Special Topics: Entertainment-Education in Media

Professor: Dr. Herman Howard
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Class Meeting Times: M-F 12PM-1:50PM
Class Location: Third Floor, Library, Room 301
Office Hours: M-F 9AM-5PM

ABOUT THE COURSE
This course is a study in how Entertainment-Education has impacted social change via the media in the United States and also throughout the world through educating and entertaining audiences. Students will study daily viewings of actual programs from television and film that have provided elements of social change while studying the theory of Entertainment-Education in media developed by Communication scholar, Dr. Everett Rogers.

OBJECTIVES
At the end of the course, students should be able to:

To demonstrate an understanding of Entertainment-Education media through a review of its theories and concepts
To demonstrate an understanding of academic writing and research in Entertainment-Education

STUDENT LEARNING OUTCOMES:
CS3: To develop, interpret, and express ideas through effective visual communication
CS1: To develop, interpret, and express ideas through effective written communication
CS2: To develop, interpret, and express ideas through effective oral communication

COURSE TEXTS:

Various academic articles submitted via email to the class from the professor

COURSE EXPECTATIONS
Be in class, be on time, and be prepared. As an undergraduate seminar course, I expect that you will be present for every class meeting. It’s critical that you are prepared for each class period. If you are not prepared for class, you are absent. If you are absent, you will lose 10% of your final grade for each day. Due to the nature of the class, the Professor is unable to loan out any tapes of the broadcast material if you are absent.

Be connected. You should be checking your Angelo State University email on a daily basis. You are responsible for any material sent via email. This means that if you know you are experiencing e-mail problems, you should ask someone in class if she or he might let you in on any e-mail correspondence pertaining to class.
Be respectful. In order to provide class members the opportunity to do their best work, and to provide a relatively comfortable environment for giving presentations and learning, students need to conduct themselves in an appropriate manner at all times.
CHAPTER REPORTS:
DUE: MONDAY, JUNE 11, 2018, CHAPTERS 1-4 (4 PAGES) PART ONE 100 POINTS
DUE: MONDAY, JUNE 25, 2018, CHAPTERS 5-9 (5 PAGES) PART TWO 100 POINTS

For these two projects, you are required to write a one-page chapter review of each chapter of the book divided into two installments. In your review, please address the following elements: 1) the overall purpose of the chapter; 2) the main points emphasized; 3) your critique of the chapter—discuss the strengths and weakparts of the chapters; 4) your suggestion for future research as a result of reading this particular chapter

ASSIGNMENTS

Entertainment-Education Academic Journal Project
(DUE JUNE 18, 2018) WORTH 200 POINTS

You will be assigned to provide a short 3-4 page journal review on at least five journal articles relating to the field of Entertainment-Education. In your review of each journal, please provide the following elements: 1) A review of the author’s study; 2) an explanation of the theoretical approach or framework used for the study; 3) a summary of the authors’ major findings and conclusions; 4) a critique on how well the author achieved his or her objective; 5) on the due date, be prepared to give a 10 minutes in-class presentation on your findings

Entertainment-Education Media Journals (DUE: JUNE 29, 2018) WORTH 200 POINTS

Throughout the semester, you will keep a media journal and write a media journal for at least 15 broadcasts that is presented in class on Entertainment-Education. You will turn in your media journal at the end of the Summer 2018 semester.

For each media journal, your written report should be brief 1-2 pages typewritten or hand-written in a notebook journal, summarizing your reaction to (at least 15) EE-themed programs viewed in class. You can submit your entries in a binded journal such as in a large white packet. You will be critiquing each weekly showing from an academic perspective. Please apply relevant examples and other supporting evidence in your review. It is best to take notes while you watch the media program of social change. Your journal should describe these elements.

ORGANIZATION:

Introduction: Briefly identify the film you reacting to, including title and other information. Discuss elements of the program that illustrate typical or unusual characteristics.

Reaction: Describe appropriate features of the film. What is your reaction to such factors as:
1) **What is the element of social change in the program and why?**
2) How well does the program tell the story? Is it Interesting? What are the high points?
3) Setting
4) Acting
5) Conflict
6) Symbolism—what are the symbols from the program
7) Ideology—politics or message
8) Realism—what is put into the scene
10) Your overall analysis of the viewing.

**Final Paper – ENTERTAINMENT-EDUCATION MEDIA PROPOSAL**

**DUE ON MONDAY, JULY 2, 2018 WORTH 400 POINTS**

The purpose of this final assignment is to give you the opportunity to apply the knowledge gained through your readings, the viewing from class, along with your personal experiences, to designing a real-life Entertainment-Education campaign for television, film, social media and radio. At the end of the summer session, you will write a 7-10 page paper on creating a new proposal for Entertainment-Education that can be used for a global audience. In your final proposal, you should use academic sources to support your claims and also interview media professionals to obtain a stronger viewpoint on your new media program for Entertainment-Education. In your proposal, address these issues: a) Identify a social related issue that you feel can be addressed to a larger audience (for example, HIV/AIDS prevention; smoking prevention, drug and alcohol abuse prevention; b) raising the status of women and promoting women’s health; c) political advertising; d) promoting development in the Third World)

Write a proposal of 7-10 pages which indicates references, and any figures or tables, that describes your issue, the process by which the need will be addressed, a review of literature, the message appeal, the goals for your program, finances and a plan to study the effectiveness of your program. Your proposal should include the following:

1) Introduction, description of your social issue
2) Program goals and process
3) Detailed Literature Review (use academic sources here as well)
4) Discussion of your intended broadcast and message appeal to reach people
5) Research plan, including method and sample data collection
6) Description of funding to support your program
7) Conclusion
8) APA References
9) On the due date, prepare a brief Power Point lecture where you will spend about 15-20 minutes discussing your new media message to the class

**FINAL COURSE GRADES**

All of the course assignments add up to 1,000 points. Final grades will be calculated using the following points scale.

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<th>Total Points</th>
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<tr>
<td>900-1000</td>
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<td>599 and below</td>
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OTHER INFORMATION

Academic Integrity
Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular assignment. Plagiarism means intentionally or knowingly representing words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Plagiarism in this course will result in automatic failure (F) for the entire course.

Americans with Disabilities Act
Angelo State University complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Dean of Student Life and Student Services at 942-2191. If you need disability accommodations in this class, please see me as soon as possible.

Campus Closures
If the University is officially closed when we are scheduled to meet, then we obviously will not be meeting. If that happens, plan on picking up where we left off before the closure the next class meeting.

Religious Observances
A student wishing to observe a religious holy day must notify me via email at least 14 days prior to the classes scheduled on dates the student will be absent. For religious holy days that fall within the first two weeks of the semester, notice should be given on the first day of the semester.

Sample Entertainment-Education viewings:

We will view most or all of these viewings which has an Entertainment-Education centered theme, these viewings will help you develop your new EE media proposals:

SAMPLE SUMMER SCHEDULE (which may change depending upon the needs of the class)

WEEK ONE:
MONDAY, JUNE 4, 2018: Introduction to Entertainment-Education and Dr. Everett Rogers’ contributions to EE and viewing of “Three’s Company,” with John Ritter
TUESDAY, JUNE 5, 2018: Lecture on the Singhal chapters and Norman Lear’s contributions to EE in the United States
WEDNESDAY, JUNE 6, 2018: Drama programming: “Little House on the Prairie.” PART ONE
THURSDAY, JUNE 7, 2018: “Little House..” PART TWO

WEEK TWO:
MONDAY, JUNE 11, 2018: CHAPTER REVIEW IS DUE (CHAPTERS 1-4) FROM THE Singhal Chapters and viewing of, “The King’s Speech.”
TUESDAY, JUNE 12, 2018: “When We were Kings” (1996) documentary
WEDNESDAY, JUNE 13, 2018: “Walt Disney,” documentary
THURSDAY, JUNE 14, 2018: EE in Television Soap-Operas, viewing of “Knots Landing,”
FRIDAY, JUNE 15, 2018: EE in Prime-Time Television, viewing of “Fantasy Island.”

WEEK THREE:
MONDAY, JUNE 18, 2018: JOURNAL presentations in class and viewing of the “The Bill Cosby Show (1969-1970 season)
WEDNESDAY, JUNE 20, 2018: Cartoons in EE programming, “Davey and Goliath.”
THURSDAY, JUNE 21, 2018: EE in Television comedy “The King of Queens.”
FRIDAY, JUNE 22, 2018: “Facts of Life and Diff’rent Strokes.”

WEEK FOUR:
MONDAY, JUNE 25, 2018: CHAPTER REVIEWS ARE DUE, CHAPTERS 5-9 and EE in Television Police Drama of viewing with “The Streets of San Francisco,” (1973)
TUESDAY, JUNE 26, 2018: Police Drama in “Kojak,”
WEDNESDAY, JUNE 27, 2018: “The Jefferson’s,” EE in television comedy by Norman Lear
THURSDAY, JUNE 28, 2018: “All in the Family,” and “Good Times,” EE comedy by Norman Lear
FRIDAY, JUNE 29, 2018: EE in Hollywood films; JOURNALS ARE DUE IN CLASS (at least 15)

WEEK FIVE:
MONDAY, JULY 2, 2018: Scholars will present their final EE proposals in class via Power Point
TUESDAY, JULY 3, 2018: Final presentations; PART TWO (LAST DAY OF CLASSES) ALL PAPERS ARE DUE ON THIS DATE AS WELL