Special Topics: Entertainment-Education in Media

Professor: Dr. Herman Howard  
Email: herman.howard@angelo.edu
Office Phone: 325-486-6081  
Office: LIB/COMM OFF 3RD FLOOR

Class Meeting Times: Online  
Class Location: Third Floor, Library, Room 301
Office Hours: M-F 9AM-5PM

And by appointment

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

COURSE TEXTS:
Various academic articles submitted via email to the class from the professor

COURSE EXPECTATIONS

Be connected. You should be checking your Angelo State University blackboard 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.
ASSIGNMENTS

Entertainment-Education Academic Journal Project
(DUE MONDAY, JULY 26, 2021) 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 objectives

Entertainment-Education Media Journals (DUE: MONDAY, AUGUST 9, 2021) WORTH 300 POINTS

Throughout the summer semester, you will keep a media journal and write a media journal for each film or broadcast that is announced on Entertainment-Education. You will turn in your media journal at the end of the Summer 2021 semester.

For each media journal, your written report should be brief 1-2 pages typewritten as a journal, summarizing your reaction to the 19 EE-themed programs that you will watch on your own. You can submit your entries in a bound journal such as in a large white packet or in an emailed attachment. You will be critiquing each program or film 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. You don’t have to use every single one of these elements in every program or film but you should address the main themes

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 FRIDAY, AUGUST 13, 2021 WORTH 500 POINTS

At the end of the summer semester, the purpose of this final assignment is to give you the opportunity to apply the knowledge gained through your readings, along with your personal experiences, to designing a real-life Entertainment-Education proposal for any aspect of the media in 2021. In your EE proposal, address the following issues:

1) Identify a social related issue that you feel can be addressed. (For example, a need for more youth to participate in math and science or to stop drinking or smoking)
2) Discuss how this can be implemented into an Entertainment-Education program (ex. An initiative of incorporating your idea developing a cartoon emphasizing on math and science fundamentals through a kid’s experiences in a local neighborhood).
3) Write a proposal (5 pages) which includes 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 media program, finances, and a plan to study the effectiveness of your new media program. Your paper should include the following:
4) Introduction, description of social issue and problem
5) Your media program, its overall goals and process
6) Literature review
7) Discussion of your intended media message and appeal to reach the public
8) Research plan,
9) Description of funding to support your program
10) Conclusions
11) References page using the APA format
12) On the due date, submit your proposal in an email.

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

Total Points
900-1000 A | 800-899 B | 700-799 C | 600-699 D | 599 and below F
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.

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 Observance
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.

Late Work
If you miss a project due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student's responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class.

Academic Misconduct
Plagiarism in your speech will result in a zero for the assignment, and the instructor may pursue additional measures. Speeches are to be the original composition of each student. Outside sources are required for each assignment with proper citing in a bibliography as required.

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. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

Disability Statement
The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting:

Mrs. Dallas Swafford, Director of Student Development
Religious Holiday Observance
A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.
B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

DAILY SCHEDULE:
Sample Entertainment-Education viewings:

IMPORTANT-Since this is an online class, you will be able to watch these programs by going to YouTube or via Amazon Prime Video or with Hulu. With Amazon Prime Video and Hulu—you can sign up to receive one free month of episodes

Week 1-Focus on EE Comedy with Norman Lear (considered the father of American Entertainment-Education)

Monday, July 12, 2021- Introduction to the course, Power Point on Entertainment-Education, watch “Top 10 Darkest Sitcom Moments,” on You Tube (13 mins), this will give you the idea in how Entertainment-Education themes have been infused in American sitcoms

Tuesday, July 13, 2021- Watch the documentary on You Tube, “The Writer Speaks: Norman Lear,” this is (57:19) long

Wednesday, July 14, 2021- Watch Three’s Company-any episode with Suzanne Somers you can watch the episode, “The Catered Affair,” on You Tube or “Nick @ Nite 90s Three’s Company Marathon,” on You Tube

Thursday, July 15, 2021- Watch “All in the Family Pilot Episode/Meet the Bunkers (26:14) on You Tube, and watch one episode of Maude (note-these programs were created by Norman Lear)

Friday, July 16, 2021- Watch “Father David Full Episode/” One Day at a Time” (25:58), then watch one episode of “The Cosby Show,” or one episode of “George Lopez,”

Week 2-Focus on EE Television Police Shows
Monday, July 19, 2021- Law and Order (SVU) (also airs on NBC)
Tuesday, July 20, 2021- select one program from the original Hawaii 5-0 series with Jack Lord and or one program from the current series
Wednesday, July 21, 2021 - Chicago PD (airs on NBC)
Thursday, July 22, 2021 - Blue Bloods - also airs on WGN (or Criminal Minds)
Friday, July 23, 2021 - Watch Kojak or Charlie’s Angeles

**Week 3 - Focus on EE Action Films**
Monday, July 26, 2021 - watch any James Bond film from 1962-present
Tuesday, July 27, 2021 - watch any action film starring a female character (pick any EE film from 2000 to the present)
Wednesday, July 28, 2021 - select an international action film with an EE based theme from the last 10 years
Thursday, July 29, 2021 - select a police buddy-buddy film from 1970-1999
Friday, July 30, 2021 - select a police buddy-buddy film from 2000-present

**Week 4 - Focus on EE Drama**
Monday, August 2, 2021 - Little House on the Prairie
Tuesday, August 3, 2021 - Murder She Wrote
Wednesday, August 4, 2021 - Perry Mason starring Raymond Burr - this is in black and white (original series)
Thursday, August 5, 2021 - The Fugitive (tv show)
Friday, August 6, 2021 - Columbo or Matlock - (select one program to view)

**Week 5 - Focus on Research**
Monday, August 9, 2021 - PROJECT TWO IS DUE/final EE journals
Tuesday, August 10, 2021 - Research Day
Wednesday, August 11, 2021 - Research Day
Thursday, August 12, 2021 - Research Day
Friday, August 13, 2021 - PROJECT THREE IS DUE/Final EE proposals