

**Journalism 110**  
**Introduction to Mass Communication**

**Spring 2016**  
**9:30 a.m. to 10:45 a.m. Tuesdays and Thursdays**

**INSTRUCTOR INFORMATION**

Instructor: Todd Henneman

Office: LA4 206A

E-mail: todd.henneman@csulb.edu

Twitter: @ToddHenneman

Office hours: 1:15 p.m. to 3:15 p.m. Tuesdays and Thursdays and by appointment

**REQUIRED TEXT**

*Media & Culture: Mass Communication in a Digital Age* 10<sup>th</sup> edition by Campbell, Martin & Fabos (ISBN-13: 978-1457668739)

**COURSE DESCRIPTION**

Journalism 110 offers an introduction to the history and theory of mass communication in the United States and to the study of media literacy. You will learn the historical origins of mass media — radio, television, magazines, newspapers, film and television — and analyze their role in, and effects on, American culture. You'll have opportunities to analyze the influence of radio, film, television, print media and the Internet. And you will build an informed perspective on contemporary issues that confront the media professionals on ethical, legal and business levels.

**LEARNING OBJECTIVES**

By the end of the course, you will:

- Gain a core understanding of the structure, operation and evolution of radio, television, film and other key mass media;
- Identify and analyze values, assumptions, beliefs and attitudes embedded in media messages, becoming more savvy consumers and producers of mass media;
- Understand the ways media influence and reflect American society;
- Master and use concepts such as *globalization*, *convergence* and *media consolidation*;
- Compare and apply theories that explain relationships between mass media and society.

**TEACHING PHILOSOPHY**

The format of the course blends lecture with student participation. The classroom experience should help you connect course content with your own experiences. Throughout the semester, we will consume, think about and discuss mass media and reflect on our observations.

**CLASSROOM ETIQUETTE**

- ◇ Arrive on time. Arrive prepared. Plan to stay for the full time.
- ◇ Turn off or silence phones and place them away.
- ◇ Refrain from talking when others are, even if you're discussing class topics.
- ◇ Show respect for the opinions of others even when you disagree.

## LEARNING ASSESSMENT

### **ADVERTISING ANALYSIS** (GROUP PRESENTATION; 5%)

Select an advertisement from a consumer magazine. It must come from the print version. Analyze and assess the advertisement, using the media literacy tools discussed in class.

**MEDIA DIARY & ANALYSIS** (10%) Keep track of all your media exposure for six consecutive days. I will post an example of a media diary. Yours should include all TV, radio, books, movies, websites — all media — sites you consume. Then write a self-reflection paper about what you learned about your habits. Do not simply say, “I realized that I consume too much media.”

### **PARTICIPATION** (10%)

Points are awarded for the number of sessions attended over the semester and (separately) for contributing to discussions. We also will have in-class experiential learning activities that count toward your participation grade. Your regular involvement affects your grade. An “A” reflects both near-perfect attendance and regularly participating in discussions, making thoughtful comments that show you have read the material. Merely being present — but not participating in discussions — will not earn an “A” for the participation portion.

### **EXAMS** (75%)

The course is divided into three units, and one test will follow each of unit. Questions come from lectures, the textbook and in-class activities. (In other words, you likely will not know the answer if you weren't in class when we did the activity.) Exams must be taken on the scheduled date.

## CLASS POLICIES

**Attendance:** Attendance is essential. Regularly attending class creates a better experience for all of us by making discussions more interesting and fun. A roll sheet will be passed around every class. It is your responsibility to find and sign the sheet if you are present. If you do not sign the sheet during class time, you'll be considered absent. Do not sign in for someone else. If that happens, both students will lose 40 points. You can miss one class with immunity. Missing more than three consecutive sessions will result in your final grade being lowered by one letter grade, unless the absence is for an extraordinary documented medical reason (for example, you're hospitalized). If I see you browsing online (including texting), I will count you as absent.

**Assignments:** Detailed instructions for each assignment will be posted on BeachBoard. Double space assignments, and use 12-point standard font. Indent the first line of each paragraph, using the Tab key. You will lose one point automatically if your name is not on your Word document. If you miss a class when an assignment is due,

- Leave it in my mailbox, and ask for the time of submission to be noted on it.
- Or attach the assignment to an email and send it by the time that day's class begins.

Otherwise, your assignment will not be accepted except in exceptional circumstances that qualify under CSULB policies. Your absence still will hurt your participation score. You cannot make up quizzes or exams. You also remain responsible for knowing material presented in class and announcements you missed. I suggest that you exchange phone numbers with two classmates so you can contact them in case you miss a class session.

**Email:** Check your CSULB email at least daily because it is our primary form of communication.

**Diversity:** You are encouraged to broaden your media experiences by incorporating sources or subjects as appropriate from historically underrepresented populations. Examples include ethnic, racial and religious minorities; the elderly; people with disabilities; and gay men, lesbians and transgender individuals.

**Seat in class:** An enrolled student may lose his/her seat in class by missing the first class meeting without notifying the instructor. A student who attends the first class but not subsequent ones may also be dropped.

**Cheating and plagiarism:** CSULB takes academic dishonesty seriously. I encourage you to review the university's policy, [http://web.csulb.edu/divisions/aa/catalog/current/academic\\_information/cheating\\_plagiarism.html](http://web.csulb.edu/divisions/aa/catalog/current/academic_information/cheating_plagiarism.html).

**Students with disabilities:** It is the student's responsibility to inform me within the first two weeks of the semester of the need for a reasonable accommodation because of a disability. Disabled Student Services (5-5061 or <https://web.csulb.edu/divisions/students/dss/>) evaluates needs and provides resources.

## ABOUT YOUR INSTRUCTOR

Todd Henneman has degrees from Northwestern University's Medill School of Journalism and the University of California, Los Angeles. He began his career working for regional newspapers own by the Tribune Co. and eventually became a staff writer for the San Francisco Chronicle. He also has written freelance pieces for clients ranging from the Los Angeles Times to Bark magazine. He has taught at the University of Southern California; Los Angeles City College; Pierce College; California State University, Northridge; and California State University, Long Beach. He continues to write for magazines and websites.

## 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](mailto:Barbara.Kingsley-Wilson@csulb.edu)), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, [Gary.Metzker@csulb.edu](mailto:Gary.Metzker@csulb.edu)), Robin Jones (*Dig Magazine*, [Robin.Jones@csulb.edu](mailto:Robin.Jones@csulb.edu)) and Professor John Shrader (*KBeach Radio* and *College Beat TV*, [John.Shrader@csulb.edu](mailto: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/](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) for NAHJ, Professor Holly Ferris (Holly@Ferriscomm.com) for PRSSA, and Professor Chris Karadjov (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 Communications* (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.

**CLASS SCHEDULE**  
[subject to change]

WEEK	DATE	TOPIC	READING AND ASSIGNMENT
1	Jan. 19	Review syllabus and get acquainted	
	Jan. 21	The nature of mass communications and its functions Critiquing media and culture	Chapter 1
2	Jan. 26	Media economics 101 Explain media diary assignment	Page 443 to 455 in Chapter 13
	Jan. 28	The convergence and conglomerates	Page 455 to the end of Chapter 13
3	Feb. 2	Roots of print media: Partisan Press to Muckrakers	Page 269 to 291 in Chapter 8 and page 309 to 319 in Chapter 9
	Feb 4	Screening of <i>Good Night and Good Luck</i>	Page 477 to 495 in Chapter 14
4	Feb. 9	The culture of journalism	
	Feb. 11	Screening of <i>Page One: Inside the New York Times</i>	Page 296 to the end of Chapter 8 <b>Media diary due</b>
5	Feb. 16	The changing business of print Magazines in the era of specialization	Page 495 to end of Chapter 14; page 319 to the end of Chapter 9 <b>Reminder: Bring a magazine</b>
	Feb. 18	Popular music and cover music	Page 113 to 136 in Chapter 4
6	Feb. 23	<b>Exam 1</b> (Chapters 1, 8, 9, 13 and 14)	
	Feb. 25	Hip-hop culture's triumphs and questions	Page 136 to the end of Chapter 4
7	March 1	Radio's early days	Page 149 to 165 in Chapter 5
	March 3	Reinventing radio again and again	Page 165 to the end of Chapter 5
8	March 8	Dim the lights: the advent of motion pictures	Page 231 through 254 in Chapter 7
	March 10	Hollywood changes: from studio system to tent poles	Page 255 to the end of Chapter 7

WEEK	DATE	TOPIC	READING AND ASSIGNMENT
9	March 15	Television: the most significant medium?	Page 187 through 215 in Chapter 6
	March 17	Pitch me: whose ideas get the green light?	Page 216 to the end of Chapter 6 <b>Reminder:</b> Bring a laptop, tablet or smartphone
10	March 22	Reflection or reality? TV and social change	
	March 24	<b>Exam 2</b>	
11	<b>SPRING BREAK</b>		
12	April 5	Advertising principles and practices	Page 375 to 399 in Chapter 11
	April 7	Advertising controversies	Page 399 to end of Chapter 11
13	April 12	Public relations	Chapter 12
	April 14	Group presentations	
<b>Reminder: Journalism and Public Relations Day 9 a.m. to 2:30 p.m. Monday, April 18</b>			
14	April 19	Group presentations	
	April 21	Group presentations Convergence and digital media	Page 39 through 52 in Chapter 2
15	April 26	Convergence and digital media	Page 53 to the end of Chapter 2
	April 28		
16	May 3	Research into media effects	Chapter 15
	May 5	Wrap up	
17	May 10	<b>Exam 3</b> Reminder: The exam is from 10:15 a.m. to 12:15 p.m.	