



# SYLLABUS

## MASS MEDIA AND SOCIETY

11588 MCOM1233 102 MASS MEDIA AND SOCIETY TR 930 AM - 1050 AM FAD101  
12232 MCOM1233 103 MASS MEDIA AND SOCIETY TR 1100 AM - 1220 PM FAC111

**A COMPLETE COPY OF THIS SYLLABUS IS AVAILABLE ONLINE UNDER MY PROFILE IN THE UNIVERSITY DIRECTORY, 24 HOURS A DAY, SEVEN DAYS A WEEK. ADA COMPLIANT.**

### COURSE DESCRIPTION

*Prerequisite:* none.

Survey of the mass communication process and mass media, including print media, radio/recording, television, Internet, and emerging media. Students will learn about media issues, societal effects and trends.

Core Code: 090A - Cultural & Global Understanding

### WHY BE EXCITED ABOUT THIS COURSE

Author George Orwell said, "The people will believe what the media tells them they believe." Certainly, to some extent, that's true. So much is happening every day that we rely on newspapers, television, magazines, websites and social media to sift through it, to pick out what's important and then to talk about that. Objectively? Well, that's a topic worthy of discussion. Do they get it right? More discussion. What happens when they get it wrong? Ah, so many things to discuss, so little time.

You live in a world where, in the palm of your hand, you have access to more information than your parents when they were little had in all their books and libraries combined. But how do you choose what media to consume? How do you find the truth? "Whoever controls the media, the images, controls the culture," Allen Ginsberg, a poet, said. And with great power comes great responsibility. You have the power of the press in your hands with social media and the ability to create a website that can reach billions of people in an instant. How will you use that power or hold those with that power accountable?

### COURSE OBJECTIVES

As a result of this course, you will be able to:

- Understand and define mass communication.
- Understand and explain the function of the mass media.
- Analyze critically mass media and mass media messages.
- Demonstrate an understanding of media literacy and consumption of mass media.
- Understand the economic and social imperatives affecting message content, delivery and effects.
- Understand the influences of media content on cultural perceptions.
- Understand the characteristics of contemporary mass media, including the influence and roles of media history, media law and ethics, governmental regulation, and evolving technology.
- Analyze and discuss media message content using critical thinking skills.
- Understand media history and technology and their effects on contemporary messages.
- Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity.
- Understand the evolving roles of social media messages on politics, behavior, and culture.
- Understand the effects of globalization and consolidation on the media.

### REQUIRED

- Understanding Media and Culture: An Introduction to Mass Communication, free, <https://open.lib.umn.edu/mediaandculture/>
- *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.<sup>95</sup>  
Or online version <http://apstylebook.com/>, \$26/year – optional
- Kahoot! app, free
- A public Twitter account, free
- Something to write notes on and with; transcribe onto computer later

### GRADING

- 40% Attendance, online classes, daily grades (including current events)
- 10% Your editorial cartoon and reflection (Sept. 22)
- 10% Media law write-up and reflection (Sept. 29)
- 10% Photojournalism presentation and reflection (Oct. 6) (Google slides)
- 10% Movie presentation and reflection (Nov. 3)
- 20% Final (Tuesday, Dec. 6, 8 - 10 a.m., 9:30 a.m. class) (Tuesday, Dec. 6, 1 p.m., 11 a.m. class)

### CRITICAL THINKING

includes:

- observation
- analysis
- interpretation
- reflection
- evaluation
- inference
- explanation
- problem solving
- decision making.

Critical thinkers rigorously question ideas and assumptions rather than accepting them at face value. They will always seek to determine whether the ideas, arguments and findings represent the entire picture and are open to finding that they do not.

## NOTES

- Fain D202 code = 2, 4, 1; Fain D101 code = 24, 3
- Unless otherwise indicated, material is due at the beginning of class.
- Late work receives a grade of zero.
- I will not discuss grades in any fashion via electronic means. You must discuss grades in person or by videoconference.
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- ANY material (and ALL material) you write for this class should be considered publishable.
- Review and follow the Society for Professional Journalists Code of Ethics available online at <http://www.spj.org/ethicscode.asp> and the NPPA Code of Ethics available online at <https://nppa.org/code-ethics/>

## TENTATIVE SCHEDULE

<b>Aug. 22</b>	<b>Classes begin</b>
Aug. 23, 25	WEEK 1: Course requirements; what are “the media”?; communication; marketable skills; Local media, regional media, national media: What are our choices? How do you consume them? Who owns them?
Aug. 30, Sept. 1	WEEK 2: Fake news. Alternative facts. Distinguishing reality from fiction. Objectivity: The myth; news vs. public relations
<b>Sept. 5</b>	<b>NO CLASS Labor Day</b>
Sept. 6, 8	WEEK 3: Foundations of free speech in America, more on the First Amendment; Give up a freedom
Sept. 10	UIL Student Activities Conference, Tyler Junior College, Tyler
<b>Sept. 11</b>	<b>Grandparents Day</b>
Sept. 13, 15	WEEK 4: History of print media: flyers, newspapers, books, magazines; A look back at Sept. 11, 2001 from a media perspective
Sept. 20, 22	WEEK 5: The editorial cartoon; PRESENTATION: Your editorial cartoon presentation and reflection
Sept. 27, 29	WEEK 6: Media law: free speech, libel, privacy, copyright; five cases you should know; Media ethics and a code of ethics; ONLINE ASSIGNMENT DUE
Oct. 1	UIL Student Activities Conference, Texas Tech University, Lubbock
Oct. 4, 6	WEEK 7: Photojournalism and fake photos; PRESENTATION: Your moment
<b>Oct. 4-5</b>	<b>Yom Kippur</b>
<b>Oct. 10</b>	<b>Columbus Day</b>
Oct. 11-13	WEEK 8: Media, politics and polls
Oct. 18, 20	WEEK 9: Agenda-setting, gatekeeping and framing
Oct. 25	WEEK 10: Radio flashback: War of the Worlds
Oct. 27	ONLINE CLASS: War of the Worlds
<b>Oct. 24-29</b>	<b>Homecoming</b>
Oct. 26-30	College Media Association / Associated Collegiate Press convention (Washington, D.C.)
Oct. 29	UIL Student Activities Conference, University of Texas, Austin
<b>Oct. 31</b>	<b>Halloween</b>
Nov. 1, 3	WEEK 11: Media evolution: movies, television; PRESENTATION: Your favorite movie
Nov. 5	UIL Student Activities Conference, University of Texas Rio Grande Valley, Edinburg
<b>Nov. 6</b>	<b>Daylight Saving Time ends at 2 a.m.</b>
Nov. 8	WEEK 12: History and ethics of advertising; manipulative advertising, kids and advertising, sex sells;
Nov. 10	ONLINE CLASS: Success of ad campaign
Nov. 10-13	Journalism Education Association / National Scholastic Press Association convention (St. Louis)
Nov. 15, 17	WEEK 13: Media evolution: the internet, the World Wide Web and social media
Nov. 17	MSU Undergraduate Research and Creative Activities Forum
Nov. 22	WEEK 14: ONLINE CLASS: Discussion – How do you use the internet and social media?
<b>Nov. 23-26</b>	<b>NO CLASS Thanksgiving</b>
Nov. 29, Dec. 1	WEEK 15: Final discussions: theories (agenda-setting, framing, gatekeeping, attention cycle, magic bullet); Marketable skills and careers in MCOM; course evaluation
<b>Dec. 9</b>	<b>MCOM senior documentary presentations</b>
<b>Dec. 10</b>	<b>Commencement</b>



Part of working in the mass media is getting new experiences. These are some photos with students at MSU–Texas and with my dog, Koda.

## INSTRUCTOR: BRADLEY WILSON, PHD

An associate professor at Midwestern State University, Bradley received his doctoral degree in public administration with research work in media agenda-setting and local governments. He teaches various reporting and other mass communication classes although his particular area of interest is visual communication.

He got his start working as a photojournalist for a weekly newspaper in Austin. Along the way, he has worked as an executive director, public information officer and director of marketing for various companies.

Dr. Wilson is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association and editor of *College Media Review* for the College Media Association.

In 2020, the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication gave him the David Adams Educator of the Year Award.

He has received the Gold Key from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association, the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas Association of Journalism Educators

and the Carl Towley Award from the Journalism Education Association. In 2014, the National Press Photographers Association named him the Robin F. Garland Educator of the Year and the College Media Association named him a Distinguished Adviser for newspaper advising at a four-year college or university. In 2017, he received the Edith Fox King Award for contributions to scholastic journalism in Texas.

Publications he advised at North Carolina State University for a decade, including a yearbook, a daily newspaper, a literary magazine, a 25,000-watt radio station and video outlet won numerous awards including six Gold Crown awards from the Columbia Scholastic Press Association (four for yearbook and two for literary magazine) and nine Pacemaker from the Associated Collegiate Press (four for yearbook and five for literary magazine).

He worked for more than 20 years as an emergency medical technician – intermediate, the last 11 of them at Cary Area EMS where he was awarded that organization’s highest honor, Squadsperson of the Year, and life membership. He plays euphonium and other low-brass instruments and has been active in numerous community bands.

## THOUGHTS TO LIVE BY

Lack of planning on your part does not constitute an emergency on my part | **Good publications are never finished; you only run out of time.** | Don't think in terms of filling space or time. Think in terms of providing information. | **Web first. Get it online.** | Fair. Accurate. Then first. | **Don't forget your primary audience. With every story you tell, remember who you're working for.** | Respect is earned. | **Want to be a better writer? Read.**

## CONTACT

### OFFICE

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### OFFICE HOURS

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TTh 2-3 p.m.

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### MORE INFORMATION

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SNAPCHAT  
wilsonbrad15

## **STATEMENTS**

As the instructor of record for this course, I reserve the right to change any part of this syllabus for any reason. The most current version of the syllabus will be maintained online. I reserve the right to drop — with an F — any students who have excessive absences, who miss assignments, who engage in disruptive behavior, have a poor attitude or who are not taking the class seriously.

## **ACADEMIC DISHONESTY**

Academic honesty is expected of all students in all examinations, papers, classwork, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure, loss of privileges, disqualification and/or dismissal.

Neither plagiarism, the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation, nor copyright violation in any form will be tolerated whether intentional or not. Both plagiarism and copyright violation involve the theft of intellectual property and will be considered not only a violation of the Student Honor Creed as well as University policy and applicable laws. To avoid any instances of plagiarism or copyright violation, credit the sources of all information appropriately and obtain written permission for the use of copyrighted works when necessary.

Fabrication and falsification are unacceptable. Falsification is the changing or omission of research results including misquoting a source. Fabrication is the construction and/or addition of data, observations, or characterizations that never occurred including making up quotations from real or fictional sources.

Cheating and collusion are also unacceptable. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. The term "collusion" means collaboration with another person in preparing work offered for credit of that collaboration is not authorized by the faculty.

## **STUDENT HONOR CREED**

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

WRITTEN AND ADOPTED BY THE 2002-2003 MSU STUDENT SENATE.

## **STUDENT CONDUCT**

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to profit from the instruction will result in the removal of that student from class. Such students may be referred to the appropriate university departments including, but not limited to, the University Police, Office of the Dean of Students, Vinson Health Center or the Counseling Center.

## **TITLE IX**

Social justice is one of Midwestern State University's stated core values. The professor considers this classroom to be a place where everyone will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that ALL students consider the classroom a safe environment.

MSU officials strive to create and actively promote a welcoming and supportive environment in order to recruit, hire, retain, and support a culturally diverse faculty, staff, and student body. Midwestern State University officials are committed to providing an environment of nondiscrimination and equal opportunity. In accordance with federal and state

law, the University prohibits unlawful discrimination, including harassment, on the basis of race, age, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, veteran's status, disability, or citizenship. Retaliation against individuals who in good faith file a claim of discrimination or otherwise oppose discriminatory actions will not be tolerated.

At Midwestern State University, the Title IX Department conducts investigations into possible violations of MSU's Sexual Misconduct Policy, as well as oversees the university's primary prevention and education programming related to sexual assault, interpersonal violence, and sexual harassment.

Effective Jan. 1, 2020 SB212 creates a Class B misdemeanor offense for a person who is required to make a report of an incident of sexual harassment, sexual assault, dating violence or stalking, to report it but knowingly fails to do so.

The crime must allegedly have been committed by or against a student or employee of the institution and it must be reported, promptly, to the institution's Title IX coordinator or deputy Title IX coordinator.

[HTTPS://MSUTEXAS.EDU/TITLEIX/](https://msutexas.edu/titleix/)

### **STUDENTS WITH DISABILITIES / SPECIAL NEEDS**

The Americans with Disabilities Act 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 of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services.

Students that need course adaptations or accommodations because of a disability, that need to share emergency medical information, or students that require special accommodations in the event of an emergency should contact the instructor.

### **STUDENT PRIVACY STATEMENT**

The *Family Educational Rights and Privacy Act* prohibits instructors from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, I will not discuss your academic progress or other matters with your parents or any other party. Do not have them call me.

[HTTP://WWW.ED.GOV/POLICY/GEN/GUID/FP/CO/FERPA/](http://www.ed.gov/policy/gen/guid/fpco/ferpa/)

### **PERSONAL TECHNOLOGY**

Cell phones and tablet devices must be silenced and put away. The first time the instructor sees a device, the student will be warned about the use of the device. The instructor will ask the student to leave the class and to visit with the instructor.

In an emergency requiring the use of a cell phone — on vibrate, notify the instructor and leave the class to handle the emergency.

Research has shown that students retain material better when they write it down. Hence, personal computers are permitted in class only for the purpose

of taking notes only if the instructor approves in advance.

Students should never use only technology to record an interview but should instead supplement it with written notes.

### **ATTENDANCE**

Students are expected to be in class each and every time the class meets. Students will not be able to make up unannounced quizzes given in classes they miss. E-mail Dr. Wilson prior to the absence as a courtesy. Students are responsible for making up any work missed on their own time, working with classmates.

Students who miss class due to University-sponsored events such as field trips or athletics, should visit with the course instructor in advance and will be required to complete the assigned work on or before the due date. Students should submit an official notification form before the absence.

Please do NOT come to class if you are exhibiting signs of COVID-19 or the seasonal flu, particularly an actual fever. Work with your healthcare provider and the course instructor to determine the best course of action.

Exams (all of which will be available in D2L/Brightspace for an extended period of time), projects and stories with advance deadlines will not be accepted late. Plan ahead.

After a warning, a student with more than four absences may be dropped from a course by the instructor or summarily given a failing grade.

### **GRADING**

Grading is on a scale of:

≥90	A	Excellent
80-89	B	Good
70-79	C	Satisfactory
60-69	D	Passing
<60	F	Failing

Semester grading follows the same scale. Grading will be determined from specific assignments, projects, written exams, quizzes, a final exam, and class attendance. Assignments are due when announced and will not be accepted late. Any assignment turned in after the deadline receives a grade of zero. Written exams will include material covered in the class and may include, but may not be limited to, multiple choice, short answer and essay questions.

The instructor reserves the right to add, adjust, or cancel assignments as the course progresses. The method of obtaining the final grade will remain essentially the same: the total points achieved will be divided by the total points possible to obtain a percentage, and a grade will be assigned according to a percentage scale.

### WRITING PROFICIENCY

All students seeking baccalaureate degrees must fulfill the Writing Proficiency Requirement in ONE of the following ways:

- Take and pass the Writing Proficiency Examination,
- Take and pass ENGL 2113 Intermediate Composition and Grammar, or
- Take and pass two courses designated as Writing Intensive. One of these WI courses may be a Texas Core Curriculum Course, but one of the courses must be outside of the core.

Once a student has passed both communication core courses and completed at least 60 credit hours, he or she is eligible to take the Writing Proficiency Exam or ENGL 2113. Writing Intensive courses may be completed at any time during a student's degree plan. If a student has not met the Writing Proficiency Requirement before completing 90 credit hours, a hold will be placed on the student's account.

[HTTPS://MSUTEXAS.EDU/ACADEMICS/WPR/](https://msutexas.edu/academics/wpr/)

### CAMPUS CARRY

Effective Aug. 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses.

### ACTIVE SHOOTER

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: "Run. Hide. Fight."



### PEOPLE-CENTERED

Engage others with respect, empathy, and joy



### COMMUNITY

Cultivate a diverse and inclusive campus environment



### INTEGRITY

Always do the right thing



### VISIONARY

Adopt innovative ideas to pioneer new paths



### CONNECTIONS

Value relationships with broader communities

# Dr. Wilson's schedule

F A L L 2 0 2 2

TIME	MONDAY	TUESDAY	WEDNESDAY	TUESDAY	FRIDAY
8 a.m.					
9 a.m.	Photojournalism 12762   MWF 9-10:20 a.m.   D202	Mass Media & Society 11588   TH 9:30 -11 a.m.   FA D101	Photojournalism 12762   MWF 9-10:20 a.m.   D202	Mass Media & Society 11588   TH 9:30 -11 a.m.   FA D101	Research & Service
10 a.m.					
11 a.m.	Office D207, text or call me	Mass Media & Society 12232   TH 11 a.m. -12:30 p.m.   FA C111	Office D207, text or call me	Mass Media & Society 12232   TH 11 a.m. -12:30 p.m.   FA C111	
noon	Research & Service		Research & Service		
1 p.m.		Media Writing 13246   TH 12:30 -2 p.m.   FA D202		Media Writing 13246   TH 12:30 -2 p.m.   FA D202	
2 p.m.		Office D207, text or call me		Office D207, text or call me	
3 p.m.		Research & Service		Research & Service	
4 p.m.					
5 p.m.					
6 p.m.					
7 p.m.					
8 p.m.					
9 p.m.					



LAST MODIFIED  
AUG. 19, 2022

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<http://www.mwsu.edu/academics/finearts/masscomm/>

## EQUIPMENT AGREEMENT

As the prices of replacement equipment and repairs continue to increase, it becomes more and more imperative that students exercise proper care in using the equipment. Before being allowed use of this equipment, each student agrees to handle the equipment with proper care and agrees to cover the cost of repairs and/or replacement if he/she is found to be negligent. The chair of the department will make the final determination regarding determination of negligence and any amount owed to the department. *Failure to sign and to return this form in a timely manner will result in the student being denied access to equipment.*

### EQUIPMENT

By my signature below, I agree to be liable for all equipment in my care, including, but not limited to, computers, printers, keyboards, jump drives, scanners, cameras, tapes, video-editing equipment, carrying cases, digital recorders, microphones, and all peripherals that may be used. This agreement covers equipment used in the TV-2 Studio, Broadcast Lab, Journalism Lab, *The Wichitan* office and in connection to any class offered in the department. The total replacement cost of these items can run in the thousands of dollars and I may be held responsible for equipment replacement should any parts be damaged, stolen, lost or otherwise returned not working.

- Food and beverages must be kept away from the equipment.
- Smoking is prohibited in all campus buildings and can cause damage to equipment as well as jeopardize the health of others.
- In short, if I break it, I buy it.

*I understand that any abuse or misuse of equipment may result in suspension of privileges to use the department's equipment, blocks on registration or graduation, and/or assessment of replacement/repair costs.*

I understand that I am obtaining the above-mentioned equipment for the purpose of coursework or research associated with Midwestern State University.

### AFTER HOURS ACCESS

I also understand that my ID card may allow me access to labs, offices, the TV-2 studio and/or the D-wing of Fain Fine Arts Center during non-business hours. I understand that anyone not specifically approved by the chair of the department is prohibited from using the facilities, and I agree not to grant such individuals access to any facility. As such, I agree not to prop open any outside doors, and I agree to follow all fire and police codes as well as applicable local, state and federal laws. I understand that I am responsible for any and all damages that might occur while on the premises and that university officials can track electronically who is on the premises and when if electronic ID card access is used. *I understand that failure to follow these rules may result in a permanent suspension of my privileges of access during non-business hours.*

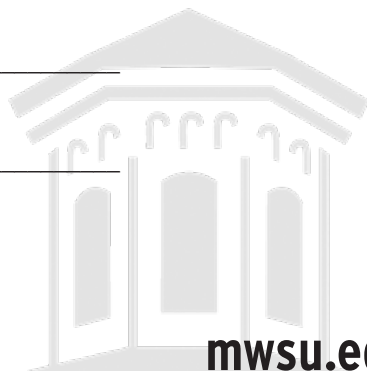
I accept the terms of use of mass communication equipment.

\_\_\_\_\_  
**PRINT NAME**

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

\_\_\_\_\_  
**M-NUMBER**



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