

Syllabus - MCOM 1233; Section 102; Fall 2024; Mass Media and Society

Midwestern State University

Contact Information

Class Meeting Time: 11-11.50 MWF

Classroom: B 114

Course Instructor: Dr. Supriya Karudapuram

Office Hours: 9-10.30 & Noon--2 WF and 3.30 to 5 P.M. TuR & by appointment

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Course Synopsis:

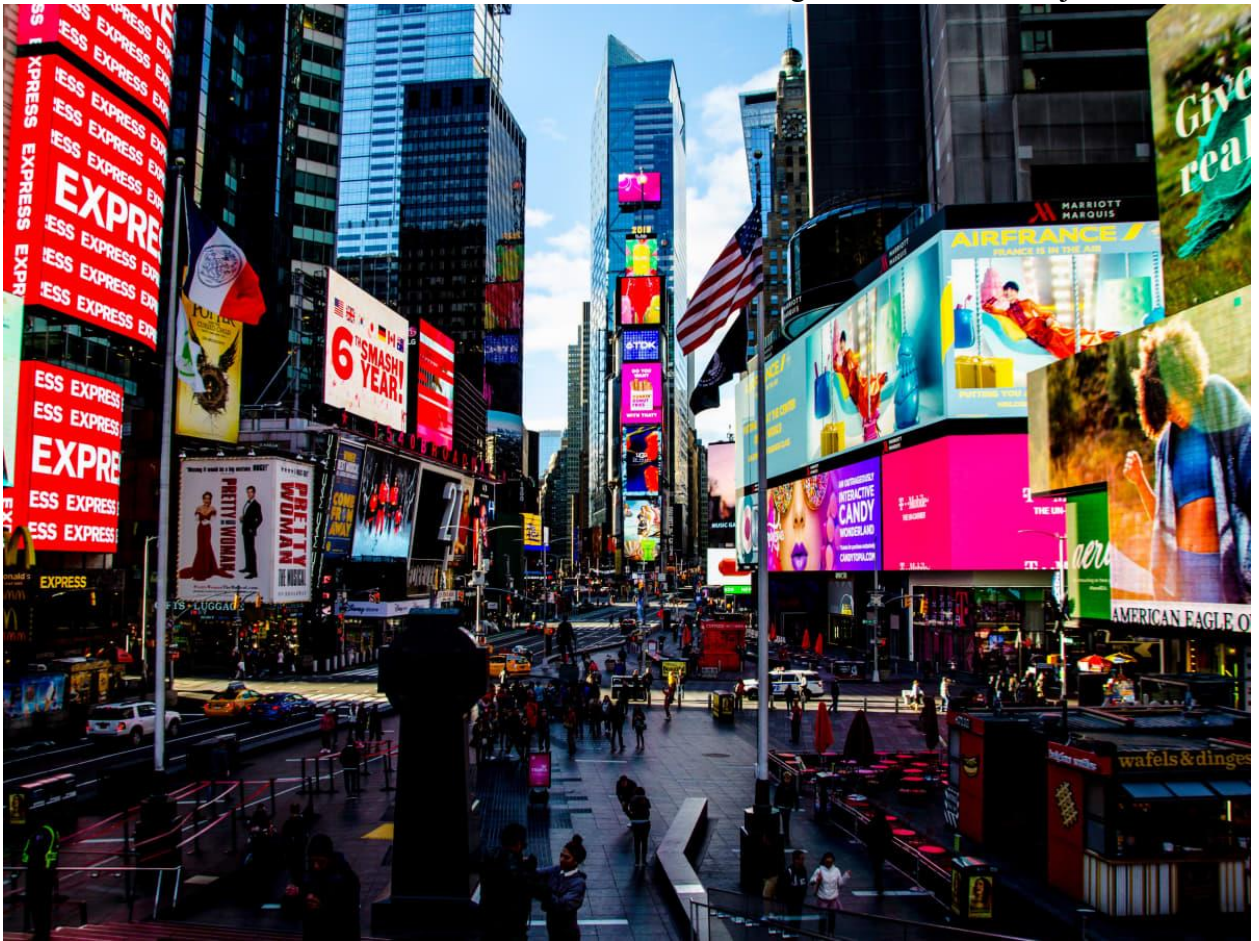
Mass Media has a pervasive influence on society and culture. Media can control, dominate, urge, foster Gemeinschaft or interrelations among people in society. In recent times, 2 factors are radically altering the politicized mass media landscape, One is the crisis of Mis/Disinformation which is atrophy of standards of reporting in mass media. This raises enormous ethical concerns about the validity of mass media. Social Media factors in these debates. The second challenge is generative AI which seems to replace humankind altogether. This portends a dystopian future for those orchestrating mass media.

The class works with an expansive and inclusion notion of Mass Media including TV, cable, streaming services, radio, print, social media, and various related technologies. The class will expose students to how these different media construct and represent different groups and communicate issues and controversies. Students will be taught to critically examine the outcomes of these different media. Questions that might arise include:

- 1) How do different mass media represent different cultural groups?
- 2) How do different mass media communicate about issues and controversies?
- 3) How much power does mass media have in controlling our thought processes?
- 4) How can we resist the power of mass media especially if it is oppressive?
- 5) How can mass media become a force for social good?
- 6) What is the relationship between mass media and social justice?

Through different conceptual, theoretical, and analytical tools, students will be sensitized into answering these questions and raising many more. The key debate in class is whether

mass media is a force for social ills or social good and social justice.



Classroom instruction will be through lectures based on readings and in-class activities such as informal group discussions. I am available during office hours and beyond if necessary to provide supporting & clarifying instruction as needed. D2L will be the primary source of instructional information dissemination such as lecture slides, supplemental reading material, links to videos, and assignment instructions. Assignment submissions for written assignments will also be through D2L. The Mid-Term exam will have the option of completion and submission through D2L or in handwritten form. Details will be discussed closer to the mid-term exam date. So please get up to speed with D2L features and functions ASAP.

Required Text:

Paul Hodkinson. Media, Culture, and Society. 3rd edition. Sage: Thousand Oaks, CA. 2024

Learning Objectives:

- 1) Students will learn how to acquire proficiency in analytical and critical writing about media and society.

- 2) Students will be prepared for cultivating oral communication skills in conveying media literacy.
- 3) Students will grasp concepts and theories as well as aesthetics of visual communication as they pertain to mass media and society.
- 4) The class will equip students to think critically about mass media and society and culture. .

Grading

Graded Assignments:

Assignment	Points
1 Case Study on Uses/Abuses of Mass Media	10
1 Research Article on Mass Media Effects	10
Readings-Based Discussion	10
Social Media Controversy Draft Post	10
Observation-Participation Journal	10
In-Class Mid-Term Exam	25
Final Paper or Paper & Creative Project	25
Total Points	100

Grading Scale:

- **100-90 points= A**
- **89-80= B**
- **79-70= C**
- **69-60= D**
- **59 & Below: F**

Brief Descriptions of Assignments:

Detailed descriptions for each assignment with rubrics and grading scheme will be made available through D2L well in advance of the deadlines for completion. ***Consult Weekly Course Schedule** below for due dates. If you are required to submit an assignment in class such as an outline it needs to be word processed. The Mid-Term exam can be handwritten. I expect college-quality work for all assignments—therefore it is crucial that you spellcheck and proofread written submissions.

Case Study on Uses/Abuses of Mass Media:

Students will present a case study of any media in the last decade and whether it is an example of a good use of mass media and/or abuses of mass media. Students will do a brief presentation in class and submit a written account on D2L. The instructor will assign a day/date to each student.
Total Possible Points: 10 Points

Research Article on Mass Media Effects

Every student will do an approximately 5 mt. presentation on a research article you find on effects of Mass Media on society and culture. You will extract 2 key points from the article and provide a critique of 1 strength and 1 limitation and involve the class in a Q&A or an activity. 10 points.

Readings-Based Discussion:

As we cover the book, the instructor will ask questions about the readings on scheduled days. Students are expected to answer any 2 questions preferably with an example. You will submit your written answers to D2L by the end of the semester. 10 points

Social Media Controversy Draft Post

For this assignment, every student will present on how social media covers a controversial issue. You will summarize the issue and weigh in through a draft. You will come prepared to present on both in class and submit the draft post to D2L. 10 points

Observation and Participation Journal:

During the Finals Week you will submit a journal of 3 entries—2 are observations of functions of mass media and 1 is a record of your class participation. This is due on D2L during Finals Week. 10 points.

In-Class Mid-Term Exam:

Students will do a take-home open notes exam for the mid-term exam. The exam will comprise of Match the Following, Agree/Disagree, and 3 short answers. 25 points

Final Paper or Paper & Creative Project Proposal:

There will no final exam in class. In lieu of the exam, you have the option of either submitting a 3 page paper using 3 course concepts or a 2 page paper and a creative project proposal on Mass Media such as proposing a YouTube video or a PowerPoint slide deck. Implementing the project is optional. This will be due during Finals Week and to be submitted on D2L. Deadline TBA. 25 points.

Course Policies:

Attendance:

You are allowed 1 unexcused absence during the semester. Otherwise attendance is mandatory as videos will be screened for assignments and class lectures may go beyond the readings. Absences beyond the 1 allowed absence will result in a cumulative 2-point deduction. Emergencies and religious holidays as well as attendance at university-permitted events such as sports will be excused—but please notify me via email ahead of time or in the prior class in person if you can. It is your responsibility to make up work missed as soon as possible by coming to my office preferably during office hours or through a peer. And yes, every class is important—so the question “did I miss anything answered” is redundant.

Punctuality:

For Class:

Since films will be screened in class and presentations will occur, punctuality is required. You are allowed to be late up to 5 mts. after class begins 2 times during the semester. Subsequently each tardy show up will result in a cumulative 2-point deduction. If you are going to be late by 5 mts. beyond the allowed 2 times because of classes in a building across campus communicate that to me as soon as possible when classes start. Should emergencies occur on a class day that necessitates tardy show up, email me as soon as you can.

For Submission of Assignments:

On time submissions of assignments is crucial for grading and to honor students who do so. Since most of your submissions will be through D2L you have considerable latitude in submitting assignments on the required day/date. You are allowed to submit 1 written assignment by the following day without penalty. Subsequent to that I will deduct half the total possible points for late submissions if within the week or by the weekend depending on the required date/day. Assignments submitted the week after the required date/day will result in an F. Mid-Term exam cannot be made up. Emergencies need to be communicated to me in a timely manner should they interfere with timely submission of assignments.

Classroom Conduct:

We live in a society and culture where difference either makes the world go around or not! I have selected films that speak to different audiences and hope you will communicate with me if you find the content offensive. The film choices are not meant to offend—however I realize issue and feelings may come up that may go against your sensibilities and sensitivities. In like manner, if and when we have discussions and activities, please honor your fellow classmates who may come from a different life path than you. You do not have to agree; however, you respectfully disagree. Disruptive behaviors such as *ad hominem* attacks, silencing your peers, and offensive language such as profanities and threatening non-verbal behaviors will not be tolerated and can result in me requiring you to leave the classroom and reporting such behavior to university authorities. Practice empathy—meaning put yourself in another person's shoes—in this case your fellow classmates—and ask yourself if such behavior is acceptable to you before engaging in it.

Academic Honesty/ Integrity:

Academic honesty/integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Plagiarism:

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) the falsification or invention of any information, including citations, on an assigned

exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. ***Any writing that is not the work of you or your group members is plagiarism. *Students in this course are expected to adhere to the MSU Student Honor Code.** Do note that D2L comes with a plagiarism detection tool.

By way of advice, do not wait till the last minute as this might increase the chances to cheat or plagiarize. Study. Look to me for guidance on assignments and the mid-term exam.

Technology Use & Abuse:

In-Class Use of Devices:

I will permit use of mobile devices such as mobile phones and tablets if you use them for in-class research-related activities and/or for the oral presentation assignment if you need to consult an outline and/or if you need to look up an uploaded file or materials on D2L and/or assigned readings. Laptops can be used for note taking during lectures. However, if I find you surfing the net for entertainment/social media and/or emailing/texting your personal circle or working on assignments for other classes, I will mark you down. As far as the oral presentation assignment, university policy prohibits you from connecting your personal laptop to the podium in the classroom for projection purposes. So, either save your presentation to OneDrive or email it to yourself as a downloadable attachment or best—save it on a flash drive/thumb drive/USB port.

AI such as Chat GPT:

The use of generative AI is not permitted in this course; therefore, any use of AI tools for work in this class may be considered a violation of Texas Tech's Academic Integrity policy and the Student Code of Conduct since the work is not your own. The use of unauthorized AI tools will result in referral to the Office of Student Conduct.

Disability Accommodations:

Please inform me on day 1 of class if you are a student with a disability and need accommodation in this class. Students with a disability must be registered with Disability Support Services before classroom accommodation can be provided. MSU provides students with documented disabilities academic accommodation (Disability Support Services, Clark Student Center, Room 168).

Campus Carry:

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [Campus Carry Rules/Policies](#).

Campus Resources for Academic Success and Personal Wellbeing:

Tutoring Services:

Tutoring and Academic Support Services (TASP) Learning Center (TLC) located on the first floor of the Moffett Library provides tutoring free of charge to students. I emphasize writing related tutoring for this class. <https://msutexas.edu/academics/tasp/on-campus.php>

Library Assistance:

The Moffett Library is offering walking tours first week of classes and they have an Ask a Librarian chat function. Please spend some time navigating the site for their resources. <https://msutexas.edu/library/>

IT & D2L Support:

Campus Information Technology support is available via the [MSU Texas IT Webpage](#).

Support for D2L is available via [MSU Texas Student Resource Webpage](#).

Wellbeing:

Wellness related resources information is available via [MSU Texas Wellness Center Webpage](#).

Counseling services information can be found at [MSU Texas Counseling Webpage](#).

**It is my sole discretion to make alterations to the syllabus in your favor*

WEEKLY SCHEDULE

WEEK 1; MONDAY, AUGUST 26th

- Introductions
- Syllabus Walk Through
- Preparatory Exercises

WEDNESDAY, AUGUST 28th

Chp. 1--Introduction

FRIDAY, AUGUST 30th

Chp. 2: Elements of Media

WEEK 2, MONDAY, SEPTEMBER 2nd

- Labor Day Holiday—No class

WEDNESDAY, SEPTEMBER 4th

Elements of Media (contd.)

FRIDAY, SEPTEMBER 6th

Research Article on Mass Media Effects In-class Presentation

Written account due by 11.59 P.M, Sunday, September 8th on D2L

WEEK 3, MONDAY, SEPTEMBER 9th

Chp. 3; Media Industries

WEDNESDAY, SEPTEMBER 11th

Chp. 3 Media Industries (contd.)

FRIDAY, SEPTEMBER 13th

Chp. 4 Media Content

WEEK 4; MONDAY, SEPTEMBER 16th

Media Content (contd.)

WEDNESDAY, SEPTEMBER 18th

Chp. 5 Media Users

FRIDAY, SEPTEMBER 20th

Case Study on Uses and Abuses of Mass Media begins

WEEK 5, MONDAY, SEPTEMBER 23rd

Media Users (contd.)

WEDNESDAY, SEPTEMBER 25th

Chp. 6 Media as Manipulation: Marxism, Ideology, and Exploitation

FRIDAY, SEPTEMBER 27th

Case Study on Uses and Abuses of Mass Media continues

WEEK 6, MONDAY, SEPTEMBER 30th

Media as Manipulation (contd.)

WEDNESDAY, OCTOBER 2nd

Chp. 7 The Construction of News

FRIDAY, OCTOBER 4th

Case Study on Uses and Abuses of Mass Media continues

WEEK 7, MONDAY, OCTOBER 7th

The Construction of News (contd.)

WEDNESDAY, OCTOBER 9th

Chp. 8; Media Purpose and Control

FRIDAY, OCTOBER 11th

Mid-Term Exam

WEEK 8, MONDAY, OCTOBER 14

Media Purpose and Control (contd.)

WEDNESDAY, OCTOBER 16th

Chp. 9 Advertising

FRIDAY, OCTOBER 18th

Case Study on Uses and Abuses of Mass Media continues

WEEK 9, MONDAY, OCTOBER 21st

Advertising (contd.)

WEDNESDAY, OCTOBER 23rd

Chp. 10 Media, Democracy and the Public Sphere

FRIDAY, OCTOBER 25th

Social Media Controversy Draft Post Presentation

Draft Post due by 11.59 P.M., Sunday, October 27th on D2L

WEEK 10, MONDAY, OCTOBER 28th

Media, Democracy and the Public Sphere (contd.)

WEDNESDAY, OCTOBER 30th

Chp. 11; Media, Community, and Individualization

FRIDAY, NOVEMBER 1st

Case Study on Uses and Abuses of Mass Media continues

WEEK 11, MONDAY, NOVEMBER 4th

Media, Community, and Individualisation (contd.)

WEDNESDAY, NOVEMBER 6th

Chp. 12; Media, Race, and Ethnicity

FRIDAY, NOVEMBER 8th

Case Study on Uses and Abuses of Mass Media continues

WEEK 12, MONDAY, NOVEMBER 11th

Media, Race, and Ethnicity (contd.)

WEDNESDAY, NOVEMBER 13th

Chp. 13; Mediated Gender

FRIDAY, NOVEMBER 15th

Case Study on Uses and Abuses of Mass Media continues

WEEK 13, MONDAY, NOVEMBER 18th

Mediated Gender (cont.)

WEDNESDAY, NOVEMBER 20th

Video Viewing (on-line)

FRIDAY, NOVEMBER 22nd

Video Viewing (on-line—contd.)

WEEK 14, MONDAY, NOVEMBER 25th

Chp. 14 The Mediation of Everything

WEDNESDAY, NOVEMBER 27th to SUNDAY, DECEMBER 1st---THANKSGIVING HOLIDAYS

WEEK 15, MONDAY, DECEMBER 2nd

Mediation of Everything (contd.)

WEDNESDAY, DECEMBER 4th

Video Viewing

FRIDAY, DECEMBER 6th

Case Study on Uses and Abuses of Mass Media concludes

(Last class session)

SATURDAY, DECEMBER 7th

FINAL EXAMS BEGIN

FINAL PAPER or PAPER & CREATIVE PROJECT PROPOSAL DUE DATES TBA

