

**INSTRUCTOR:** Farideh Dada

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**CLASS/OFFICE LOCATION:** Online

**REQUIRED TEXTS:** \* *Mass Communication: Living in Media World (6th edition)* by Ralph E. Hanson published by SAGE; ISBN-13: 978-1483344751 or ISBN-10: 1483344754. **Make sure you get the 6th edition** <https://edge.sagepub.com/hanson6>  
You can buy a copy at the De Anza Bookstore or buy an e-textbook at [coursesmart.com](http://coursesmart.com). You may also find several sources to rent the book online. (This is a less expensive option.)

**REQUIRED SUPPLIES:** Access to computer with Internet and email

**PREREQUISITE:** **Advisory:** English Writing 1A  
or English as a Second Language 5

### **COURSE DESCRIPTION:**

The course presents a survey of the mass media and measurement of its impact on society; mass media effects on global and American institutions; theories of mass communication in the context of the media: radio, television, recordings, magazines, newspapers, books, films and the Internet; and ethical, moral and legal influences of the media on gender and minority issues. This course qualifies for the De Anza A.A./A.S. degree in area D, the general education requirement for CSU in area D7, and the general education requirement for UC/CSU (IGETC) in area 4G. It is a requirement for De Anza's A.A. and AA-T degrees in journalism and mass communication.

### **STUDENT LEARNING OUTCOMES:**

Students will be able to:

1. Explain and illustrate the basic facets of communication theory.
2. Demonstrate knowledge of the history, operation and culture of different forms of mass media.
3. Analyze and critique the impact of mass media and articulate controversies surrounding each medium.

**COURSE OBJECTIVES:**

In this course, you will:

- Examine the development and role of media in a changing political and cultural world, within a historical perspective.
- Examine relationships and effects between media and popular culture, including your role as a consumer of the media and participant in mass culture.
- Examine the government regulations of the media as well as the constitutional principles that guide it.
- Examine ethical, philosophical and controversial issues that arise in mass media; discuss a range of viewpoints regarding these issues.
- Examine behind-the-scenes operations, decision-making processes, and careers in the media industries: books, newspapers, magazines, movies, radio, recordings, television and the Internet
- Participate in a hands-on experience with the media.

**COURSE REQUIREMENTS:**

- Complete the online orientation.
- Access the class and class information in Canvas (the courseware program where the class resides).
- Complete weekly textbook readings from Mass Communication Living in a Media World (6th edition) and view weekly online video segments.
- Take weekly online quizzes drawn primarily from the readings.
- Answer weekly discussion questions, tying the topics to class readings and viewings.
- Contribute to and participate in class discussions, responding to at least three other classmates' posts each week.
- Complete two projects: Internet Search Project and the Research Paper (a minimum of 1,000 words). See separate handouts for details on how to complete each project.
- You earn your own grade. If you don't meet the requirements, you won't pass successfully. Deadlines need to be met.
- DO NOT ask for extension of deadlines. DO NOT turn in assignments late.

**NOTE:** All requirements have specific due dates. The content of this course is condensed from a 12-week regular quarter into a six-week concentrated summer course. Be prepared to spend several hours a week reading, studying, participating and completing quizzes and assignments.

**LATE WORK:** Assignments and discussions may be submitted early. Late assignments, discussions and quizzes will NOT be accepted. Excuses are not acceptable. Deadline are final.

**DROPPING THE CLASS:**

- Drops: Make sure to check the Academic Calendar for deadlines. I may drop any student who has not attended class or logged into the classroom for five or more consecutive days. Please see "How to Drop Classes" at <http://www.deanza.edu/registration/add-drop.html> for regulations, dates and procedures for dropping classes.
- Students who have excessive absences or are not keeping up with assignments may be dropped by the instructor.
- Students who disappear and do not drop by the final "Drop with W" deadline will receive an "F." Dates are enforced.

**COURSE GRADING:**

Grading is based on a 1,000-point system. Assignment grades are based on accuracy, following directions, thoroughness and quality. Students must adhere to professional standards, meet deadlines and follow rules of punctuation, grammar, spelling, and style. To earn an A+ in the course, in addition to 990 or more points, a student must turn in all assignments on time, and have perfect attendance.

A +	= 990-1,000 points
A	= 926-989 points
A –	= 900-925 points
B +	= 875-899 points
B	= 826-874 points
B –	= 800-825 points
C +	= 775-799 points
C	= 700-774 points
D	= 600-699 points
F	= 599 points or less

**CANVAS INFORMATION:**

This course utilizes Canvas, De Anza's Online Learning Community. Please go to the Canvas website: <http://deanza.instructure.com/> to log in. Please note that you will be unable to log into our classroom until the first day of class. Additional instructions and assistance can be found on the Canvas Student Guide: <https://deanza.instructure.com/courses/272> and the Online Education Center site: <http://www.deanza.edu/online-ed/> and [http://www.deanza.edu/online-ed/student\\_resources.html](http://www.deanza.edu/online-ed/student_resources.html)

## ACCESS TO SITES WITH PASSWORDS

Article Databases and Research Databases:

<http://www.deanza.edu/library/articledata.html>

Academic search tools: <http://www.deanza.edu/library>

You must start from the De Anza library home page to access EbscoHost, Proquest, LexisNexis (1) Select article databases, then go to the database you want to use (2) When prompted, type in your eight-digit De Anza student ID number or the number on your DASB card. No passwords needed on campus.

## ACADEMIC DISHONESTY:

Original work is required for this class. Papers from other classes are not accepted. Journalists have only one thing to offer: credibility. Making things up and stealing the words of another writer or failing to give proper citation to information obtained from other sources are deadly sins in journalism. There is a zero-tolerance policy in this class regarding plagiarism, fabrication and cheating. To plagiarize is to “steal and use (the ideas and writings of another) as one’s own. Copying/turning in the work of others is plagiarism. Turning in a research paper with portions copied directly from another source without quote marks and citations is plagiarism. Any instances of plagiarism or cheating will result in an F for the assignment. Please view the Academic Integrity section in the [De Anza College Student Handbook](#)

## COURSE HINTS:

- **ALWAYS** keep a copy of your submissions as backup in case the one posted/sent is lost. This is especially important in an online class since (electronic) stuff happens.
- When sending an email to the Instructor, write **STUDENT** or **JOUR 2** in all caps in the subject line, along with the subject. That way it won’t be confused with Spam.
- Schedule your time appropriately; I may take up to 48 hours to respond to queries (except for online office hours).
- **Don’t procrastinate.** Start work early in the week. Sometimes the internet may be down later in the week or you may have some other emergency. Plan ahead, especially for the projects, which are lengthy and require research.
- Look ahead at the assignments, and work ahead if you have the time.

**DISCUSSION POSTS** (30 points each): Posts should be in the same format as work you would hand in for a college class, except paragraphs should be shorter. Discussion posts are due on Thursdays each week, and replies to other classmates by Saturday.

- Use complete sentences (bullet points are OK within a paragraph).
- Use standard English grammar and sentence structure.
- Use upper case for the word “I,” for all proper names, and for the beginnings of sentences. (Stay away from phonetic spelling and “texting” type language like “u” for “you” and “r” for “are.”)
- Read the instructions carefully -- usually students need to choose **only one** of the topics.
- Read/view any resources needed to respond to the question.
- Most DQ posts should be 200-300 words. Do not aim for exact word count. If your post seems too short, consult the resources more closely, or think more deeply, to come up with more ideas to write about.
- Replies to your classmates do not have to be structured as formally as initial posts, but should show some thought (more than just “good post” or “I agree”).
- You are welcome to reply to more than three classmates’ posts. (**Three is the minimum to meet participation requirements.**)

**QUIZZES** (20 points): Quizzes are due by Sunday night each week. Here are some hints to improve quiz grades:

- Read the chapters carefully before you start.
- Use sub-headings and margin definitions to help you locate the information you're looking for.
- Use the index at the end of the book to find specific words or names.

**EXTRA CREDIT:**

You may complete an extra credit documentary report (in Week 6) for 50 points.

**SUPPORT SERVICES**

- Language Arts lab: The lab has computers and Microsoft Office and Internet Connection, located in MQ 3 off the tennis courts, near the Stelling Parking garage/Parking Lot C. It’s open 9 a.m. to 8 p.m. for student use.

- Disability Support Programs and Services (SCS 141) offers an array of services for disabled students, including students with learning disabilities.  
<http://www.deanza.edu/dsps/>
- Need help? Meet with tutors and attend workshops in the Student Success Center: [www.deanza.edu/studentsuccess](http://www.deanza.edu/studentsuccess).  
Tutoring is available at De Anza at the Writing and Reading Center (AT 309), General Subjects Tutoring (AT 305) and the Academic Skills Center (AT 302) all located in LC107, at the back of the ground floor of the Library, Main Quad.
- Math and Science tutoring is in S43, in the S-Quad.
- Listening and Speaking Center in AT 304
- Counseling: <http://www.deanza.edu/counseling/> (Student Services Building)
- Financial Aid: <http://www.deanza.edu/financialaid/> (Student Services Building)
- Library: <http://www.deanza.edu/library>
- Can't make it to campus? Use the free online tutoring. Login to MyPortal, go to the students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, visit <http://deanza.edu/studentsuccess/onlinetutoring.html>

**STUDENTS WITH DISABILITIES:** The instructor will accommodate special needs that are discussed with her during the first week of the course. If you have a disability-related need for reasonable academic accommodations or services, provide the instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give a five-day notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (**864-8753 DSS main number**) or EDC adviser (**864-8839 EDC main number**).

**NOTE: You are responsible to read and understand the syllabus entirely.**

**TENTATIVE COURSE CALENDAR**

- The following schedule may change as needed.

Wk	Dates	Topics/Reading Assignments	Quizzes/Assignments
1	July 3 – July 9	<b>Living in a Media World</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 1</li> </ul> <b>The Mass Communications Effects</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 2</li> </ul>	<b>Practice Quiz</b> (Chapter 1)  <b>Quiz #1</b> (Chapter 2)
2	July 10 – July 16	<b>The Media Business</b> Read Chapter 3	<b>Quiz #2</b> (Chapter 3)  <b>Internet Research Project</b>
3	July 17 – July 23	<b>PRINT MEDIA</b> <b>Books: The Birth of Mass Media</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 4</li> </ul> <b>Magazines: Power of Words &amp; Images</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 5</li> </ul> <b>Newspapers and the News</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 6</li> </ul>	<b>Quiz #3</b> (Chapter 4) <b>Quiz #4</b> (Chapter 5) <b>Quiz #5</b> (Chapter 6)  <b>Topic for Research Paper Due</b>
4	July 24 – July 30	<b>ELECTRONIC MEDIA</b> <b>Audio: Music and Talk Across America</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 7</li> </ul> <b>Movies</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 8</li> </ul> <b>Television</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 9</li> </ul>	<b>Quiz #6</b> (Chapter 7) <b>Quiz #7</b> (Chapter 8)  <b>Quiz #8</b> (Chapter 9)
5	July 31 – Aug. 6	<b>PERSUASIVE MEDIA</b> <b>The Internet/Social Media</b> Read Chapter 10 <b>Advertising</b> Read Chapter 11 <b>Public Relations</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 12</li> </ul>	<b>Quiz #9</b> (Chapter 10) <b>Quiz #10</b> (Chapter 11) <b>Quiz #11</b> (Chapter 12)  <b>Annotated Bibliography (3 sources) Due</b>
6	Aug. 7 – Aug. 10	<b>Media Law</b> <ul style="list-style-type: none"> <li>▪ Read Chapter 13</li> </ul> <b>Class ends Thursday, August 10</b>	<b>Quiz #12</b> (Chapter 13)  <b>Final Paper Due 8/10</b>  <b>Extra Credit Documentary Report Due</b>