COMMUNICATION AND MEDIA STUDIES 1000 L21
FUNDAMENTALS OF COMMUNICATION AND MEDIA STUDIES
Summer II 2017

Course #: X XXXX                      Professor: Michael D. High
Class: Tues., Weds. & Thurs. 1:00 - 4:00 pm   Email: mhigh@fordham.edu
Classroom: X XXXX                      Office: 45 Columbia Ave. - Rm 707

Course Description:
This course provides students with an introduction to the fundamental approaches, theories and perspectives essential for an understanding of mediated communication and the industries that make it possible. Throughout the term we will explore many ways in which our symbolic environment both reflects and shapes life in the 21st century, from interpersonal to international relations, and everything in between.

Course Objectives:
• Introduce students to foundational theories of communication and media studies and the range of methodologies and modes of inquiry utilized in the study of mediated communication.
• Provide students with an understanding of the development and structure of the mass media, media industries, and the reciprocal relationship between cultural and technology.
• Guide students in reflection upon the power of mediated communication, its ethical dimensions, and its social justice implications in the 21st century.
• Develop students’ critical thinking, writing, and speaking skills in all course requirements.

Required Texts:
A College Dictionary

Blackboard:
All readings are posted in the Readings section in the course menu of Blackboard. Students who read the texts on a laptop or tablet should bring the device to class to reference the readings during discussion. Students who print out the readings should bring the print outs to class.

Assignment prompts and links to upload assignments are in the Assignment section of the course menu on Blackboard. Blackboard will only recognize the DOC, DOCX, or PDF file formats. Do not bring paper copies to class unless specified on the syllabus.

All grades are posted on Blackboard. Grades can be accessed in the Tools section of the course page under the MyGrades subsection. Contact the instructor if any scores are entered incorrectly.

Class announcements will be posted on Blackboard and sent through email. Students should check email daily and review the announcements on the course Blackboard home page when they access course readings.

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

Course Requirements:
Attendance/Participation Policy—This discussion based course demands constant attendance. You are allowed 2 unexcused absence from class. After that, for each unexcused absence you will lose 2.5% of the 15% total attendance grade.

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

Three instances of tardiness equal one absence and early departures will add up to absences. If you are sleeping during class, texting, not prepared, 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.

Those who contribute frequently and consistently to the large discussion will receive forgiveness for 4 additional unexcused absences and those who contribute occasionally will receive forgiveness for 2 additional unexcused absences.

Quizzes—To ensure that students are reading the material, there will be pop quizzes throughout the semester. Quizzes will test whether or not students have read the assigned texts through multiple choice questions on significant theories and concepts mentioned repeatedly in the readings. Although quizzes are out of 4 questions, 3 correct questions equal 100%. *Quizzes are given during the first five minutes of class.* The lowest quiz will be dropped.

Exams—There will be 2 non-cumulative exams. Exams test your ability to remember, evaluate, apply, and synthesize theories and concepts.

Paper—You will write a 5-6 page research media criticism paper. The paper will cite at least 2 class texts and at least 2 outside texts. You will submit a paper proposal, on which you will receive feedback, and a 5 page draft, which will through a guided peer review.

Anonymous Grading—All assignments (with the exception of quizzes) will be graded anonymously. Therefore, students should not put their names anywhere within the files they upload to Blackboard. Instead, use your Fordham ID #.

Late Work—Any work submitted to Blackboard after class begins on the assigned day is late. Late work is penalized by 1/3 of a letter grade for each day late (-40% maximum penalty).

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<thead>
<tr>
<th>Grade Breakdown:</th>
<th>Grade Scale:</th>
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<tbody>
<tr>
<td>Paper Proposal</td>
<td>A+  100 – 97</td>
</tr>
<tr>
<td>Paper Draft</td>
<td>A  96.9 – 93</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>A- 92.9 – 90</td>
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<tr>
<td>Quizzes</td>
<td>B+ 89.9 – 87</td>
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<tr>
<td>Paper</td>
<td>B  86.9 – 83</td>
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<tr>
<td>Exams</td>
<td>D  69.9 – 60</td>
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Tentative Course Schedule:

*Week 1*
7/5 Syllabus; Introductions; Course Overview; James Carey “A Cultural Approach to Communication” from Communication as Culture; Edward Sapir “Communication”

7/6 John B. Thompson “Communication and Social Context” from The Media and Modernity; Donald K. Wright “Communication Ethics” from Who’s Responsible Here?: Media, Audience, and Ethics

Week 2

7/11 Charlotte Ryan, Kevin M. Carragee, and Cassie Schwerner “Media, Movements, and the Quest for Social Justice”; Gerald Graff and Cath Birkenstein “‘They Say’ Starting with What Others Are Saying” from “They Say/I Say”: The Moves that Matter in Academic Writing

7/12 Joseph Bizup “BEAM: A Rhetorical Vocabulary for Teaching Research-Based Writing”; Writing Workshop: Bring a Print Out of a Research Paper You Wrote for a Previous Class

7/13 Excerpt from Marita Sturken and Lisa Carwright “Consumer Culture and the Manufacturing of Desire” from Practices of Looking: An Introduction to Visual Culture; Bonnie J. Dow “Hegemony, Feminist Criticism and the Mary Tyler Moore Show”

Week 3

7/18 George Yule “Language and Culture” from The Study of Language; Excerpt from Stuart Hall “The Work of Representation” from Representation: Cultural Representations and Signifying Practices

7/19 MIDTERM EXAM


Week 4


7/26 Kevin Williams “Effects, What Effects? Power and Influence of the Media” form Understanding Media Theory; Student Paper Review


Week 5

8/1 Brian McNair “Journalism and Democracy” from The Handbook of Journalism Studies; V. S. Yarros “The Press and Public Opinion”; Kenneth C. Creech “Introduction to the Legal System” from Electronic Media Law and Regulation


8/3 Paper Due (Upload to Blackboard before class begins); In-Class Screening: Lo and Behold, Reveries of the Connected World
Important Dates:
7/6 Last Day Add/Drop
7/20 Last Day to Withdraw without WF; Last Day Pass/Fail

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_publications/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.

Electronic Devices:
Phones may not be used in class, though tablets and laptops are allowed. If a student is using an allowed device instead of paying attention, however, they will be warned once. If they are warned a second time they will lose the privilege of using the device in class.

Department Page, Facebook, and Twitter:
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 at www.facebook.com/FordhamCMS and follow the department on Twitter at www.Twitter.com/FordhamCMS to receive departmental news, notices of jobs, internship opportunities, etc.

Bibliography of Texts:


