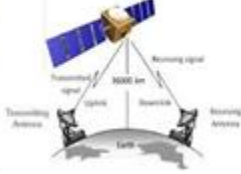


COM 201, Fundamentals of Media Studies, Department of Communication and Media Studies and Psychology, Fall 2018



I. COURSE INFORMATION

Instructor: Professor Alison Vogelaar

avogelaar@fus.edu

Office Hours: Tuesday/Friday 2 p.m.- 3:30 p.m.

Class location: LAC Classroom 8

Class meeting times: Tuesday/Friday 10 a.m.- 11:15 a.m.

II. COURSE DESCRIPTION

Media pervades our social and private lives. We make it and in turn it makes us. This course offers an introduction to media studies, a field which seeks to understand and use media in complex and intentional ways. The course explores media as content, as an industry and as a social force. In this way, media is understood as both as an artifact (constituted by many parts) and as a set of complex processes (including production, distribution, regulation and consumption). In this course, students will learn key vocabularies and concepts in and approaches to media studies that will help them to define, describe, and critique media artifacts and processes in a variety of written and spoken formats. In addition to equipping students with the skills to understand and critique media, this course encourages and provides students with the building blocks to produce media content. Students who successfully complete this course will be prepared to take advanced courses in media studies.

III. RATIONALE

COM 201 is a part of the minor and major requirements for the Communication and Studies Program. It provides an introduction to the field of media studies that serves as a foundation for future course work in the program.

IV. COURSE GOALS

The broad goal of this course is to introduce students to major concepts, theories, research paradigms and methodologies in the area of media studies. The course is intended provide a foundation for upper-division courses that explore specific concepts, paradigms, theories and methodologies in media studies in more depth.

V. SPECIFIC LEARNING OUTCOMES

Students who successfully complete this course will demonstrate that they can:

- define and describe media artifacts and processes through weekly worksheets
- analyze and critique media artifacts and processes through weekly media analyses
- review and analyze one media text in a final essay

VI. REQUIRED TEXTS AND MATERIALS

- REQUIRED course textbook: Long and Wall (2014): Media Studies: Text, Context, Production
- Moodle site: It is essential that you register for and regularly use our moodle site where you will find additional readings, information and grading rubrics.

VII. ASSESSMENT OVERVIEW

- Reading worksheets: (33%-100 points): Every week, your reading will be accompanied by a worksheet which you will download from moodle and turn in on Tuesday. Your worksheet will be graded based upon completeness and correctness. You may drop your two lowest scores. I will only collect these if you are in class. I do not accept late worksheets.
- Media analyses (33%-100 points): Following lecture and discussion about a topic area in media studies, we will complete a media analysis in class that will apply the concepts learned that week (typically on a Friday). You may drop your two lowest scores. Performed in class only. No make-ups, you are either in class and completing one or not.
- Final essay (33%-100 points): Your final project is a descriptive and analytic essay about a media text that addresses the diverse conversations taking place right now about masculinity (and of course as is related, femininity and gender).

VIII. ASSESSMENT DETAILS

Effective syllabi not only give an assessment overview, as above, but also provide details or guidelines of specific assignments that match the overview above.

IX. GRADING POLICIES AND EXPECTATIONS

Here is where you can explain your grades: letter, GPA, or % , the rubric you use. It may be helpful to include a grade conversion chart or explain what grades mean.

X. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

- Regular attendance: Is critical to your success in this course. Chronic lateness will be treated like absences.
 - Grading scale: A: 90-100% B: 80-89% C: 70-79% D: 60-69% F: 0-59%
 - Plagiarism: Is the unacknowledged and/or inappropriate use of another person's work and will not be accepted. As a student of Franklin University, you are expected to do your own work. If you have questions about whether your use of another's work is acceptable or about the implications of plagiarizing, please reference Franklin's Statement on Cheating and Plagiarism in the Academic Catalogue or see me.
 - Late work: Is not accepted unless you have a documented emergency.
 - Resources (books, moodle page): Must be purchased and/or accessed by the first week of class. Please bring them so that I can be sure you have the correct books. Please register for our moodle course by the first week as well.
- Email: Let's do our part to reduce information and communication overload by emailing each other only when necessary and using our face-to-face moments well. When you do email me, please indicate the nature of your query in the subject heading and, most importantly, think before you write—emails leave lasting impressions! As such, I would appreciate that you use professional language in your emails to me and I will do the same for you.

- Facebook, txtng and other such distractions: We are best served by your putting your phone and social media away during my class. Good work takes focus of the sort we cannot have with the many mediated distractions that creep into our mental spaces. So, be present with me and we will go a long way together.

XI. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 199):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf

XII. RESOURCES AVAILABLE

- My office hours: Should be your first stop if you need additional support. They are cited at the top of this syllabus.
 - Learning Services: If you have a documented learning difference, or think that you may need additional learning services, please see me and/or the Writing and Learning Center on the second floor of LAC. And most importantly, know that you have support and services.
 - Writing and Learning Center: I strongly advise you to use the WLC in order to develop strong writing and study habits.
 - Libraries: Franklin has two libraries with abundant resources and an incredible staff who can help you find resources and learn how to research for academic success. The local University (USI) also has a library that I highly recommend you visit.
 - IT: Franklin has an IT staff available weekdays in LAC on the first floor for assistance with all computer-related issues
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XIII. COURSE SCHEDULE

PART I: MEDIA AND MEANING

Week 1: Media studies

8.28: Introduction to course

8.31: Read Introduction; Media analysis 1

Week 2: Media and meaningmaking

9.04: Read chapter 1; Worksheet 1

9.07: Media analysis 2

Week 3: Genre and narrative

9.11: Read Chapter 2; Worksheet 2

9.14: Media analysis 3

Week 4: Representation

9.18: Read Chapter 3; Worksheet 3

9.21: Media analysis 4

Week 5: Reality media

9.25: Read Chapter 4; Worksheet 4

9.28: Media analysis 5

PART II: MEDIA PRODUCTION

Week 6: The business of media

10.02: Read Chapter 5; Worksheet 5

10.05: Media analysis 6

Week 7: Media regulation and policy

10.09: Read Chapter 6; Worksheet 6

10.12: Media analysis 7

Week 8: Media production in a global age

10.16: Read Chapter 7; Worksheet 7

10.1: Media Analysis 8; 1-page description of text due

Weeks 9-10: Academic Travel

10.20-11.03

PART III: MEDIA AND SOCIETY

Week 11: Producing audiences

11.06: Read Chapter 8; Worksheet 8

11.09: Media analysis 9

Week 12: Investigating audiences

11.13: Read Chapter 9; Worksheet 9

11.16: Media analysis 10; workshop

Week 13: Modernism, postmodernism & after

11.20: Read Chapter 12; Worksheet 10

11.23: No class

Week 14: Media power

11.27: Read Chapter 10; Worksheet 11

11.30: Media analysis 11; workshop

Week 15: Consumer society

12.04: Read Chapter 13; Worksheet 12

12.07: Media analysis 12; workshop

Week 16: Finals week

12.14: 9-10:30; final essay due

*Please note, all **readings are to be completed before the class** period on which they are listed. The reading indicates that we will be discussing and doing activities about that reading on that day. Your participation grade will be influenced if you come to class and have not read.

XIV. BIBLIOGRAPHY

A bibliography is often helpful if you want to encourage students to use certain books in our library.