

## **COURSE SYLLABUS**

Comm 325

Spring Semester 2017

**Professor Mark Tolstedt**

Comm Arts Center #228

346-3920

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Office Hours: virtual (I will be in my office)

M-F 8-10AM

In person:

by appointment

### **Course Objectives:**

- to understand the basic legal principles applicable to producers of content
- to understand regulatory relationships in, over and among media participants

### **Course Description:**

This course examines the regulatory structures and various rules and processes under which the media industries operate. Although this course looks at all the regulatory bodies and policies affecting **content** creation, distribution, and exhibition, special emphasis is placed on the relationship between the courts and federal, state, local, and industry regulatory bodies governing the content process.

This is an online class. Inasmuch, you are expected to be in class on the days indicated and working online when the schedule indicates "no class."

### **Textbooks:**

Pember, D. and Calvert, C. *CourseSmart eBook Online Access for Mass Media Law 20e*: McGraw-Hill: 2018.

20E Mass Media Law Access Card

9781260214833

To gain access to this book, follow one of the two options below:

- 1) Purchase an access card from the UWSP Bookstore then go directly to the URL below and input the access card number, or
- 2) Go directly to this URL and follow the instructions:

<https://connect.mheducation.com/paamweb/index.html#/registration/signup/m-tolstedt-winterim-2019>

- 3) This URL will take you to a streaming video that gives you step-by-step instructions on gaining access to the Connect SmartBook <http://video.mhhe.com/watch/SqrR8Sn6UUgk9p64xhmUa6?>

**Grading:**

Grades for this course are based on student performance on a series SmartBook Practice sessions, a final examination, and a rewrite the textbook exercise.

*SmartBook engagement:* You are required to use the McGraw-Hill Connect for *Mass Media Law 20<sup>th</sup> edition*. The SmartBook (think eBook) allows you to read through the material in which key portions/concepts/ideas have been highlighted. It also allows you to “practice” what you have learned by asking questions and guiding you through the answers. Book chapters have been assigned and scheduled (see Course Schedule below). You must complete the reading AND the chapter practice sessions for each assigned chapter.

--The SmartBook allows me to monitor your progress with the chapter readings and practice. There are 10 points per chapter assigned to this--points will be awarded accordingly, depending on your progress through the chapters. In other words, if you don't use the SmartBook, you don't earn points. If you complete the Practices Sessions by the due date and times, you earn points.

--In each chapter, you will find Read and Practice options. This URL will take you to a navigation video that explains how to work through the Connect site and the SmartBook readings and practice sessions.

[https://cdnapisec.kaltura.com/index.php/extwidget/preview/partner\\_id/2370711/ui\\_conf\\_id/42910141/entry\\_id/1\\_n1oj3xlh/embed/dynamic](https://cdnapisec.kaltura.com/index.php/extwidget/preview/partner_id/2370711/ui_conf_id/42910141/entry_id/1_n1oj3xlh/embed/dynamic)

Access the Read when you are ready to read the text. For those of you that so desire, you will find PPT presentations for each chapter posted in Canvas. You might find it helpful to print these off and use them to guide you through the readings. After you have read the chapter, access Practice and the questions/review session starts. When you have finished working in each chapter, make certain “Leave SmartBook”...this will preserve your completion percentages which will be accessed and used to assign points per chapter earned. You can expect that each chapter will take between 20 and 30 minutes to read and each practice session should take another 20 minutes. If you are finding that it is taking significantly longer for you, please let me know and we can talk about the process. A final note concerning the SmartBook assignments in this class: these activities are a precursor/set-up for the final examination. Completing the Read and Practice for each chapter, will help you significantly on the final examination.

**Final Examination:**

The final exam for this class will cover materials from the assigned chapters. The exam is worth 25 points and you can expect True/False, Multiple-Choice, and essay questions. It is an open book examination. In the SmartBook, will need to access the Self-Study option to open the chapters—the SmartBook closes the chapters once you have completed them or the deadline passes. There is also an index available to you.

**Rewrite Calvert:**

From the articles posted in Canvas, you are to choose one of the articles and then “pretend” that you are Clay Calvert and rewrite a portion of the textbook based on the materials in the article. This may be 2 or 3 sentences, possibly a full paragraph. Check the assignment instructions and the samples posted in Canvas. This assignment is worth 20 points.

**Written Application Essay:**

This is an exercise that is designed for you to “engage” yourself with one of the legal concepts/theories discussed in the textbook. Your task is to take the legal concept that will be assigned to you and “apply” it to the movies or clips provided (see the eReserves area of Canvas). Check the assignment instructions posted in Canvas. This assignment should be three to five pages in length and is worth 30 Points.

**Grading and Point Totals:**

Point totals:

|                              |  |            |
|------------------------------|--|------------|
| SmartBook Practice Sessions: |  |            |
| 15 @ 10 points               |  | 150        |
| Final Examination:           |  | 50         |
| Written Essay:               |  | 30         |
| Rewrite Calvert:             |  | 20         |
| <b>Total Points:</b>         |  | <b>250</b> |

**Grading Scale:**

|         |   |    |
|---------|---|----|
| 95%+    | = | A  |
| 94%     | = | A- |
| 93%     | = | B+ |
| 87%-92% | = | B  |
| 86%     | = | B- |
| 85%     | = | C+ |
| 77%-84% | = | C  |
| 76%     | = | C- |
| 75%     | = | D+ |
| 71%-74% | = | D  |
| 0%-70%  | = | F  |

**Other Relevant Information:**

I will be using email to contact you individually as needed. I will be posting updates and other information to the announcements area of the Canvas site for this class on a regular basis. It is expected that you monitor this class on a regular, if not daily, basis.

Dates due are deadlines.

*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. You will find a statement of my views on plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty.

*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 me. 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

### **Course Schedule:**

Note: I reserve the right to make changes to the course requirements depending on need. If this happens, you will be notified of changes by announcement in Canvas and through email.

Wednesday, January 2nd: Course Introduction

Thursday, January 3rd: Unit 1: the legal system and the first amendment

Friday, January 4th: Chapters, 1, 2 & 3 Reading and SmartBook Practice session DUE

Monday, January 7th: Unit 2: libel

Tuesday, January 8th: Chapters 4, 5, & 6 Reading and SmartBook Practice session DUE

Wednesday, January 9th: Unit 3: privacy  
Thursday, January 10th: Chapters 7 & 8 Reading and SmartBook Practice session DUE  
Friday, January 11th: Unit 4: gathering information  
Rewrite Calvert Assignment DUE  
Monday, January 14th: Chapters 9, 10, 11 & 12 Reading and SmartBook Practice sessions DUE  
Tuesday, January 15th: Unit 5: obscenity  
Wednesday, January 16th: Chapter 13 Reading and SmartBook Practice sessions DUE  
Thursday, January 17th: Unit 6: copyright and advertising  
Written Essay DUE  
Friday, January 18th: Chapters 14 & 15 Reading and SmartBook Practice sessions DUE  
Monday, January 21st: FINAL EXAMINATION

## 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.