Communication and Media Studies 1000 L21:
Fundamentals of Communication and Media Studies
TWR 9:00 am-12:00 pm, Rm TBA

Course Description
This course provides students with an introduction to the fundamental approaches, theories and perspectives essential for an understanding of mediated communication, including an understanding of the industries that make it possible. Throughout the term we will explore many of the ways in which our symbolic environment both reflects and shapes life in the 21st century, from interpersonal to international relations, and everything in between. Through readings, lecture, written response, and discussion, students will learn the foundation necessary for advanced study in the fields of Communication and Media Studies, and receive an introduction to the four majors offered by Fordham’s Department of Communication and Media Studies.

Learning Objectives
- Introduce students to foundational theories of Communication and Media Studies
- Train students to analyze their communication practices from multiple theoretical perspectives
- Introduce students to the range of methodologies and modes of inquiry utilized in the study of mediated communication
- Provide students with an understanding of key themes in media history and ways in which those themes continue to echo in contemporary media issues
- Encourage students to become more critical consumers of media content
- Provide students with an understanding of the development and structure of the media industries of both the past and the present
- Encourage students to recognize the reciprocal relationship between culture and technology
- Guide students in reflection upon the ethical dimensions and social justice implications of mediated communication in the 21st century
- Develop students’ critical thinking, writing, and speaking skills in all course requirements

Required Texts
What Media Classes Really Want to Discuss: A Student Guide, by Greg M. Smith
ISBN 9780415778121
Any Style Manual (look for one with guides to MLA, APA, and Chicago styles)

The required texts are available at the campus bookstore and online (I recommend the Advanced Book Exchange, abebooks.com). All other assigned material is available on Blackboard under Content, Course Texts.
Course Assignments, Grading, Specifications, and Other Policies

Assignments
This course aims to help you build your communication skills in reading, writing, discussion, and presentation. In addition to readings, the course assignments are as follows:
a) Two essays, one critical and one research, of 6pp minimum length each.
b) Three Quizzes over concepts discussed in the readings and in lecture.
c) Group work.
d) Two peer review sessions, one for each paper.
e) A roundtable discussion of the research done for your second paper.
f) A final exam.

Grading
Essay One: Barthes’ “The Rhetoric of the Image” (6pp min.)..................................................10%
Essay Two: Following a Lead (6pp min.)..........................................................................................10%
Quizzes (10 points each, 3 total)..........................................................30%
Group Work..................................................................................................................10%
Peer Review (2 sessions)........................................................................................................20% (5% per review)
Roundtable discussion.................................................................................................10%
Final..............................................................................................................................10%

Specifications
All reading assignments are to be read by the day they appear on the syllabus.
Formatting of essays should adhere to the following specifications:
- Essay submissions must be submitted as hardcopies unless otherwise indicated
- Submissions must be proofread for grammatical and spelling errors—I suggest you both get a work partner and read your own work out loud to yourself.
- Essay submissions must be typed, double-spaced, in 12-point Times New Roman font, with one-inch margins on all sides of the page (in Word you can set the margins under Layout or Page Layout, or under File, Page Setup in older editions of Word). These specifications make the amount of writing done easy to gauge by sight.
- Submissions must meet the minimum page or word requirement. For example, a 4-page essay may not be 3½ pages long, nor 3¾ pages long, nor may a 300-word post be 278 words long.
- Submissions must be titled (though a title page is not necessary).
- Essay submissions must have a Works Cited page in MLA format (see link to the Purdue OWL’s formatting guide on Blackboard under Content).

Be sure to have a copy for yourself of all drafts that you turn in to me.

Chosen Names/Pronouns
Some members of the Fordham community are known by a name that is different from their legal name. Students will name themselves on the first day of class. Additionally, students who wish to be identified by a chosen name may contact me via email or in person and request their chosen name and pronoun be used.

Attendance
One unexcused absence is allowed during the semester without penalty. The bulk of our meetings is composed of class discussion, writing, and workshopping, so it is imperative that a) you are punctual and in attendance, b) you have carefully read/written what you were assigned to read/write, and c) you participate in the class conversation and activities. As I take attendance, my definition of “present” includes punctuality, alertness (i.e. your head is not on your desk), and disengagement from electronic devices (see below).
Excused absences are limited to an illness with a doctor’s note, a family emergency, or a religious holiday. In the event that you do miss a class, it is your responsibility to check with your classmates and on the syllabus to find out what you missed and what is due. **Please exchange email addresses/phone numbers with one or two of your classmates for this purpose.**

**E-devices**
After much and careful consideration, I have made it my policy to prohibit the use of laptops and e-devices in the classroom. Cell phones, e-readers, laptops, and tablets are therefore not to be out or used during class time. PDFs must be printed and brought to class on the days when readings from sources other than our required text are assigned. Students with notices from Disability Services are excepted.

**Late Work**
Exceptional circumstances aside, late essays lose one half letter grade per day they are late.

**Classroom and Email Etiquette**
We will get the most out of this class if we all work to foster a respectful environment. Criticism should be constructive, never hostile. Accordingly, class discussions should be approached as occasions to talk through and build ideas with each other.

The student/instructor relationship is similar to a professional one. Make sure that your emails name your concern, use standard English, and address your professor with respect. Be sure also to include openings and closings, and to sign your name. For more details, follow this link: http://mleddy.blogspot.com/2005/01/how-to-e-mail-professor.html

**Citation Format**
We will use the Modern Language Association (MLA) format in this course. We will not cover MLA basics in class, but you can acquaint yourself with the format at the Purdue Online Writing Lab (OWL): http://owl.english.purdue.edu/owl/resource/747/01/

**Blackboard**
I will post my information, this syllabus, your grades, and any announcements and other readings not in the required texts (indicated by “on Bb” on the Course Schedule section of this syllabus) on Blackboard. You must have read each text before class begins on the day we are scheduled to discuss it. PDFs must be printed and brought to class on the days or accessed through e-readers or tablets (see section on E-devices). You can also email me from our course Blackboard page and check your grades, through the “Course Tools” section in the menu column.

**The Department of Communication and Media Studies Is Online!**
Please check the Department of Communication and Media Studies website for information about its new Undergraduate and Graduate programs at https://www.facebook.com/FordhamCMS?fref=ts. Students are strongly encouraged to ‘like’ the CMS Facebook page and to check it regularly for departmental news, job notices, internship opportunities, and events: www.facebook.com/FordhamCMS.

The same goes for Twitter: www.Twitter.com/FordhamCMS. Students can also view the CMS website at www.fordham.edu/cms for information on our new Undergraduate and Graduate programs.

The CMS Department's blog is another great resource for announcements: https://cms.blog.fordham.edu. If you have an announcement such as an internship opportunity, event invitation, or course flyer, you may submit a request to Chris Vicari (cvicari2@fordham.edu), the CMS Dept. Educational Technologist, for posting. Please be sure to include a PDF of the advertisement.
University Policies
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, students must acknowledge others’ intellectual contributions.

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.

Please note: Any part of submitted work that uses another's ideas or language, intentionally or unintentionally, without proper acknowledgement of the source, is an instance of plagiarism. If I find that your work has been plagiarized, in part or in whole, you will receive a zero for the assignment.

Equal Educational Access for All Students
The Office of Disability Services at Fordham University, located in Lowenstein 408 at Lincoln Center campus, helps to ensure equal educational access and opportunity for all members of our community. In the Jesuit tradition of cura personalis, members of the ODS staff work individually with each student to understand his or her strengths and limitations in order to develop their most effective and comprehensive accommodation plan. 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 seeking accommodation(s) should contact Annette Rapice, Assistant Director of Disability Services at Lincoln Center, (212) 636-6282 or email at disabilityservices@fordham.edu.

Additional Resources
Writing Center
For additional help with your writing, particularly with regard to organization and structure, you may visit the Writing Center in the Quinn Library, Room 233, Wednesdays 3-7pm and Thursdays 12-3pm. You can schedule an appointment online at https://fordham.mywconline.com/, or call at (646) 868-4009 (visit the website for contact and appointment information for the Writing Centers at Rose Hill and Westchester campuses). Please note that the Writing Center closes at the end of each semester before reading days start, so plan ahead.

Counseling and Psychological Services
Students who are experiencing personal difficulties or mental health distress are encouraged to seek free and confidential assistance at Counseling and Psychological Services (CPS). For more information about CPS, please visit their website at www.fordham.edu/counseling. To make an appointment, please call 718-817-3725 (RH) or 212-636-6225 (LC). Also note that, in the case of traumatic events or other major stresses in your life, you may contact your Dean, who will then speak with your professors on your behalf.
Course Schedule

INTRODUCTIONS

W1  Tu, 7/2  Introduction to syllabus, course, and the four majors of the CMS program:
- Journalism
- Film and TV
- Communication and Culture
- Digital Technologies and Emerging Media

The ethical implications of what we are here to study: *Quo Vadis?* Where are we going? What is happiness’ role in our discussion of media, mediated communication, and ethics?


**Reading Due:** Carey, “A Cultural Approach to Communication” (on Bb)

**Note to Student:** Last day to add/drop

R, 7/4  Independence Day, University closed

REPRESENTATION, REALITY, AND MEANING

W2  Tu, 7/9  Quiz 1

**Readings Due:** Smith, “What is Realism, Really?” (course textbook) and Bazin, “The Virtues and Limitations of Montage” (on Bb)

W, 7/10  **Reading Due:** Barthes, “Rhetoric of the Image” (on Bb)

Introduction to Essays 1 and 2

THE MEDIUM AND THE MESSAGE

R, 7/11  **Reading Due:** McLuhan, “The Medium is the Message” (on Bb)

In-class discussion and group work: Postman, “Five Things We Need to Know about Technological Change” (on Bb—**bring this article to class**)

W3  Tu, 7/16  **Peer Review Session, Essay 1**

**Writing Due:** Two hardcopies of your draft

Each student will have his/her essay read by two other students and read two classmates’ essays (from this class only); each student will fill out a peer review sheet (provided), which s/he returns to the student author. Only specific, text-based comments are useful to writers, and therefore only this type of comment will be credited. Students may also conference with me during this period.

**Writing Workshop**


In-class viewing and discussion: Turkle, “Connected, But Alone” or Bridle, “The Nightmare Videos of Children’s YouTube—and What’s Wrong with the Internet Today”
**AUDIENCES AND IDENTITIES**

R, 7/18  **Readings Due:** Kracauer, “The Little Shopgirls Go to the Movies” and Radway, from *Reading the Romance* (on Bb)
Group work: Comparative Analyses of Kracauer and Radway
In-class discussion: Smith, “How Do We Identify with Characters?”
**Also Due:** Essay 2 source (sign-up sheet will go around)

**MEDIATED COMMUNICATION AND ECONOMIC, POLITICAL, AND SOCIAL POWER**

W4  Tu, 7/23  **Writing Due:** Essay 1, along with peer review sheets
**Reading Due:** McChesney, “Rupert Murdoch: Not Silent, but Deadly” (on Bb)
In-class viewing and discussion: “Media and Politics: What Happened to the News?” from *Writing about Media with Peter Elbow* (on Kanopy)
Choosing Essay 2 source
**Note to Student:** Last day to withdraw without incurring a WF and to designate a course Pass/Fail

W, 7/24  **Quiz 2**
**Readings Due:** Butsch, “Why Television Keeps Re-Creating the Male Working-Class Buffoon” (on Bb)
In-class viewing and discussion: “Consumerism: Product Placement” from *Writing about Media with Peter Elbow* (on Kanopy); stereotypes in the media

**STUDY OF MEDIA EFFECTS**

R, 7/25  **Readings Due:** Williams, “Effects, What Effects? Power and Influence of the Media” (on Bb)
In-class discussion: Chaffee and Metzger, “The End of Mass Communication?” (on Bb); Are “mass media” and the traditional concerns of mass media studies still relevant to today’s mediascape?

**MEDIA AND REGULATION, TECHNOLOGY AND CONVERGENCE, MEDIA INDUSTRIES**

W5  Tu, 7/30  **Readings Due:** Smith, “‘Studies Show’: How to Understand Media Violence/Effects Research”
In-class viewing and discussion: NutritionFacts.org, “The Saturated Fat Studies: Buttering Up the Public”; and “The Saturated Fat Studies: Set Up to Fail” (on Bb)

W, 7/31  **Quiz 3**
In-class discussion: Thompson, “The Globalization of Communication” (on Bb)
**Reading Due:** Jenkins, Introduction to *Spreadable Media: Creating Value and Meaning in a Networked Culture* (on Bb)
**Peer Review Session, Essay 2**

**Writing Due:** Two hardcopies of your draft

Each student will have his/her essay read by two other students and read two classmates’ essays; each student will fill out a peer review sheet (provided), which s/he returns to the student author. Specific comments are the most useful! Students may also conference with me during this period.

**Roundtable Discussion** and **Final Exam**, same room and time

**Writing Due:** Essay 2, along with peer review sheets

**Note to Professor:** Friday, 9/13 is the deadline for removal of ABS, INC, and NGR Summer Session grades

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**For First-Day Introductions:**

Write the following information below, separate, and turn in to the professor:

Name:

Media Interests:

Goals for…

This Course: Your Writing and Reading: