NOTE: You cannot receive credit for this course if you have previously taken MM 2305

Instructor: Tina Doyle  
Office: LB319  
Office Phone: (325) 486-6079

Email: Tina.Doyle@angelo.edu

Office Hours:  
Monday/Wednesday: 10:00 a.m. – 1:00 p.m.  
Tuesday/Thursday: 11:00 a.m. – Noon  
AND  
2:00 – 3:00 p.m.

Textbook Required: Media Now, Straubhaar, LaRose, Davenport; 9th edition

Overview: This survey course examines mass media development, mass media operation and mass media roles in society. Student understanding of the topics will be evaluated through quizzes, class discussion and assignments.

MM Program Objectives: The Mass Media program at ASU has three objectives. They are:
1. Synthesize information for transmission to the public through media channels.
2. Create effective messages for dissemination to the public.
3. Recognize and understand key legal and ethical implications of synthesizing and producing information for transmission to the public through media channels.

Course Objectives: By the end of this class, you should:
• Understand the historical and cultural impact of the mass media.
• Understand the role of media in everyday life.
• Understand how media structures and corporations operate in today’s society.
• Understand the concept of convergence and what it means to the future of mass media.
• Become a more critical consumer of mass media.
• Learn fundamental principles, generalizations, or theories.
• Gain knowledge of terminology, classifications, methods, trends, etc.

The key to success in this class is to read the book thoroughly and completely. Lectures support – but do not replace – the material found in the text. Read the assigned chapters BEFORE coming to class. Read at least a chapter a week. Come to class, take some notes and read the book and you will do well in this class.

Attendance: After three absences, one point will be deducted from participation/attendance grade for each additional absence. Eight or more absences will result in an automatic “F” for the semester regardless of assignment and quiz grades. Two points will be added to the semester average for perfect attendance. When a class is missed, it is the student’s responsibility to get class notes from a fellow student. School related absences: When a quiz will be missed due to school-related travel, advanced arrangements must be made with the instructor. Tardies: Three tardies equal one absence. When coming to class late, it is the responsibility of the student to notify the instructor (after class) that he/she was present. Arriving more than 10 minutes late is an absence.

Quizzes: Quizzes cover class notes, handouts and assigned reading. No makeup quizzes are allowed, however, the student’s lowest quiz grade will be dropped at the end of the semester.

Classroom Etiquette: Cell phone use (ringing, texting, etc.) or similar disruptions will result in deductions from the student’s participation grade. Put the phone away and pay attention.

Course Grade:
<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>80%</td>
</tr>
<tr>
<td>Participation/Attendance</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
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University Policies
Notice to Students with Disabilities: 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 486-2191.

Academic Advising: The College of Arts and Sciences and Department of Communication, Mass Media and Theatre require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication and Mass Media majors who have questions about advising or declaring a major in the department, can call 486-2031. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 486-2710.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/content/files/14196-op-1003-grade-grievance

Holy Days: Any student who wishes to observe a religious holy day must notify the instructor at least 14 days prior to an absence. For holy days falling during the first two weeks of the semester, the student must provide notice to the instructor by the second class day.

Honor Code Policy: 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 class and assignment. Plagiarism means intentionally or knowingly representing the 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. See the full Honor Code Policy in the student handbook at: http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

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Student Agreement:
I have read both the syllabus for MM 2300 and the ASU policies as stated above. I understand and agree to follow all the policies as stated.

Printed Name: _______________________________________________

Student Signature: ___________________________________________

Date: _______________________________________________________
Media Literacy (MM 2300) Course Schedule
(Subject to change)

Week #1: August 27:
  Introduction to class
  Human communication    Chapter 1

Week #2: Sept. 3
  Mass communication
  Media and society    Chapter 2

Week #3: Sept. 10:
  Quiz: Chapters 1 & 2
  History of print & books    Chapter 3

Week #4: Sept. 17:
  Magazines
  Newspapers    Chapter 4

Week #5: Sept. 24:
  Newspapers (cont’d)
  Quiz: Chapters 3 & 4    Chapter 4

Week #6: Oct. 1:
  Radio
  Photography & Film    Chapter 6
  Chapter 7

Week #7: Oct. 8:
  Film (cont’d)    Chapter 7

Week #8: Oct. 15:
  Television
  Internet
  Quiz: Chapters 6, 7, 8 & 9    Chapter 8
  Chapter 9

Week #9: Oct. 22
  Public relations    Chapter 10

Week #10: Oct. 29:
  Advertising
  Infrastructure
  Quiz: Chapters 10, 11 & 12    Chapter 11
  Chapter 12

Week #11: Nov. 5:
  Media effects    Chapter 13
Week #12: Nov. 12
Media Effects (cont’d)  
Quiz: Chapter 13

Week #13: Nov. 19:
Media law

Week #14: Nov 26:
Media Ethics

Week #15: Dec. 3:
Global Communications

Wednesday Dec. 12 @ 2:30 Final Exam

Chapter 13
Chapter 14
Chapter 15
Chapter 16
Chapters 14, 15 and 16