COMMUNICATIONS AND MEDIA STUDIES 1010 L21
INTRODUCTION TO COMMUNICATIONS AND MEDIA STUDIES
Summer 2016

Course #: 10108
Class: Tues., Wed., & Thur. 6:00 - 9:00pm
Classroom: TBA

Instructor: Michael D. High
Email: mhigh@fordham.edu
Office: 45 Columbus Ave. Rm 707

Course Description:
This course is an introduction to the major approaches, theories and perspectives in the study of communication and media. We will focus primarily on intrapersonal, interpersonal, small group, and organizational communication and media issues like representation, ideology, ownership, and reception. Through readings and lectures students will learn the foundation necessary for advanced study in these fields.

Learning Objectives:
- Introduce students to theories of communication and media studies.
- Encourage students to analyze their communication practices from multiple theoretical perspectives.
- Introduce students to the study of media history and contemporary media issues.
- Encourage students to become more critical consumers of media.
- Develop oral communication skills through in-class discussion.

Required Texts:

We will be working with the textbooks each class and you must read the assigned chapter or chapters before each class. You do not need to bring the textbooks to class.

Recommended Texts:
A College Dictionary

Blackboard:
All grades are posted on Blackboard. To access your grades, go to MyGrades in the Tools section of the course page. Contact the instructor if any scores are entered incorrectly. Class announcements will be posted on Blackboard and sent through email, so check your email daily and review the announcements on the courses Blackboard home page.

Office Hour Appointments:
To make an appointment for the office hour, go into Blackboard and click the Office Hour link in the course menu. Instructions are described there.

Course Requirements:
Attendance/Participation Policy—This discussion based course demands constant attendance. You are allowed 1 unexcused absence from class. After that, for each unexcused absence you will lose 7.5% of the 15% total attendance grade.

Excused absences are for medical and family emergencies only. Following a medical or family emergency, contact me as soon as you can and bring some form of documentation (doctor’s note, ER receipt, police report, something) to the next class you attend. Do not offer to get documentation after an absence; get it beforehand and bring it to class. If you plan on missing for a religious holiday not scheduled by the university, please let me know at least a week in advance.

4 instances of tardiness equal 1 absence and early departures will add up to absences. If you are sleeping during class, texting, or not participating you will not receive credit for being in class. If you miss class you are responsible for contacting another student to find out what you missed.

You can have a 1/2 of the Attendance/Participation grade reinstated for contributing throughout the course. Those who contribute frequently and consistently to the class discussion will receive 7.5% grade forgiveness and those who contribute occasionally will receive 3.75%. Grade forgiveness does not extend beyond the Attendance/Participation category.

Blackboard cannot track attendance, but the final Attendance/Participation grades will be posted on it at the end of the semester. Halfway through the semester you will receive attendance sheets with the amount of projected grade forgiveness based on participation as handouts or through email. Inform the instructor of any mistakes on your recorded attendance within a week of receiving the attendance sheet.

Quizzes—To ensure that students are reading and absorbing the material, there will be pop quizzes throughout the semester. Quizzes will test whether or not students have read the chapters assigned for that day. Quizzes are given during the first five minutes of class. If you are late to class or absent quizzes cannot be made up. The lowest quiz will be dropped.

Exams—There will be 2 non-cumulative exams to test students’ understanding and retention of material. Only material covered in the lectures will be on the exams.

Grade Breakdown:

<table>
<thead>
<tr>
<th>Attendance</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
</tbody>
</table>

Grade Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>100 – 97</td>
<td>82.9 – 80</td>
</tr>
<tr>
<td>A</td>
<td>96.9 – 93</td>
<td>79.9 – 77</td>
</tr>
<tr>
<td>A-</td>
<td>92.9 – 90</td>
<td>76.9 – 73</td>
</tr>
<tr>
<td>B+</td>
<td>89.9 – 87</td>
<td>72.9 – 70</td>
</tr>
<tr>
<td>B</td>
<td>86.9 – 83</td>
<td>69.9 – 60</td>
</tr>
</tbody>
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Tentative Course Schedule:

Week 1

7/5 Syllabus; Introductions; Introducing Communication Theory: Analysis and Application (ICT) “Thinking About Communication: Definitions, Models, and Ethics”

7/7 ICT: “Coordinated Management of Meaning” & ICT: “Cognitive Dissonance Theory”

Week 2

Week 3
7/19 ICT: “Groupthink” & ICT: “Structuration Theory”
7/20 ICT: “Organizational Culture Theory” & ICT: “Organizational Information Theory”
7/21 Exam 1

Week 4
7/26 Understanding Media Theory (UMT): “Mass society and modernity: early media theory” & UMT: “Schools of thought: developing approaches to media theory”
7/27 UMT: “The censorship of money: theories of media ownership and control” & UMT: “Inside the image factory: theories of media organisation and media work”
7/28 UMT: “Telling it as it is? Questions of media representation” & UMT: “Ways of making you think: theories of ideology and meaning”

Week 5
8/4 EXAM 2

Important Dates:
7/6 Last day for Add/Drop
7/20 Last day for Pass/Fail & to withdraw without a WF

University Statement On Academic Integrity: A University, by its nature, strives to foster and recognize originality of thought. Originality can only be recognized, however, when people acknowledge the sources of ideas or works that are not their own. Therefore, students must maintain the highest standards with regards to honesty, effort, and performance. As a Jesuit, Catholic University, Fordham is committed to ensuring that all members of the academic
community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique, and eventual reformulation. As part of this process, each student must acknowledge the intellectual contribution of others…. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials. For further details, consult the Standards of Academic Integrity on the University website
http://www.fordham.edu/academics/handbooks_publicati/undergraduate_academ/index.asp

Students With Disabilities: As a University, Fordham will offer reasonable and appropriate auxiliary aids and services to assist otherwise qualified persons in achieving access to its programs, services, and facilities once students meet with ODS for an initial intake meeting to develop an accommodation plan directly with the student in accordance with Section 504 of the Federal Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act of 1990. Students who are seeking accommodation(s) for a disability should contact Jessica Hawkins, Assistant Director of Disability Services, 45 Columbus Ave, Suite 106, disabilityservices@fordham.edu, (718) 817-0655.

Phones, Tablets, and Laptops:
You may not use phones in class, though you can use tablets and laptops. However, if you are not paying attention, you will be asked to turn off your device. If you are asked a second time you will lose the privilege of using the device in class.

Email:
If you email and do not receive a response in two days email again.

Department Page and Facebook:
Please check the Department of Communications and Media Studies webpage frequently for program information at www.fordham.edu/cms. All students are encouraged to “like” the CMS Facebook page and to check it regularly for department updates: www.facebook.com/FordhamCMS.