Office hours: Once the semester gets underway, I'll have daily office hours. However, regardless of the hours, you are urged to make an appointment so that I will be sure to be there.

Text: Media Now, Straubhaar, et. al.

Overview: This survey course examines mass media development, mass media operation and mass media roles in society. The objectives of the course are to provide you with a basic understanding of the historical and modern relationships between mass media and society, to introduce you to various theories concerning the control and effects of mass communications and to help you understand the operation of various media systems.

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.

The creation of effective messages depends on knowledge of the media and how they operate. Becoming more media literate is pivotal to this understanding.

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 factual knowledge (terminology, classifications, methods, trends).

Methods of Evaluation: The course will consist mainly of lectures, class discussion and examinations and, possibly, written assignments.

The above learning goals will be assessed through exams and written assignments. While Learning Goal 1 above is not an essential part of this class, we will be learning how messages are formed for different media and how those styles have developed.

Students earning 90 percent or more of the total available points will receive grades of A. Students earning 80 to 89 percent, 70 to 79 percent and 60 to 69 percent will receive grades of B, C or D, respectively. Students earning less than 60 percent will not pass the course.

I have been told by several students that the key to success in this class is to read the book thoroughly and completely. Lectures support – but will not replace – the material found in the text.

The key to reading the text is to stay current. Read the chapters BEFORE coming to lecture; read at

OVER
least a chapter a week and do not fall behind. In other words, come to class and read the book and you will do well in this class, and, truth be told, enjoy the class.

**Attendance:** Attendance will be taken each day. It is the policy of the department of Communication, Mass Media and Theatre in lower-division classes that you must attend at least 75 percent of the time or you cannot pass. If you do not miss any classes, three points will be added to your final grade. Other points will be awarded as follows: one absence, two points; two absences, one point.

**Cell Phones:** Please avoid cell phone discussion and texting during class. The idea is to set up an environment conducive to learning for everyone. I

**Academic Honesty Code:** Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions for the Student Handbook. The current student handbook is found on the ASU web site under publications at the URL: [http://www.angelo.edu/student-handbook/](http://www.angelo.edu/student-handbook/)

**Americans with Disabilities:** Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so appropriate arrangements can be made.

**Academic Advising:** The College of Arts and Humanities and the Department of Communication and Mass Media require that students meet with a faculty adviser each semester. The Faculty Adviser will set up a degree plan, which must be signed by the student, faculty Adviser, and the department chair. Communication or Mass Media majors who have questions, can call 942-2031.

**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 student must demonstrate the appropriateness of the appeal. A student with a complaint about a grade is should first discuss the matter with the instructor. For complete details, see Operating Procedure 10.03 at [http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc](http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc).

**Title IX.** Angelo State University, and your esteemed professor, are committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone.
Course Schedule (subject to change)

Week 1:
- Introduction to class
- Human communication

Week 2:
- Mass communication
- Media and society

Week 3:
**Examination**
- History of print
- Books

Week 4:
- Magazines
- Newspapers

Week 5:
- Newspapers

**Examination**
- 3 and 4

Week 6:
- Radio
- Film

Week 7:
- Film

Week 8:
- Television
- Internet

**Examination**
- 6, 7, 8 and 9

Week 9:
- Public relations

Week 10:
- Advertising
- Infrastructure

**Examination**
- 10, 11 and 12
Week 11:
   Media effects
Week 12:
   Effects
**Examination**
Week 13:
   Media law
Week 14:
   Media Ethics
Week 15:
   Global Communications

Final examination: Monday, Dec. 9

END