

MASS MEDIA & SOCIETY BTMM 20 SECTION 401

SPRING 2007

TUCC 415 TH 5:30 - 8:50 4 credits



Network (1976)

COURSE SUMMARY & OBJECTIVES

Everyone likes to watch their favorite TV shows or movies, or read their favorite newspaper or magazines, yet most people rarely think about the complex roles that the mass media play in society and culture. The objective of this course is to provide an intellectual context for understanding the history, organization, control, and functions of the mass media in the United States. Offering many perspectives, this course will explore the:

- various industries and institutions that comprise the mass media.
- changing technological landscape of print, electronic, and visual media — convergence and globalization.
- the many roles of the mass media — providing information and criticism, enlightenment and entertainment, etc.
- social and cultural roles of mass media that shape perceptions of the world.
- the role of the First Amendment and freedom of the press.

In sum, this class will explore the social roles of mass media, especially in light of the prevailing technological and cultural conditions in the United States and around the world — economic globalization, technological innovation, and government-corporate efforts to shape and control ideas and ideologies via mass media.

INSTRUCTOR

Dr. Barry Vacker

Office: Annenberg 224 Office Hours: MW 11:30 – 12:30 TUCC 425F M 3:30 – 4:30, TH 4:20 – 5:20 (or by appointment)
bvacker@temple.edu 215.204.3623

Preferred methods of contact – interpersonal: 1) come up to me before or after class; 2) drop by during office hours
electronic: 1) send an email; 2) call on the office telephone

REQUIRED TEXT

The Media of Mass Communication (8th ed.), by John Vivian. Publisher: Allyn and Bacon, 2006. ISBN: 0-205-47753-4.

GRADING AND EXAMS

There will be three exams over the course of the semester. If you miss one of the exams, then your grade for that exam will be zero. The breakdown is as follows:

Exam 1	= 25%	(February 22)
Exam 2	= 25%	(April 5)
Final Exam	= 30%	(May 3)
Report/Presentation	= 10%	(due dates during the semester; handouts provided).
Attendance	= 10%	(see page 3)
	100%	

Exams will be essay-based, though there may be a few multiple-choice questions. The difficulty of the exam questions will vary, but are designed to test student reading and comprehension of the ideas and information covered in the course. Exam questions will stress the “big picture” rather than trivial details. The final exam is comprehensive and mandatory. Three-four weeks into the semester, there will be a handout explaining the Report/Presentations, which will be due throughout the rest of the semester.

Make-up Exams

NO makeup exams are permitted for the tests, unless you miss class for Temple-approved academic events or sports activities. If you need to miss an exam for one of these reasons, then you need to provide the professor with written and signed (by appropriate school representative) documentation prior to the exam. NO other reasons are acceptable. This is only fair to those fellow students who take the exam as scheduled. Grades will be assigned according to the criteria of:

100-93 = A	89-86 = B+	79-76 = C+	69-66 = D+	59-0 = F
92-90 = A-	85-83 = B	75-73 = C	65-63 = D	
	82-80 = B-	72-70 = C-	62-60 = D-	

Academic Dishonesty

Regarding academic dishonesty, this class will abide by the rules of Temple University. Cheating on exams will get you dropped from the class — NO EXCEPTIONS. The Temple Student Handbook states:

Temple University strongly believes in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited.

There is nothing wrong with citing the works of other people, just make sure you give them credit. In return, you get credit for doing so, and citing them can enhance your learning. If you are not certain that you are using or citing materials properly, then please check with Professor Vacker.

Academic honesty and plagiarism

Adapted from the Temple University policy statement on academic integrity, passed by the Academic Senate on April 19, 1989.

Plagiarism is the unacknowledged use of another person's labor: another person's ideas, words, or assistance.

There are many forms of plagiarism: repeating another person's sentence as your own, adopting a particularly apt phrase as your own, paraphrasing someone else's argument as your own, or even presenting someone else's line of thinking in the development of an idea as though it were your own. Academic writing is built upon the use of other people's ideas and words — this is how ideas are developed — but appropriate credit must always be given to the originator.

In general, all sources must be identified as clearly, accurately, and thoroughly as possible. When in doubt about whether to identify a source, either cite the source or consult your instructor. Here are some specific guidelines to follow:

a. Quotations. Whenever you use a phrase, sentence, or longer passage written (or spoken) by someone else, you must enclose the words in quotation marks and indicate the exact source of the material, including the page number of written sources.

b. Paraphrasing. Avoid closely paraphrasing another's words. Substituting an occasional synonym, leaving out or adding an occasional modifier, rearranging the grammar slightly, or changing the tenses of verbs simply looks like sloppy copying. Good paraphrasing indicates that you have absorbed the material and are restating it in a way that contributes to your overall argument. It is best to either quote material directly, using quotation marks, or put ideas completely in your own words. In either case, acknowledgment is necessary. Remember: expressing someone else's ideas in your own way does not make them yours.

c. Facts. In a paper, you will often use facts that you have gotten from a lecture, a written work, or some other source. If the facts are well known, it is usually not necessary to provide a source. (In a paper on American history, for example, it would not ordinarily be necessary to give a source for the statement that the Civil War began in 1861 after the inauguration of Abraham Lincoln.) But if the facts are not widely known or if the facts were developed or presented by a specific source, then you should identify that source.

d. Ideas. If you use an idea or ideas that you learned from a lecture, written work, or some other source, then you should identify the source. You should identify the source for an idea whether or not you agree with the idea. It does not become your original idea just because you agree with it.

Penalties for violation of Temple University's academic honesty policies can range from a failing grade for the assignment or the entire course to referral to the university disciplinary committee.

Your professor stands by this policy.

Slackers

If you miss many classes or an exam, then you will have difficulty passing this course. You are expected to actively participate in this course, just like you do with mass media in your life! Any topic discussed in class will be assumed to have been heard by everyone. If you miss a class, please feel free to ask questions of the professor; however, do not expect him to recite two hours of class lecture and discussion for you.

How to do well in this class

The best way to do well in this class is simple: come to class, stay up on the readings, study hard, don't cheat or plagiarize, and have an open mind. Also, let your professor know if you have any questions!

ATTENDANCE

This class relies on class discussion and participation. To encourage attendance, I have created an attendance plan. Simply put, the more class you attend, the more points you earn toward your final grade. Any absences will detract from the points you earn toward your final grade. After the first week, there will be 13 class meetings:

<u>Classes</u> <u>Attended</u>	<u>Points</u> <u>Earned</u>	<u>Classes</u> <u>Attended</u>	<u>Points</u> <u>Earned</u>
13	10	10	2
12	8	9	0
11	5		

It is your responsibility to insure that your name is on the sign up sheet. If your name is not on the sheet when the class period is over, you will be counted absent. If you miss class, it is your responsibility to get notes from a classmate. If you miss a film and discussion, then you will likely miss questions on the exam about the video. If you miss a film screening, it is your responsibility to watch the film on your own time. Film or videos will not be replayed at a later date; videos will not be loaned out for private viewing. Anything said in class will be assumed to have been heard by everyone. If you need to miss class for a religious holiday, please let the professor know in writing and verbally (before or after class, or in office hours).

NOTE: the film and video clips may be just a few minutes long, or may be the entire film or video. If you arrive late, you may have missed the clips.

SPECIAL ACCOMMODATIONS

Any student who has a need for accommodation based on the impact of a disability should contact Professor Vacker privately to discuss the specific situation as soon as possible. Contact Disability Resources and Services at 215.204.1280 in 100 Ritter Annex to coordinate reasonable accommodations for students with documented disabilities.

CLASS PROTOCOL

In general, I am easy-going guy and prefer my classes to be open forums for ideas and opinions related to the topics under consideration. However, a few rules are needed:

- please arrive to class on time; lectures, discussion, and presentations will begin promptly.
- please turn off all cell phones and PDAs; show respect and courtesy to fellow students at all times.
- feel free to ask questions during discussions or at appropriate moments during class.
- feel free to ask your professor with questions before or after class.

COURSE OUTLINE AND SCHEDULE BTMM 020

SPRING 2007

reading to be completed prior to class

<i>Date</i>	<i>Topic</i>	<i>Chapter (page numbers)</i>
Week 1	Introduction – Overview of the Mass Media	
Jan 18	Introduction; review syllabus; student introductions. basic media theory	—
Week 2	Media Literacy and Media Convergence	
Jan 25	models of mass media in terms of culture, values, economics, and technology media-movies as popular art forms; elitism, transmission of values .	Chapter 1 (all) Chapter 17 (389-394, 400-403)
	PRINT MEDIA	
Week 3	Books, Newspapers, Magazines	
Feb 1	the social/technological evolution of print media — printing press to internet. film clips: <i>Citizen Kane</i> (Orson Welles 1941) video clips: <i>Newspapers</i> (The History Channel 1999)	Chapter 2 (29-40) Chapter 3 (53-59, 72-75) Chapter 10 (226-237)
	ELECTRONIC MEDIA	
Week 4	Radio and Television	
Feb 8	the evolution and structure of radio and television industries. film: <i>Network</i> (Sidney Lumet 1976) video clips: <i>Television</i> (The History Channel 2000)	Chapter 7 (147-160) Chapter 8 (171-186, 195-197)
Week 5	Cyberspace and the Internet	
Feb 15	growth of cyberspace and internet; media convergence across media industries. video: <i>Computers</i> (History Channel, 2000)	Chapter 9 (202-211, 215-220)
	VISUAL MEDIA	
Week 6	Cinema, celebrity, and birth of the global media industry	
Feb 22	<i>Exam 1 (the first hour of class)</i> The rise of the star system and studio system; movies transformed by TV. video: <i>The Studio System & Film in the Age of TV</i> (American Film Institute 1995)	<i>all readings from weeks 1-5</i> Chapter 6 (121-140)
Week 7	Hollywood and the corporate movie machine.	
Mar 1	the “art” and “business” of Hollywood and the film industry film: <i>The Player</i> (Robert Altman 1992) video clips: <i>Hollywood, Inc.</i> (Discovery-Times Channel 2003)	Chapter 6 (121-140)
SPRING BREAK		
	MEDIA AND INFORMATION, GLOBALIZATION, IDEOLOGY, CRITICISM, ENTERTAINMENT	
Week 8	Media Systems, Freedom of the Press, Globalization	
Mar 15	the First Amendment, freedom of press, expression; global media systems video: <i>Battles Over Free Speech</i> (A&E Network 1994)	Chapter 18 (407-423) Chapter 20
Week 9	Media Ethics & Politics	
Mar 22	media in politics and economics (and vice-versa) evaluating political communication film: <i>Power</i> (Sidney Lumet 1986)	Chapter 21 (481-488) Chapter 23 (online)
Week 10	Media, Information, Ideology 1	
Mar 29	media as information source, checking power, watchdog; Fourth Estate media and the Cold War film: <i>Good Night and Good Luck</i> (George Clooney 2005)	Chapter 10 (225-240) Chapter 19 (437-450)
Week 11	Media, Information, Ideology 2	
Apr 5	<i>Exam 2 (the first hour of class)</i> media and information; media and the Terror War. film clips: <i>V for Vendetta</i> (James McTeigue 2005)	<i>all readings from weeks 6-10</i> Chapter 23 (online)
Week 12	Media and Entertainment	
Apr 12	the role of media as entertainer — storytelling, music, sex, virtuality, etc. film clips: <i>Strange Days</i> (Kathryn Bigelow 1995)	Chapter 13 (305-317)
Week 13	Decoding the Media Images and Lifestyles	
Apr 19	interpreting the images in mass media; celebrity culture; cool culture simulated rebellion, counterfeit individuality video clips: <i>Consuming Images</i> (hosted by Bill Moyers PBS, 1989) video clips: <i>The Merchants of Cool</i> (PBS 2001)	Chapter 22 (online)
Week 14	The Mass Media in Society – Final Thoughts and Ideas	
Apr 26	so, how might the media and society evolve in the upcoming decades? review for final; clips: to be determined.	—

COMPREHENSIVE FINAL EXAM Thursday, May 3 at 5:30 (know all readings)

The **FINAL EXAM** is mandatory. NO exceptions. This date cannot be changed. EVERYONE must take the exam as scheduled.

Student Questionnaire — (Filling this out is voluntary)

To help me get to know this class better, we would like some information about your background, life, goals, etc. It will help us understand your life and ideas much better, and aid us in teaching to you as an individual human being.

1. The two books that most *influenced* my life are:

_____ by _____
_____ by _____

2. The two people (not a family member or relative) I most admire are:

_____ and _____

The two *greatest* films I have ever seen are: _____ & _____

The funniest film I have ever seen is: _____

My favorite female actor is: _____ My favorite male actor is: _____

My 2 favorite pieces of visual art (sculpture, painting, architecture, advertisement, etc.) are:

_____ why? _____
_____ why? _____

My 2 favorite musicians, bands, composers are: _____ & _____

Which city would be your ideal city in which to live? _____

why? _____

My hometown is: _____

My goals in life are to:

Some questions I have about mass media that I would like to see addressed in this class are:

My email address is _____

My name is _____ (optional)