn G. Sparks (2016) – available at Iowa Book
A copy of the textbook can be borrowed for 4 hours from the Journalism Resource Center, located on the 3rd floor of Adler Journalism Building (Room E350) or on the first floor of the Main Library. Other readings and assigned materials are available on the lecture ICON website. Discussion readings can be found on the discussion ICON page. **All lecture readings should be completed before Tuesday's lecture. Discussion readings should be completed before your Discussion Section.** 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.

**GRADING**

Total of 620 points possible. Grades will be based on the following:

- 400 pts – four exams, including the final (all exams are worth 100 points)
- 100 pts – original research proposal
- 50 pts – media journal assignment
- 45 pts – discussion section responses
- 25 pts – instant reaction papers

*Grades will not be curved.* Your scores on each assignment will be posted on the discussion section ICON page 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>Minimum Score</th>
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<tbody>
<tr>
<td>A+</td>
<td>99 – 100%</td>
</tr>
<tr>
<td>A</td>
<td>93 – 98%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82%</td>
</tr>
<tr>
<td>C+</td>
<td>77 – 79%</td>
</tr>
<tr>
<td>C</td>
<td>76 – 73%</td>
</tr>
<tr>
<td>C-</td>
<td>70 – 72%</td>
</tr>
<tr>
<td>D+</td>
<td>67 – 69%</td>
</tr>
<tr>
<td>D</td>
<td>63 – 66%</td>
</tr>
<tr>
<td>D-</td>
<td>60 – 62%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60%</td>
</tr>
</tbody>
</table>

**GRADE INQUIRIES**

If you have questions or concerns about a DSR or paper grade, please speak with your TA in person during office hours **within two weeks of receiving the grade.** If you feel like the situation has not been resolved after this conversation, please see Professor Moorman during office hours **within two weeks of your meeting with the TA** to discuss the situation and grade. Grade inquiries must happen in person and within the time frame specified. *These conversations will not happen over email.*

**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. **Vacation plans, long weekends, and other absences not related to illness or emergencies do not qualify as excused absences for exams.** If you must miss an exam due to an emergency or illness, you must contact Professor Moorman via email PRIOR TO the exam. Make-up exams must be taken within a week of the scheduled exam. Exams will not be handed back in class, but you can view your exam during Professor Moorman’s office hours, during your TA’s office hours, or by appointment.

The first three exams are held during regular class time on **September 19 (Thursday), October 17 (Thursday), and November 12 (Tuesday).** The date for the final exam will be announced by the end of October. *These dates will not change. Mark your calendar now.*
ASSIGNMENTS
All assignments must be uploaded to the discussion section ICON website on or before the due date. All papers must 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 (i.e., no Pages format).

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

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. What social scientific theory might best explain either the media content or the potential audience interpretation? Why? What research method would you use to study this? Why? More detailed instructions are posted on the discussion section ICON page.

Discussion Section Responses (DSRs) – Most weeks, your TA will post a two-part question about the next week’s readings, including the Discussion reading. 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 and prepare in advance for discussion. More details on DSRs will be included on your discussion section syllabus. DSRs will have two parts: (1) a closed-ended question about a concept or theory; and (2) an open-ended question asking you to give your thoughts about the discussion reading. Both parts must be completed, and correct, for the full 5 points. You must be present in discussion to get credit for your DSR, but we will drop your lowest scoring DSR.

Instant Reaction Papers – Throughout the semester, you will be asked to write down your immediate reactions to concepts or theories discussed in lecture. You will be given sufficient time to write your reaction papers. There will be a total of 6 reaction papers (5 points each) throughout the semester. We will drop your lowest scoring paper. Reaction papers will not be announced in advance and cannot be made up. You are welcome to use laptops, tablets, or other computing devices to write your instant reaction papers and upload them directly to your Discussion Section ICON page. You must be present during lecture to get credit for Reaction Papers.

LECTURE NOTES
The outline of the week’s lectures will be posted on ICON by the following Monday and remain posted for a week. The outline will not contain all information discussed in the lecture, 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. The lecture notes will serve as your study guide for exams, so be sure to download them each week.
CLASS RULES AND CONDUCT
Please be respectful of the professor and your fellow students. Please do not use cell phones, check social media, surf the internet, or talk to other students during class. **Put any device that makes noise on SILENT.**

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 No Discussion Reading</td>
<td>Section: Week 1 DSR (completed in class)</td>
</tr>
<tr>
<td>8/27 &amp; 8/29</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2 Discussion reading: On ICON</td>
<td>Section: Week 2 DSR</td>
</tr>
<tr>
<td>9/3 &amp; 9/5</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3 No Discussion Reading</td>
<td>Section: Exam Review Media Journal Assigned</td>
</tr>
<tr>
<td>9/10 &amp; 9/12</td>
<td></td>
<td></td>
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<tr>
<td>Week 4</td>
<td>Diffusion of Innovations</td>
<td>On ICON Bryant, J. &amp; Thompson, S. (2002). <em>Fundamentals of media effects</em>, pp. 113-126. Discussion reading: On ICON</td>
<td>Thursday, 9/19 Lecture: Exam 1 – Chapters 1-3; diffusion reading, lecture, &amp; discussion</td>
</tr>
<tr>
<td>9/17 &amp; 9/19</td>
<td></td>
<td></td>
<td>Section: Week 4 DSR</td>
</tr>
<tr>
<td>Week 5</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9 Discussion reading: On ICON</td>
<td>Section: Week 5 DSR</td>
</tr>
<tr>
<td>9/24 &amp; 9/26</td>
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<tr>
<td>10/1 &amp; 10/3</td>
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<tr>
<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8 No Discussion Reading</td>
<td>Friday 10/11 Media Journal Assignment Assignment Due</td>
</tr>
<tr>
<td>10/8 &amp; 10/10</td>
<td></td>
<td></td>
<td>Section: Exam Review</td>
</tr>
<tr>
<td>Week 8</td>
<td>Time Spent with Media</td>
<td>Sparks, Chapter 4 Discussion reading: On ICON</td>
<td>Thursday 10/17 Lecture: Exam 2 - Chapters 4,8,9; agenda setting reading, gatekeeping reading, lecture/discussion</td>
</tr>
<tr>
<td>10/15 &amp; 10/17</td>
<td></td>
<td></td>
<td>Section: Week 8 DSR</td>
</tr>
</tbody>
</table>
| Week 9 10/22 & 10/24 | Violence in the Media | Sparks, Chapter 5  
Discussion reading: On ICON | Section: Week 9 DSR  
Original Research Proposal Assigned |
|---------------------|----------------------|-------------------------------|----------------------------------|
| Week 10 10/29 & 10/31 | Media Effects on Body Image | On ICON:  
Discussion reading: On ICON | Section: Week 10 DSR |
| Week 11 11/5 & 11/7 | Stereotypes in the Media | Sparks, Chapter 10  
Discussion reading: On ICON | Section: Exam Review |
| Week 12 11/12 & 11/14 | Media and Our Emotions | Sparks, Chapter 7  
*No Discussion Reading* | Tuesday 11/12 Lecture:  
*Exam 3 - chapters 5 & 10; body image reading, cultivation reading, lecture/discussion*  
Section: Week 12 DSR |
*No Discussion Reading* | Friday 11/22  
*Original Research Proposal Due* |
| **THANKSGIVING BREAK NO CLASS 11/26 & 11/28** | | | |
| Week 15 (12/3 & 12/5) | The Internet and Social Media | Sparks, Chapter 11  
Discussion reading: On ICON | Section: Week 15 DSR |
| Week 16 (12/10 & 12/12) | MUE Final thoughts | READING: *TBA*  
*No Discussion Reading* | Section: Exam Review |

**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 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](#).  

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 your personal media habits and professional development.
• 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.

SJMC ON SOCIAL MEDIA
Follow SJMC on social media to stay in the loop about activities/events, scholarships, internships, awards, current students, alumni and everything SJMC!!

• FACEBOOK: https://www.facebook.com/UISJMC/
• INSTAGRAM: https://www.instagram.com/uiowa_sjmc/
• TWITTER: https://twitter.com/UIOWA_SJMC
• LINKEDIN: https://www.linkedin.com/school/19128785

NAME AND PRONOUNS
You are entitled to be called by your name and pronouns of choice. Your TAs will be asking you to share this information in discussion. Please be sure to update your UIOWA account with your preferred name and pronouns so that Professor Moorman has this information.

RESOURCES FOR STUDENTS
Writing Center – 110 EPB, 335-0188, https://writingcenter.uiowa.edu/
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
University Counseling Center – 3223 Westlawn, 335-7294, https://counseling.uiowa.edu/
Rape Victim Advocacy Program – 335-6000, https://rvap.uiowa.edu/
Student Disability Services – 3015 Burge, 335-1462, https://sds.studentlife.uiowa.edu/

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).
ACCOMODATIONS 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 FILING 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 HARRASSMENT
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.

NONDISCRIMINATION IN THE CLASSROOM
The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@iowa.edu or visit diversity.uiowa.edu.

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 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
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. 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 conversation with the TAs and classmates. The discussion section is also the forum for talking about the assignments and reviewing for the tests. Please do not use phones, laptops or tablets during discussion, unless needed for a class activity.

DISCUSSION READINGS
Most weeks you will have a brief reading that builds on concepts and theories covered in that week’s lectures and applies those concepts to a current media topic. Readings will be available in the reading folder for that week on the MUE Lecture ICON page. The Discussion Reading should be completed by the start of Discussion Section.

DISCUSSION SECTION RESPONSE
On nine Fridays, TAs will post a two-part question about the readings posted to the main MUE Lecture ICON page. Your response must be posted to ICON before discussion section. So, the response to a DSR posted on Friday during the first week of class will be due to ICON before the start of your discussion the second week of class. The objective is check your understanding of concepts from the textbook, to encourage students to think critically about the subject matter, and to prepare you for informed and lively discussion. These assignments will also 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 Discussion Section Response. A maximum of five points will be earned for turning in each weekly response and will be used to calculate the final DSR grade (maximum possible = 45 points). Your lowest DSR score will be dropped, so you can miss one DSR and still earn the full 45 points. You can turn in your DSR using one of the following formats: Microsoft Word document, txt or rtf, PDF, typing directing into the space provided on ICON. No other formats will be accepted (i.e., no Pages format).

ATTENDANCE POLICY
Attendance in Discussion is important for several reasons: discussion and class activities will deepen your understanding of class concepts and all our exam reviews will be conducted during discussion. If you’re absent from Discussion, you will not receive credit for your Discussion Section Response. We understand that illnesses and emergencies happen, which is why we drop the lowest DSR score from your grade. If illness, family emergencies, or other issues are interfering with your attendance, please let your TA know as soon as possible.

Instructions for turning in the Media Journal and Original Research Proposal
1. The Media Journal is due Friday, October 11. The Original Research Proposal is due Friday, November 22nd. Papers must be turned in on the due date by 5:00 pm. By that time, the electronic file of the paper should be uploaded to ICON in the discussion section’s site.

2. It is the responsibility of the student to ensure that the TA has received the assignment on time. That means you are responsible for making sure your paper has been successfully uploaded to ICON by the deadline. 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.
FOLLOW US
Stay up-to-date on deadlines, events, scholarships, internships, alumni & more!

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