Media Uses and Effects
Journalism & Mass Communication JMC:1100 – Fall 2016
Tuesday & Thursday 9:30-10:20 am; 100 Phillips Hall

Instructor: Rachel Young, MPH, PhD
Email: rachel-young@uiowa.edu
Office: W333 Adler Journalism Bldg
Office Hours: Tuesday 2-3 pm, Wednesday 1-3 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, 3, 10</td>
<td>B. K. Kim</td>
<td>E331 AJB</td>
<td><a href="mailto:byungwook-kim@uiowa.edu">byungwook-kim@uiowa.edu</a></td>
</tr>
<tr>
<td>1</td>
<td>Mallory Ermler</td>
<td>E323 AJB</td>
<td><a href="mailto:mallory-ermler@uiowa.edu">mallory-ermler@uiowa.edu</a></td>
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<tr>
<td>4, 5, 6</td>
<td>Ge Zhu</td>
<td></td>
<td><a href="mailto:ge-zhu@uiowa.edu">ge-zhu@uiowa.edu</a></td>
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<tr>
<td>7, 8, 9</td>
<td>Ryan Stoldt</td>
<td></td>
<td><a href="mailto:ryan-stoldt@uiowa.edu">ryan-stoldt@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 the effects of media on the public.
- 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, including Discussion readings, are available on the ICON website. A copy of the textbook can be borrowed for two hours from the Journalism Resource Center, located on the 3rd floor of Adler Journalism Building (Room E350). All lecture readings should be completed before Tuesday’s lecture. Discussion readings should be completed before your Discussion Section.

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 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.
Class Rules and Conduct
Please be respectful of the professor and your fellow students. Please do not use cell phones, text, play games, check social media, surf the internet, or talk to other students during class. Put any device that makes noise on SILENT before the class starts.

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 lecture to get credit for Reaction Papers. You must be present during discussion to get credit for your weekly Discussion Section Response.

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 590 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
- 40 pts – discussion section responses
- 25 pts – instant reaction papers

Grades will not 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:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>97.5-100%</td>
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<tr>
<td>A</td>
<td>92.5-97.4%</td>
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<tr>
<td>A-</td>
<td>90-92.4%</td>
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<tr>
<td>B+</td>
<td>87.5-89.9%</td>
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<tr>
<td>B</td>
<td>82.5-87.4%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.4%</td>
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<tr>
<td>C+</td>
<td>77.5-79.9%</td>
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<tr>
<td>C</td>
<td>72.5-77.4%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.4%</td>
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<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>
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<tr>
<td>F</td>
<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 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. 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:
September 15, October 13, November 8, and the date for the final exam will be announced by the end of October. 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 (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 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 2016.) What social scientific theory/perspective 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 will be posted on ICON.

Discussion Section Responses (DSRs) – Most weeks, your TA will post a short essay question about the next week’s readings, including the Discussion reading. You are to answer the question and post your answer to the appropriate
ICON Dropbox 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 be graded using a check/check plus format.

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 the Dropbox folder on your Discussion Section 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>
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</thead>
<tbody>
<tr>
<td>Week 1 (8/23 &amp; 8/25)</td>
<td>What are Media Effects? How Do We Study Them?</td>
<td>Sparks, Chapter 1&lt;br&gt;&lt;i&gt;No Discussion Reading&lt;/i&gt;</td>
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<tr>
<td>Week 2 (8/30 &amp; 9/1)</td>
<td>Social Scientific Research Methods</td>
<td>Sparks, Chapter 2&lt;br&gt;D&lt;br&gt;Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Week 3 (9/6 &amp; 9/8)</td>
<td>History of Media Effects</td>
<td>Sparks, Chapter 3&lt;br&gt;D&lt;br&gt;Discussion reading: On ICON</td>
<td>Section: DSR&lt;br&gt;Media Journal Assigned</td>
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<td>Week 4 (9/13 &amp; 9/15)</td>
<td>Diffusion of Innovations</td>
<td>On ICON&lt;br&gt;Bryant, J. &amp; Thompson, S. (2002). Fundamentals of media effects, pp. 113-126.&lt;br&gt;&lt;i&gt;No Discussion Reading&lt;/i&gt;</td>
<td>Thursday, 9/15 Lecture: Exam 1 - Chapters 1-3; diffusion reading, lecture/discussion</td>
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<td>Week 5 (9/20 &amp; 9/22)</td>
<td>News and Political Content</td>
<td>Sparks, Chapter 9&lt;br&gt;D&lt;br&gt;Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Week 7</td>
<td>Persuasive Media Effects</td>
<td>Sparks, Chapter 8</td>
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<tr>
<td>(10/4 &amp; 10/6)</td>
<td>Discussion reading: On ICON</td>
<td>Section: Media Journal Assignment Due</td>
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<td></td>
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<td>Section: DSR</td>
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<td>Week 8</td>
<td>Time Spent with Media</td>
<td>Sparks, Chapter 4</td>
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<td>(10/11 &amp; 10/13)</td>
<td>No Discussion Reading</td>
<td>Thursday 10/13 Lecture: Exam 2 - Chapters 4,8,9; agenda setting reading, gatekeeping reading, lecture/discussion</td>
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<td>Week 9</td>
<td>Violence in the Media</td>
<td>Sparks, Chapter 5</td>
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<td>(10/18 &amp; 10/20)</td>
<td>Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Original Research ProposalAssigned</td>
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<td>(10/25 &amp; 10/27)</td>
<td>Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Week 11</td>
<td>Stereotypes in the Media</td>
<td>Sparks, Chapter 10</td>
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<td>(11/1 &amp; 11/3)</td>
<td>Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Week 12</td>
<td>Sex in the Media</td>
<td>Sparks, Chapter 6</td>
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<td>(11/8 &amp; 11/10)</td>
<td>No Discussion Reading</td>
<td>Tuesday 11/8 Lecture: Exam 3 - chapters 5 &amp; 10; body image reading, cultivation reading, lecture/discussion</td>
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<td>Week 13</td>
<td>Media and our Emotions</td>
<td>Sparks, Chapter 7</td>
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<tr>
<td>(11/15 &amp; 11/17)</td>
<td>No Discussion Reading</td>
<td>Section: Original Research Proposal Due</td>
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<td>No Discussion Section this week; Happy Thanksgiving!</td>
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<td>Week 14 Thanksgiving Break – no class (11/22 &amp; 11/24)</td>
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<td>Week 15</td>
<td>The Internet and Social Media</td>
<td>Sparks, Chapter 11</td>
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<tr>
<td>(11/29 &amp; 12/1)</td>
<td>Discussion reading: On ICON</td>
<td>Section: DSR</td>
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<td>Week 16</td>
<td>McLuhan: the Medium is the Message</td>
<td>Sparks, Chapter 12</td>
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<td>(12/6 &amp; 12/8)</td>
<td>No Discussion Reading</td>
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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

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