This course will focus on the role emotion plays in our media experiences. Specifically, we will explore how our emotions influence our selection of media, as well as how media manipulates our emotions and the effects of that manipulation. As heavy media consumers, media literacy is important. One way we can improve our media literacy is by understanding the psychological processes at work when consuming media.

Course Objectives

My overarching goals in this course are to further your knowledge and understanding of the role emotions play in our media experiences. In doing that, you should leave this course able to:

- Define emotion and identify its components
- Evaluate and discuss ethical matters regarding media content
- Identify psychological processes associated with experiencing emotions
- Compare and contrast media theories
- Recognize emotional appeals in advertising messages

Course Materials

- Access to blackboard
- Access to Microsoft PowerPoint
- Angelo State E-mail - You should have access to your Angelo State E-mail account. You are responsible for reading and, if necessary, responding to e-mails from me. I send e-mails through Blackboard to the class regarding homework, exams, etc.
Evaluation

Final grades are calculated as follows: A = 90-100%; B = 80-89; C = 70-79; and so forth...

There will be no further rounding or curving of grades.

Grading Distribution:
Discussion Posts: 20%
Peer Replies: 10%
Final Presentation: 25%
Final Paper: 25%
Quizzes: 20%

Discussion Posts: To allow you the opportunity to demonstrate and discuss your understanding of class material, you are required to complete discussion posts each week. There will be two discussion prompts per week. Your posts on discussion questions are due no later than 11:59 p.m. on Thursday of the week they are due. You are required to reply to at least one of your peer’s discussion post for each of the two prompts. Your replies to peers’ posts are due no later than 11:59 p.m. on Monday. Therefore, you will contribute to the discussion board a total of 4 times per week.

To earn full credit for your discussion question responses, your post should demonstrate understanding and thoughtful reflection of the assigned readings. Responses that summarize the reading, simply agree or disagree with the author(s), or don’t contribute a new perspective, example, or argument will not earn credit. A discussion post that earns full credit will be well-reasoned, cite research that supports any arguments or opinions, relevant, refer to specifics in the reading, and demonstrate understanding.

Your initial answers to discussion posts should be at least 200 words.

Responses to classmates’ posts should be at least 100 words.

Quizzes: Three quizzes will be given. Questions on the quizzes will be taken from course content and from the readings.

Final Project/Paper: For your final project, you will create a lesson on a specific topic dealing with emotions and the media. You will create a powerpoint to accompany a short lecture (using voiceover) on your topic of choice. This presentation should be 8-10 minutes long and be geared toward an audience that is new to the topic, but intelligent and curious (i.e. college students in an intro level class). Please refer to the assignment sheet and rubric for details.
General Conduct

Missed/Late Work: Missed/late work is not an option in this class. The quizzes are to be taken by the scheduled due dates. Deadlines for assignments are firm. Late assignments will receive no credit. Please do not ask for exceptions to these policies – doing so will result in our referring you to this section of the syllabus.

Readings must be completed before you do the discussion posts or quizzes.

Changes to the schedule may be made at my discretion and if circumstances require. It is your responsibility to note these changes when announced.

Freedom of Expression: In any class that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with me. However, it is possible to disagree without being disrespectful—sneering, name-calling, questioning motives, and representing positions unfairly aren't good ways to disagree, even if in everyday life and in politics they are sometimes effective. It is expected that faculty and students will respect the views of others when expressed in classroom (or online) discussions.

Plagiarism is a serious offense in this course. Using the words and ideas of others is borrowing something from those individuals. It is always necessary to identify the original source of supporting information; you must cite the source of any material, quoted or paraphrased, used in your presentation. The absence of this documentation constitutes plagiarism – a serious academic and professional offense. Proper documentation requires a bibliography of any outside texts you have consulted including both traditional sources and on-line sources.

Your responsibility as a speaker and a writer is to distinguish between what are your thoughts and ideas and what is not, and to credit those who have contributed to your presentation. Putting your name on a piece of work indicates that the work is yours and that the praise or criticism is due to you and no one else. Putting your name on a piece of work in which any part is not yours, is plagiarism – unless the borrowed thought or wording is clearly marked, and the work is fully identified. Keep in mind that plagiarism is a form of theft. Taking words, phrasing, or sentence structure, or any other element of another person’s ideas, and using them as if they were your own, is stealing. Simply paraphrasing the work of another without acknowledging the information source is also plagiarism. Merely restating another individual’s ideas in different words does not make the ideas yours. ALL presentations are to be your original work. Using speeches or presentations from previous semesters or other classes is still considered plagiarism. Unauthorized collaboration on presentations (with a student in your section or another student in a different section) is not allowed without prior approval from your instructor.
If you are caught being dishonest, you will be given an “F” for the assignment and/or the course depending on the severity of the offense.

Please understand I do not tolerate plagiarism and will fail you for it, even if your plagiarism is unintentional. These standards may seem subtle, so feel free to ask if you have questions or concerns. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

**Academic Advising:** The College of Arts and Humanities and the Department of Communication and Mass Media 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 325-942-2031. Undeclared majors are supported by ASU’s Center for Academic Excellence located in Library A312, and can be reached at 325-942-2710.

**The Family Educational Rights and Privacy Act (FERPA)** (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children’s education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students." In other words, I cannot and will not speak to your parents about details of your grades and progress in this course without your written consent.

**The Americans with Disabilities Act (ADA)** is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation. 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 325-942-2191. If you need disability accommodations in this class, please see me as soon as possible.

**Academic Integrity:** Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of the College of Communications and the University. Cheating – including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else’s work, or passively allowing others to copy your work – will result in academic penalties at the discretion of the instructor. In serious cases, it could also result in suspension or dismissal from the University or in the assignment of an “XF” grade (failed for academic dishonesty).
As students studying communications, you should understand and avoid plagiarism (presenting the work of others as your own.) A discussion of plagiarism, with examples, can be found at http://tlt.psu.edu/plagiarism/student-tutorial/.

The rules and policies regarding academic integrity should be reviewed by every student, and can be found online at: www.psu.edu/ufs/policies/47-00.html#49-20, and in the College of Communications document, “Academic Integrity Policy and Procedures.” Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with his or her instructor.