COURSE DESCRIPTION

MFJS 2210, Introduction to Media and Culture, is an introductory course in communication, designed for students interested in studying the media. It focuses on economic, political and cultural roles of media in our society. In the course, we will explore the historical development and current structure of the media and examine the history of the study of communication and the different conceptual models for describing and understanding communication. We will also discuss the process of creating, distributing, and exhibiting media content. The course will emphasize the influence of technology, corporatization and globalization on the media, as well as discuss the legal and ethical issues facing today’s media outlets. The course satisfies the University of Denver’s Scientific Inquiry requirement.

OBJECTIVES

In this course students will:

- Learn the history and current structure of the media.
- Recognize current issues influencing the rapidly changing media environment.
- Describe and articulate basic principles relating to media and culture.
- Learn to articulate concepts and principles specific to the study of media and culture.
- Describe and explain how social scientific methods are used to understand media and culture.
- Complete three assignments designed to examine and familiarize students with the current research methods used to study and understand the media.
REQUIRED TEXTS


BLACKBOARD WEBSITE

This course uses the Blackboard Website that the University of Denver provides. The Blackboard site is a crucial resource for this course, and you will need to access it frequently. To do so, go to http://blackboard.du.edu/. From this page, click the login button, and then enter your username and password. You will then enter the Blackboard site, where any course you are taking that uses the Blackboard system will be listed.

You will find important course materials posted on the BB site: the syllabus (with links to Web-based readings); PowerPoint slides from class lectures; and other important materials, such as exam study guides. Be sure you know how to access your account.

READINGS, ATTENDANCE & PARTICIPATION POLICY

Class attendance is essential because this course is designed as a lecture/seminar in which all students are active participants. This is not a course for students who do not want to attend or contribute to class.

Attendance will be taken at the start of every class. During the course each student will be permitted three (3) absences for whatever reason (job interview, sickness, family commitments, ski days, etc.). I do not require any advanced notice of your absence nor explanation when you return. There will be no additional “excused absences” beyond these three. For each absence in excess of three, regardless of the reason, your final score in the class will be reduced by one point. A tardy will count as ½ of an absence as will leaving class early.

View your three free absences as the sick leave and personal days generally allowed employees in a work environment. In the workforce, employees who use up all their sick leave and personal days and then find themselves obliged to take off additional time do so without pay. Having your grade reduced is the equivalent to “unpaid leave.”

In addition, all reading assignments should be completed before the class period during which we will discuss a particular topic. You may be called on in class to answer questions related to the day’s readings. This is even if you do not volunteer to answer the question. In sum, it will be extremely difficult for you to follow the lectures, participate in the discussion, respond to my questions, and ask intelligent questions of your own if you come to class inadequately prepared. Attendance at lectures and informed participation in discussion are essential to doing well in this class.
ASSIGNMENTS & GRADING

In this course, you will be able to earn points in a number of ways. You will be awarded points based on class participation, three written assignments (2-3 pages double-spaced, with 12-point font) and three exams. Written assignments are due in hard copy (printed and stapled) on the date specified on the schedule, at the beginning of class.

Late assignments will not be accepted except in extraordinary circumstances and only with the prior written agreement of the professor. In such cases, your paper will be downgraded by a full letter grade for each 24-hour period past the original deadline.

Final grades in this course will be based on evaluation of three exams, two written assignments and class preparation and participation.

Class participation  10%
Written assignments  20%
Exam One  20%
Exam Two  20%
Final Exam  30%

The alpha/numeric conversion for course grades is as follows:

A = 93-100  A- = 90-92  B+ = 87-89  B = 83-86  B- = 80-82  C+ = 77-79
C = 73-76  C- = 70-72  D+ = 67-69  D = 60-66  F = below 60

STUDENTS WITH DISABILITIES

Any students with disabilities should contact the Disability Services Program to determine whether and to what extent services or accommodations are required for this course. If you think this notice might apply to you, please contact the Department of Disability Services at 303-871-2278 or visit the program’s website at: http://www.du.edu/disability/dsp/

UNIVERSITY OF DENVER HONOR CODE

All members of the University of Denver are expected to uphold the values of Integrity, Respect, and Responsibility. These values embody the standards of conduct for students, staff, faculty, and administrators as members of the University community. The Honor Code is designed so that responsibility for upholding these principles lies with the individual as well as the entire community.

The Honor Code fosters and advances an environment of ethical conduct in the academic community of the University, the foundation of which includes the pursuit of academic honesty and integrity. Through an atmosphere of mutual respect we enhance the value of our education and bring forth the highest standard of academic excellence. Members of the University community, including students, faculty, staff, administrators and trustees,
must not commit any intentional misrepresentation or deception in academic or professional matters.

Violations of these policies include, but are not limited to:

- **Plagiarism**, including any representation of another’s work or ideas as one’s own in academic and educational submissions.
- **Cheating**, including any actual or attempted use of resources not authorized by the instructor(s) for academic submissions.
- **Fabrication**, including any falsification or creation of data, research or resources to support academic submissions.

The *University of Denver Honor Code Procedures Governing Students*, available at [www.du.edu/honorcode](http://www.du.edu/honorcode), shall govern and be followed in the case of any student at the University who is accused of violating the *Honor Code*. 
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<td><strong>W: 1/18</strong></td>
<td><strong>Guest Speakers</strong></td>
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<tr>
<td>Jim Conway, Television writer and producer</td>
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<td>Joe Pennella, Television cinematographer</td>
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W: 1/25  Media Theories & Research
          CM: Chapter 13

WEEK V

M: 1/30  EXAM ONE

W: 2/1  Journalism
       CM: Chapter 10

WEEK VI

M: 2/6  Guest speaker
          Jim Clarke, Chief of Bureau, The Associated Press, Colorado,
          Montana, Utah and Wyoming

AGENDA SETTING ASSIGNMENT DUE

W: 2/8  Print Media: Books, Newspapers & Magazines
          CM: Chapter 4

WEEK VII

M: 2/13  Audio Media: Music & Radio Industries
          CM: Chapter 5

W: 2/15  Visual Media: Movies & Television
          CM: Chapter 6

WEEK VIII

M: 2/20  EXAM TWO

W: 2/22  Strategic Communication: Advertising
          CM: Chapter 12
          www: “Top Ten Tasteless Ads,” Time Online. Begin at number
          one and be sure to click through all ten advertisements. Note:
          Some of the advertisements are videos.

WEEK IX

M: 2/27  Strategic Communication: Public Relations
          CM: Chapter 12 (cont’d)
W: 2/29  Digital Media  
CM: Chapter 3 & 7

WEEK X

M: 3/5  Networks & Social Media  
CM: Chapters 8 & 9

W: 3/7  Guest speakers  
*Brian McGowan*, NBC Advertising Account Executive, national advertising for news programming  
*Steve Corman*, Producer/writer, NBC/PBS news, 8 time Emmy winner

WEEK XI

M: 3/12  Media and Politics, Course wrap-up & instructor evaluations  
CM: Chapter 15

FINAL EXAM—WEDNESDAY 3/14/2012  10:00-11:50 AM