**California State University, Long Beach**

**JOURNALISM 110**

**Section 01 - 5384**

Introduction to Mass Communications

FALL 2015

Mondays and Wednesdays

9:30 a.m. – 10:45 p.m.

MM Room 200 (Multimedia Center)

**Instructor: Professor John Shrader**

Contact: 562.985.1730

[john.shrader@csulb.edu](mailto:jshrader@csulb.edu)

@johnshrader

#WatchTheMedia

<http://Storify.com/johnshrader>

Office: LA 4 – 201D (inside Daily 49er Newsroom)

Hours: Monday 11:30 a.m. – 1:00 p.m.

Tuesday 11:15 a.m. – 12:15 p.m.

And By Appointment

Class

Meeting: Monday & Wednesday 9:30 – 10:45 p.m.

Room 200, Multimedia Center

**CSULB Catalog Description**

Prerequisites/Corequisites: One GE Foundation Course.   
Origins, development and contemporary role of newspapers, magazines, radio, television, books, new media and films, and such related fields as advertising and public relations.

**Course Description**

**­­­­­­­­­­­­­­­­­­­­­­­­­­**This course focuses on social and cultural issues pertaining to mass media. The influence of television, radio, film, print media, music recording, and Internet communication is analyzed in a sociological context. Ethical, legal, technological, economic, and cultural perspectives are discussed. Basic models of communication as well as a wide range of mass communication theories, research, and regulations are also examined.

## Student Learning Outcomes

By the conclusion of this semester, students should be able to:

* + To synthesize and explain the economic, political, cultural, social, gender-based, and ethnic-based influences that shape and determine the multi-faceted interactions between mass media and society.
  + To contrast, compare, and apply the theories that explain the relationships between mass media and society.
  + To identify and critically analyze values, assumptions, beliefs and attitudes that shape audiences’ interaction with the mass media.
  + To synthesize and use concepts such as “information society,” “globalization,” “convergence,” “interactivity,” “media ethics,” and “concentration of ownership,” among others.
  + To anticipate how information and media technology will affect your lives and careers.

## About the Teaching Philosophy:

## The classroom experience should enable you to connect the course content to your own experiences and to give you some power in your own learning process. We will look (at films and other visual media), listen (to music), read (selections about media as well as media itself), experience, discuss, think and reflect. We will analyze media as well as produce it, and, in the process, create meanings for ourselves in the context of the course material to look at how media interacts with and affects society and individuals.

## Class Lectures & Discussions:

This is a lecture class – one that includes a good number of students. There will be opportunities for discourse, comments, and questions in this class.

Your participation is encouraged. You may be confronted with PERSPECTIVES AND OPINIONS YOU DO NOT AGREE WITH AND NEED NOT AGREE WITH.

Discussion may be passionate, but we will maintain a respectful atmosphere. Please don’t be dismissive of another opinion, as you would expect them not to dismiss yours. The discussions will be more rewarding and the experience more fulfilling if you and your classmates read the material and come to class prepared to share.

# Grading and Evaluation

Students will be evaluated on their grasp of the concepts as demonstrated in tests and course assignments.

The distribution of the grade is as follows:

**20% Super Test 1 200 points**

**20% Super Test 2 200 points**

**20% Super Test 3 200 points**

**10% Media Log 100 points**

**10% Media Observations, Analysis, and Commentary I 100 points**

**10% Media Observations, Analysis, and Commentary II 100 points**

**10% Quizzes, Daily Assignments 100 points**

**TOTAL POINTS: 1000 points**

**SUPER TESTS** – The course work is divided into Three Units. There will be a test covering the chapters and class material after each of the units.

SCANTRON REQUIRED

**MEDIA LOG** –

Early in the semester you will be asked to log all of your media use over a three-day period. Assignment will be returned in Beachboard.

This assignment is worth 100 Points.

**MEDIA OBSERVATIONS, ANALYSIS, AND COMMENTARY** –

Two times during the semester you will be required to submit a report on some form of the media we’re discussing at the time.

You will get complete instructions in class on the specifics of the assignments.

You will use Internet tools to complete these assignments.

These assignments are worth 100 Points apiece.

**QUIZZES AND DAILY ASSIGNMENTS -**

Unscheduled assignments will be made in class.

They will total 100 points.

**Grades will be computed as follows**:

A – (90-99 percent) Superior work – accurate, clear, well written, well delivered, shows a very high understanding of the fundamentals and principles instructed in class

B – (80-89 percent) Good to very good work – may be missing one or two the previous thresholds

C – (70-79 percent) Satisfactory – average work, meets the minimum requirements

D – (60-69 percent) Unsatisfactory – needs work in every area, falls below the minimum requirements

F – (Below 60 percent) Failure to meet minimum course requirements

**Textbook:**

**[REQUIRED]**

***Media and Culture 10: Mass Communication in a Digital Age, 2015.***

**Richard Campbell, Christopher R. Martin, Bettina Fabos**

**ISBN 978-1-457-66873-9**

**YOU ARE RESPONSIBLE FOR ALL READING ASSIGNMENTS, AND MAY BE TESTED ON THEM, WHETHER OR NOT THEY GET DIRECT OR FULL TREATMENT IN CLASS LECTURES.**

**YOU ARE RESPONSIBLE FOR ALL MATERIAL PRESENTED IN CLASS: POWER POINTS, HANDOUTS, LECTURES, MOVIES, VIDEOS, ETC., AND MAY BE TESTED ON ANY OF IT.**

***PLEASE TAKE GOOD NOTES***

**Class Schedule for Fall 2015**

***Subject to Change***

**Date:** **Topics**  **Reading Assignment**

|  |  |  |
| --- | --- | --- |
| Week 1  August 24 / 26 | Introduction, Syllabus,  What is this class all about?  How and why Mass Communication is important to your lives  Media Literacy  Cultural Literacy |  |
| Week 2  August 31/ Sept 2  **UNIT 1 BEGINS** | Mass Communication: A Critical Approach  **Assignment:**  **Media Log Due Sept 14**  Storify and Media Log Instruction | **Campbell Chapter 1** |
| Week 3  Sept 7 / 9  NO CLASS ON SEPT 7 –  ***LABOR DAY*** | The Internet, Digital Media and Media Convergence | **Campbell Chapter 2** |
| Week 4  Sept 14 / 16 | Media Economics and The Global Marketplace  **Sept 14: Media Log Due (100 points)** | **Campbell Chapter 13** |
| Week 5  Sept 21 / 23 | Media Effects and Cultural Approaches to Research  Legal Controls and Freedom of Expression | **Campbell Chapter 15, 16** |
| Week 6  Sept 28 / 30  **UNIT 2 BEGINS** | **Sept 28: Super Test 1 (covers weeks 1-5, CHAPTERS 1, 2, 13, 15, 16) (200 Points)**  The Culture of Journalism: Values, Ethics, and Democracy  **Assignment:**  **Media Observation Oct 14** | **Campbell Chapter 14** |
| Week 7  Oct 5 / 7 | Culture of Journalism and Information continues  Newspapers: The Rise and Decline of Modern Journalism  “Good Night and Good Luck” | **Campbell Chapter 14 continues**  **Chapter 8** |
|  |
| Week 8  Oct 12 / 14 | Magazines in the Age of Specialization  **Oct 14: Media Observation I**  **(Al Jazeera, CNN, Univision) (100 Points)** | **Campbell Chapter 9** |
| Week 9  Oct 19 / 21 | Books and the Power of Print | **Campbell Chapter 10** |
| Week 10  Oct 26 / 28  **UNIT 3 BEGINS** | **Oct 26: Super Test 2 (covers weeks 6-9) CHAPTERS 14, 8, 9, 10, 11**  **(200 Points)**  **Molding the Message**  Advertising and Commercial Culture | **Campbell Chapter 11** |
| Week 11  Nov 2 / 4 | **Molding the Message**  Public Relations and Framing the Message    **Assignment:**  **Media Observation**  **November 16** | **Campbell Chapter 12** |
| Week 12  Nov 9 / 11  ***NO CLASS NOV 11***  ***VETERANS DAY*** | Sound Recording and Popular Music | **Campbell Chapter 4** |
| Week 13  Nov 16 / 18 | Popular Radio and the Origins of Broadcasting  Television and Cable: the Power of Visual Culture  **Nov 16: Media Observation II**  **Molding the Message (100 Points)** | **Campbell Chapter 5**  **Campbell Chapter 6** |
| **Week 14**  **Nov 23 /25**  **NO CLASS THIS WEEK:**  **Mon – Tues – Wed Fall Break**  **Thurs – Fri – Thanksgiving Break** |  |  |
| Week 15  Nov 30 / Dec 2 | The Movies and the Impact of Images | **Campbell Chapter 7** |
| Week 16  Dec 7 / 9 | **Review the semester and pick up loose ends on December 7 –**  **Test is Friday.** |  |
| **FINALS WEEK**  **December 10 – 16** | **December 11: Super Test #3**  **8 – 10 a.m.**  **(Covers Weeks 10-15)**  **Chapters 11, 12, 4, 5, 6, 7**  **(200 Points)** |  |

**Grammar, spelling, punctuation, clarity**

Proper use of the language is essential. You are expected to turn in work that is clearly written, attributed well and transparent; you will be marked down for writing errors, such as grammar, spelling and punctuation. This may be a radio class and the audience will not see your work, but you cannot get into bad habits of spelling and grammar.

Your choice of words and how they are delivered are among your greatest tools as a radio reporter.

**CSULB Syllabus Addendum:**

**Withdrawal from Class:** Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of importance that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered serious or compelling reasons beyond the student’s control for purposes of withdrawing.

During the final three weeks of instruction, you may NOT withdraw from classes except in cases of accidents or serious illness. During the final three weeks withdrawal forms have to be signed by the instructor and authorized by both the department chair and college dean.

**Absences from Class:** Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p.75]. *These and any other requests for an excused absence must be documented*.

**CSULB Cheating/Plagiarism/Fabrication Policy:** CSULB takes issues of academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. Making something up constitutes fabrication. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor. Instances of cheating, plagiarism and/or fabrication may result in your immediate removal from class with a failing grade, removal from the College of Liberal Arts and expulsion from the university.

**Responses, Penalties and Student Rights:** Students should consult the appropriate sections of the Catalog for examples of cheating, fabrication and plagiarism, and instructor and/or CSULB response options in such circumstances. The Catalog also outlines student rights. Any instance of academic dishonesty can result in a student’s immediate expulsion from the class with a grade of “F” and may lead to the students being dropped from the Department of Journalism and/or other sanctions as the instructor deems appropriate.

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**Addendum to Course Syllabus: Department of Journalism**

**Policies on Grading, Conduct of Classes, Drops, Absences and Cheating**

**Grading:** The grading policies and practices in this class are explained elsewhere in the syllabus. It is the student’s responsibility to read them and to seek clarification if necessary. The student should be fully aware of what is required for success in the course, such as group participation, writing, speaking, completing assigned readings, etc.

**Seat in Class:** An enrolled student may lose his/her seat in class if he/she misses the first class meeting without notifying the instructor. At the instructor’s discretion, a student who attends the first class but not subsequent classes may also be dropped from the course.

**Withdrawal from Class:** Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

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**Academic Honesty**: You should be familiar with University reg­u­la­tions regarding aca­demic honesty. Violations of academic honesty will not be tol­erated. A student guilty of vio­lations will receive an automatic grade of “F” for the class and will be subject to other penalties, including suspension from the University.

**More on Plagiarism:**

**Don’t Do It!**

**In the simplest definition, plagiarism is taking someone else’s work or ideas and passing them off as your own.**

**In our business, there are a lot of temptations – AND OPPORTUNITIES – to take other people’s work, and there are a lot of things that can happen that constitute plagiarism, such as using someone else’s words without attribution, either in direct quotes or used indirectly. This may simply be sloppiness on your part but it’s still plagiarism and it’s still unacceptable.**

**We will spend a lot of time in class discussing transparency and ethics. If you’re not sure about how to use someone else’s words or their ideas, either do not use them or ASK SOMEONE FOR HELP.**

**I have a simple saying for this: “If you don’t know, don’t go.”**

**Late Papers and Missed Assignments:**

Journalists meet deadlines every day. It is an essential part of the business. No credit will be given for assignments that are late without a valid reason: a written medical excuse, documentation of a family emergency or a death in the family. NO EXCEPTIONS.

**Your instructor’s CELL PHONE policy:**

If your phone rings – or you attempt to use your phone in class – for either voice call or texting you will be asked to leave the classroom.

(IF YOU ARE EXPECTING AN IMPORTANT CALL OR TEXT, PLEASE ADVISE THE INSTRUCTOR BEFORE CLASS, THEN EXCUSE YOURSELF TO TAKE THE CALL.)

If you attempt you use your phone during a test you will be asked to leave the classroom and you will receive NO CREDIT (0 POINTS) for the test. NO EXCEPTIONS.

If is disrespectful to your classmates if you’re on the phone during class and it’s disruptive to the activities in class.

**Diversity:**

We encourage you to celebrate the cultural diversity of this campus, both in your approach to the work and in your search for good news stories.

***Department Information***

**Advising**: If you are a Journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming ([Jennifer.Fleming@csulb.edu](mailto:Jennifer.Fleming@csulb.edu)) and Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

**Internships**: The department recommends that you pursue internships, service-learning experiences, and extra-curricular activities to enhance your career preparedness and marketability when you graduate. Employers will expect to see examples of your work; they prefer applicants with experience. Therefore, you will find all internships and job opportunities that come to the department posted on the department’s BeachBoard site. A binder with hard copies of all internships is also kept in the department office for your review. In addition, internship postings are available online through the CSULB Career Development Center. Students pursuing opportunities through our BeachBoard or CDC sites should be aware that the department and CDC do not screen these opportunities for JOUR 498 credit. If you are seeking JOUR 498 credit, you must attend one of the mandatory orientations conducted the semester prior to your enrollment in JOUR 498. Students enrolled in a section of JOUR 498 will also receive advance notice of the orientations from their instructor.

**Student Media**: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

**Bateman Case Study Competition**: Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships\_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

**Student Organizations**: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin ([Danny.Paskin@csulb.edu](mailto:Danny.Paskin@csulb.edu)) for **NAHJ**, Professor Holly Ferris ([Holly@Ferriscomm.com](mailto:Holly@Ferriscomm.com)) for **PRSSA**, and Professor Chris Karadjov ([Chris.Karadjov@csulb.edu](mailto:Chris.Karadjov@csulb.edu)) for **SPJ**.

**Social Media**: Be sure to get connected to the department’s Facebook page (https://www.facebook.com/CSULBJournalism) and website (http://www.cla.csulb.edu/departments/journalism/) for photos and information about department happenings.

**Office Hours**: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

**Accreditation**: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communication*s (ACEJMC, https://www2.ku.edu/~acejmc/). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

* understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work

**ACCOMODATION OF STUDENTS WITH DISABILITIES:**

Students needing support services or accommodations for course work should contact the instructor of the course within the first week of class. In addition, students should establish their eligibility for assistance by contacting Disabled Student Services (DSS) Office (Brotman Hall, room 270) (562) 985-5401. They will be required to provide verification of their disability from a medical professional along with a description of the student’s functional limitations. Disabled Student Services will evaluate their requests. Typical accommodations available are extended time for tests, test proctoring, private test rooms, note taking, Braille transcription, and referral for tutoring.

If the service offered is insufficient or inadequate, the student should confer with the Director of Disabled Student Services.

If these efforts are not successful, concerns may be directed to the Office of Equity & Diversity (University Student Union, room 301) (562) 985-8256. Responsibility for oversight and implementation of the Americans with Disabilities Act and the Rehabilitation Act have been delegated to the campus director for disability support and accommodation.