

INSTRUCTOR

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Office hours: Tuesday and Thursday, 10:30-11:30 (Lewis Towers)

REQUIRED TEXT

Media and Culture: An Introduction to Mass Communication, 9th edition with 2015 Update (2014). Campbell, Martin, and Fabos. Bedford/St. Martin's. ISBN-13: 978-1457642425.
Please bring your textbook to class each session.

There may be additional reading from a variety of sources, including but not limited to: political blogs, *Chicago Tribune*, *New York Times*, *Continuum: Journal of Media and Cultural Studies*, *Journal of Popular Culture* and *PR Week*. I will regularly update Sakai with links to articles, blogs, essays, op-eds, etc.

ABOUT THE COURSE

The primary objective of this course is to give you a general and theoretical overview of mass communication. During the semester we will use the history of communication and media as a framework for discussing a number of topics – which will get you thinking about how you communicate in your own life and how media communicate to you. We will cover a lot of ground in a brief time – so fasten your seatbelts! (Think broad brushstrokes for this course...)

Student learning objectives:

- ✓ Understand the cultural context and history of communication
- ✓ Demonstrate an intellectual grounding for further study in communication
- ✓ Define the history and impact of traditional and new media platforms
- ✓ Increase basic media literacy for students who plan careers in communication-related fields

ATTENDANCE

Given that classes are intensive, students are expected to attend every class from beginning to end. (If you miss a day, you might miss the entire history of a given medium!) Timely arrival is particularly important. If you know you will be unable to attend class and have a legitimate excuse, please inform instructor by email. Please provide evidence to document excused absences.

LATE WORK

Students are expected to complete all assignments on time. Late work does not receive full credit. Assignments may be penalized by 20% per day (that includes blog entries and assignments in Sakai).

ACADEMIC INTEGRITY Students are expected to maintain high standards of academic integrity in all work for the course. Academic dishonesty can take several forms, including cheating, plagiarism, copying another student's work, and submitting false documents. We will cover the university's policy in class, and you may find Loyola's specific standards here:
http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml
You are expected to comply 100% with the standards outlined in the university's policy. My class will have a zero tolerance policy with regards to academic dishonesty.

**COURSE REQUIREMENTS
AND EVALUATION**

Three Sakai blog entries:	5 points each for a total of 15 points
Four quizzes: <i>(multiple choice, short answer, essay – from readings, class discussions and guest speakers)</i>	5 points each for a total of 20 points
One individual report:	20 points
One team assignment:	20 points
Four participation grades	5 points each for a total of 20 points
Overall participation	5 points
TOTAL:	100 points

A note about participation: Please speak up! You will get more out of the class if you are present, engaged and involved – and your grade will reflect your level of involvement. 5% of your grade depends on your willingness to suit up/show up, raise your hand, demonstrate that you have done the reading and are making important connections. I'll use some assessment tools as well – like end-of-class reaction papers – to mark your progress and measure attendance.

CLASS SCHEDULE

Please note: at the beginning of every class we will have a brief discussion about current events and the media... so stay on top of what's going on in the world!

Tuesday, January 13

Welcome and introductions

General course concepts and definitions; discussion of communication models

Begin peer interview assignment

Read by next class: Chapter 1

Thursday, January 15

Calling all communication scholars... Broadening our media literacy!

From oral culture to the age of media convergence and everything in between (the entire history of mass comm in 30 minutes)

Class participation exercise #1: Peer interview, media use

Read by next class: Chapter 15

Tuesday, January 20

Theory and research: media effects and cultural approaches

"Everything that rises must **converge**."

In-class reaction paper

Thursday, January 22

Quiz #1

Theory and research continued

Blog entry #1 due – I'm my own case study (uses and gratifications)

Read by next class: Chapter 10

Tuesday, January 27

Finish theory, research

Oral culture; language; intro to alphabets, writing, books

Thursday, January 29

Books: history, publishing, convergence/digital

Read by next class: Chapter 8

Tuesday, February 3

Newspapers: The rise and decline of modern journalism

Thursday, February 5

Quiz 2

Newspapers continued

Blog entry #2 due: national versus international coverage

Read by next class: Chapter 9

Tuesday, February 10

Magazines

Class participation exercise #2: case studies

Thursday, February 12

Guest speaker: Streetwise

Finish case studies

Read by next class: Chapter 5

Tuesday, February 17

Radio

Ready by next class: Chapter 4

Thursday, February 19

Radio and recorded sound

In-class reaction paper

Read by next class: Chapter 6

Tuesday, February 24

Quiz 3

Television

Class participation exercise #3: You, the teachers (bring textbook to class)

Thursday, February 26

Television continued

Mar 2-7 Spring Break

Tuesday, March 10

Individual reports

Thursday, March 12

Individual reports

Read by next class: Chapter 14

Tuesday, March 17

Culture of Journalism (values, ethics, democracy)

Guest speaker

Read by next class: Chapter 11

Thursday, March 19

Quiz #4

Advertising

Class participation exercise #4: nonprofit organizations

Ready by next class: Chapter 12

Tuesday, March 24

Public relations

Read by next class: Chapter 7

Thursday, March 26

Film

Work on team projects

Tuesday, March 31

Film

Guest speaker

Work on team projects

Thursday, April 2

Off

Tuesday, April 7

Team project reports

Thursday, April 9

Team project reports

Read by next class: Chapter 2

Tuesday, April 14

Computers/tablets/devices, Internet, asynchronous consumption, our converging media world, and media fusion

Read by next class: handout, social media

Thursday, April 16

Social media: uses, research directions, future

Meet with teams, work on final project

Read by next class: article, social change and social media; Chapter 3

Tuesday, April 21

Social media, civic involvement, online communities, gaming

Read by next class: Chapters 13 and 16

Thursday, April 23

Media economics; freedom of expression

Final wrap-up of course