

Course Syllabus

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Course Description:

Introduction to contemporary communication theories. Application of theories to communication problems.

As readers of--and participants in--culture, we attempt to sort out what the media give us. We interpret, we make meaning, we examine, we question. We evaluate and express our evaluation. This is the process of understanding our world and there is no better way to understand our world than to look at the role of the media using theories of media in society to guide us. Looking at and understanding such theories is what this class is about.

Course Objectives:

- to demonstrate a comprehension of media and communication theories.
- to explore the media that we consume and that consume us.

Required Textbooks:

McQuail's Mass Communication Theory, 6th Edition
Denis McQuail, Thousand Oakes, CA: Sage Publications, 2010
--available through Textbook Purchase

About This Class:

This is an online class. We do not meet. I expect that you are familiar with D2L. If you are not, you need to work through the D2L Resources Guide, in the Student Resources section. I expect that you have access to D2L during the summer session when the class is offered (May 30th through June 16th). If you are ever in doubt about due dates and time deadlines, please refer to the class schedule below.

Instructor's policies:

Preparedness: Class participation is vital. If are not prepared, you'll just be bored and/or confused. If you haven't done the readings, you'll just be confused. AND if you are confused, you'll end up wondering why you aren't learning anything from the course. IN THE END, YOU ARE RESPONSIBLE FOR YOUR EDUCATION.

Deadlines. All deadlines must be met. Barring emergency situations outlined in the UWSP attendance policy, I do not accept late work.

Academic dishonesty: Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them.

Course Requirements and Grading:

There are three (3) areas where your performance is evaluated. There are several **sets of questions**--corresponding to the units and chapters--that you need to answer. Combined, these account for roughly 80% of the final course grade. The remaining 20% of the final grade is determined by your work on two engagement activities.

About the Assignments:

Sets of questions: There are six sets of questions corresponding to the assigned readings, by chapter. The questions are posted to the content area of D2L. You are to answer these questions, save them as a PDF file and deposit that file Dropbox on the date and by the time assigned. You are responsible for knowing due dates and time deadlines. Each question is worth 5 points. Please look ahead—you will notice that Unit 2 has questions covering five chapters. The rest of the units have questions from two or three chapters. Plan your time accordingly.

Engagement Activity Assignments: During this class, you are to conduct two engagement activities. In the content area of D2L, there is document that lists options for each activity. These must be saved as a PDF and uploaded to the Dropbox by 11pm on the dates assigned.

Annotated Bibliography Assignment: You are to choose a theory from the list provided and search out a minimum of 10 articles that provide an application of the theory. Find and read those articles, summarize them and provide an assessment of the theory. This must be saved as a PDF and uploaded to the Dropbox by 11pm on the date assigned.

Point Totals:

Questions (48 @ 5)	240 points
Activity Assignments (2 @20)	40
Annotated Bibliography	20
Total Points Possible:	300

Point Totals and Grading Scale

95%+	=	A	285-300
94%	=	A-	282-284
93%	=	B+	279-281
87%-92%	=	B	261-278
86%	=	B-	258-260
85%	=	C+	255-257
77%-84%	=	C	231-254
76%	=	C-	228-230
75%	=	D+	225-227
71%-74%	=	D	210-224
0%-70%	=	F	0-209

Assigned Chapter Readings and Questions by Unit:

Unit 1:	Rise of Media	Chapters 1 + 2
Unit 2:	Theories	Chapters 3, 4, 5, 6, + 7
Unit 3:	Organizations	Chapters 11 + 12
Unit 4:	Content	Chapters 13 + 14
Unit 5:	Audiences	Chapters 15 + 16
Unit 6:	Effects	Chapters 17, 18, + 19

Course Schedule:

Tuesday, May 30:	Read through everything on D2L:
Wednesday, May 31:	Unit 1 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Thursday, June 1:	Readings
Friday, June 2:	Unit 2 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Monday June 5:	Readings Engagement Activity #1 Due (must be saved as a PDF and uploaded to the Dropbox by 11pm)
Tuesday, June 6:	Unit 3 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Wednesday, June 7:	Readings
Thursday, June 8:	Unit 4 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Friday, June 9:	Readings
Monday, June 12:	Engagement Activity #2 Due (must be saved as a PDF and uploaded to the Dropbox by 11pm) Unit 5 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Tuesday, June 13:	Readings Unit 6 Questions Set Due (must be saved as a PDF and uploaded to the Dropbox by 11PM)
Wednesday, June 14:	Thursday, June 15: Readings
Friday, June 16:	Annotated Bibliography Due (must be saved as a PDF and uploaded to the Dropbox by 11pm)

Community Bill of Rights and Responsibilities

UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to success, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Read more here: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx>

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

Assistive Accommodations

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities.

For more information about UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

FERPA Disclaimer

This course requires posting of work online, that is viewable only by your classmates. None of the work submitted online will be shared publicly. Your academic records (grades, student IDs, personal identification information) will not be shared by the instructor of this course. Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you.

Netiquette

Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you

are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.

--The following netiquette tips will enhance the learning experience for everyone in the course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
- Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions have to be respected.
- Think and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Using humor is acceptable

Plagiarism

A major problem facing both professors and students is the practice of plagiarism, which is defined as "the deliberate or accidental use of ideas, research, or words of another person without fully attributing them to their original sources." As a student in this course, it is your responsibility to know what constitutes plagiarism. A student who plagiarizes work in my class will receive a failing grade for that assignment, possibly for the course and may be subject to additional academic misconduct sanctions.

The following paragraph offers advice on paraphrasing, a major aspect of plagiarism: Clearly attribute ideas that you have paraphrased to their authors, both directly in your text and by providing reference citations. Do not try to paraphrase by changing just a few of the author's words (that's plagiarizing): paraphrasing involves substantial change in the order of words and ideas, usually to condense them. Paraphrasing, in other words, involves putting someone else's thoughts into your own words, not just rearranging the words and ideas or combining, but shortening, someone else's sentences. To avoid unintentionally writing a plagiaristic paraphrase, carefully mark the notes that you take on your references where you use exact, or nearly exact, words of the source.

The following guidelines are offered as additional hints on what plagiarism is:

- Every paper or report submitted for credit is accepted as the student's own work. It may not, therefore, have been composed, wholly or partially, by another person.
- The wording of a student's paper is taken as his or her own. Thus he or she may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper or another student's paper or notebook, or any other written or printed source (including speeches, WWW sites, news reports, etc.). Direct quotes or ideas from outside sources may be used, but they must be properly cited. Thus, do not simply change a few words within a sentence from a source, put it in your paper, and drop a footnote by it without using quotation marks. Doing so represents the sentence as your own, when it is not, and this is plagiarism!
- As a student, you may incorporate in your paper ideas that have arisen from discussion or lectures when you incorporated these ideas into your own thinking. However, be careful to either cite properly the source of the ideas or cite other sources that reinforce the ideas you are using.
- You may, as a part of the good writing process, give your work to someone else for suggestions. However, having someone else totally correct and revise your work constitutes that person's work, not your own, and thus constitutes plagiarism.
- You may of course submit a paper to be typed by another person, provided that typist has not sought to change the wording, ideas, organization, or any significant aspect of the paper in any way. If you submit such a paper, be sure to proofread carefully.
- No paper may be submitted for credit that has been or is being used to fulfill the requirements of another course, in whatever department, unless permission to coordinate work has been granted by both professors.
- Students in my courses are expected to utilize the APA stylebook, which provides guidelines for proper citation.