



**SCHOOL OF COMMUNICATION**  
**COMM 201/001 (6088)—MEDIA THEORY AND CRITICISM**  
**LAKE SHORE CAMPUS/SPRING 2019**

Instructor: Milan Pribisic, Ph.D. ([mpribis@luc.edu](mailto:mpribis@luc.edu))

Class meetings: Wednesdays 4:15 pm to 6:45 pm, Mundelein 403

Office: **WTC** 900 Lewis Tower, workstation B; phone: 312/915-7755

Office Hours: **WTC/Lewis Tower** Wednesdays 12:30 to 1:30pm OR by appointment

**COURSE DESCRIPTION:** This course is an introduction to the study of traditional mass media and new media from a historical, critical and interpretive perspective. We live in a mediated environment; how media work on us as individuals and as cultures and what effects their power have on us are only some of the questions that media theory tries to answer in order to understand and critically approach our past and present and envision a more ethical and productive future.

**COURSE OBJECTIVES:** This course reviews sociological approach, semiotics and other methods of media analysis; it also surveys those theories that approach media as historical, cultural practices that go beyond media technologies and texts to envelope media as businesses with specific political economy, media as agents of change, and experiential aspects of media production and reception/consumption. After taking this course the students will be able to:

# identify major media theories and research methods, their main tenets and application contexts;

# apply the critical and technical vocabulary (media theory as a body of knowledge) to describe, analyze and critique media (to practice media analysis/criticism);

**TEXTS:** # Devereux, Eoin. *Understanding the Media, 3<sup>rd</sup>. edition (UM)* ISBN: 978-1-4462-4880-5

# Additional readings of online sources will be posted in the weekly lesson modules in Sakai.

**ATTENDANCE:** In this class I am using the discussion teaching method which includes traditional lecturing but stresses interactive, question and answer, discussion during class time between the teacher and students and among students in small groups and small group projects; therefore, all students are expected to attend the class regularly and to be prepared to actively participate in the discussions and activities after reading the required material. The big part of **Participation** grade (50 points out of total 75) is based on the student's attendance and active contribution to the class activities and discussions. No show in class means no participation points for attendance. To make up for the missed assignments, such as oral presentation, group projects, paper due, online assignments, quiz, exam, the written medical doctor's excuse needs to be presented or a proper documentation showing you were representing Loyola in intercollegiate athletics, debate, or model government organizations on these dates.

**SAKAI** (<https://sakai.luc.edu>) is an online learning tool that allow us to communicate and collaborate with each other during the semester. You will find on it the course syllabus and its possible updates, e-mail addresses of all course participants, announcements, online assignments, online gradebook, etc.

**LOCUS** (<https://locus.luc.edu>) is Loyola's information portal for a wide variety of tasks. The instructor posts on Locus the midterm academic alerts and the final grades.

**ACADEMIC HONESTY:** A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious violation of academic integrity. **Cheating** includes, but is not limited to, obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to another student during examination; obtaining information from another student or any other person during an examination; using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor; attempting to change answers after the examination has been submitted; unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work which is completed outside of the classroom; falsifying medical or other documents to petition for excused absences or extensions of deadlines or any other action that, by omission or commission, compromise the integrity of the academic evaluation process.

**Plagiarism** is a serious violation of the standards of academic honesty; it is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of other without proper acknowledgement of the sources, and includes, but is not limited, to submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.; submitting as one's own another person's unpublished work or examination material; allowing another or paying another to write or research a paper for one's own benefit, or purchasing, acquiring, and using for course credit a pre-written paper. The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at

<http://www.luc.edu/english/aboutthewritingprogram/theseandmisuseofsourcematerials/#d.en.23878>  
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In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard. Plagiarism or any act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the Office of the Dean of the School of Communication.

The Office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SoC. If the student is not a member of the SoC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicgrievance.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml)

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which

releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to a similar organization.

**STUDENT ACCESSIBILITY CENTER (SAC):** If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact SAC as soon as possible. Formal arrangements must be made through the office before course adjustments can be made. Additional information about the services available at: <https://www.luc.edu/sac/sacstudents/>

**CLASSROOM ETIQUETTE:** The attendance is taken at the beginning of the class! Up to fifteen-minute lateness is acceptable according to the academic rules; beyond that it is on your own discretion to decide whether you should interrupt the class already in progress or not; in any case, if you enter the classroom after the attendance has been taken it is **your responsibility** to check with the instructor after the class to be sure to get the attendance credit.

**GRADING ASSIGNMENTS:** I am using the cumulative point system which means each assignment carries a certain number of points. To receive letter grade D for the Course you need to earn 65% of the total points or 195 points out of 300. Please respect the **24/7 grading policy**—wait 24 hours after receiving the grade to talk to me about it but talk to me about the grade within seven days if you have a question. After one week has passed, I will not discuss the grade for that assignment.

Participation (attendance, active and critical contribution to the class activities and discussions; short reaction papers on readings and assignments in class or on Sakai, peer teaching, group presentations evaluations...)	75 points
Exam (two and a final; 25+25+50)	100 points
Individual journal (Annotated Bibliography)	50 points
Case Study Group Project and In-class Presentation	75points

**TOTAL = 300 POINTS**

A (EXCELLENT)=285-300;

A-minus=273-284;

B+=264-272;

B (GOOD)=250-263;

B-minus= 243-249;

C+=234-242;

C (AVERAGE)=220-233;

C-minus=213-219;

D+=208-212;

D (FAIR)=195-207;

F (POOR)=below 195

**STATEMENT OF INTENT:** By remaining in this course, students are agreeing to accept this syllabus as a contract and to abide by the guidelines outlined in this document.

### **WEEKLY SCHEDULE**

**(This is a plan; syllabus and calendar are open to change--all changes will be posted on Sakai)**

**WEEK ONE** of January 14: Course introduction and overview

Asking awkward questions

What is media? What is theory? What is media theory and criticism?

**READ: UM, Chapter 1**

**WEEK TWO** of January 21: Media Histories, Media Power

**READ: UM Chapter 2**

**WEEK THREE** of January 28: Media Globalization

**READ: UM Chapter 3**

**WEEK FOUR** of February 4: Media Ownership: Concentration, Conglomeration and Regulation

**READ: UM Chapter 4**

TOPIC FOR ANNOTATED BIBLIOGRAPHY DUE (02/06/19)

**WEEK FIVE** of February 11: **EXAM # 1 (02/13/19)**

Media Professionals and Media Production

**READ: UM Chapter 5**

**WEEK SIX** of February 18: Media, Ideology and Discourse

**READ: UM Chapter 6**

**WEEK SEVEN** of February 25: Media, Ideology and Discourse (continues)

**READ: UM Chapter 6**

**MID-TERM EXAM (02/27/19)**

**WEEK EIGHT** of March 4: **SPRING BREAK!!! ENJOY!**

**WEEK NINE** of March 11: **FORMING GROUP FOR GROUP PROJECTS**

The How and Why of Media Analysis

**READ: UM Chapter 10**

Media “Re-presentations” in an Unequal World

**READ: UM Chapter 7**

**WEEK TEN** of March 18: Media “Re-presentations” in an Unequal World (continues)

**READ: KT Chapter 7**

**WEEK ELEVEN** of March 25: Media Audiences and Reception

**READ: UM Chapter 8**

**WEEK TWELVE** of April 1: New Media, Social Media

**READ: UM Chapter 9**

ANNOTATED BIBLIOGRAPHY DUE (04/03/19)

**WEEK THIRTEEN** of April 8: **GROUP PRESENTATIONS**

**WEEK FOURTEEN** of April 15: **GROUP PRESENTATIONS**

**WEEK FIFTEEN** of April 22: **GROUP PRESENTATIONS**

**LAST DAY OF CLASSES IS APRIL 26; THE EXAM WEEK IS APRIL 29 TO MAY 4 (OUR FINAL EXAM IS SCHEDULED FOR WEDNESDAY MAY 1, 4:15 pm to 6:15 pm).**