**#JN201 – Media and Society**

**Winter 2019 Syllabus**

Instructor:  **Suzi Steffen**

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**Course Description (CRN 30850)**

This four-credit course examines the roles the various mass media play in shaping our democratic society. It explores the history, technology and economics of the publishing, music, broadcasting, advertising and film industries. It also looks at the news media and the internet, with emphasis on how the media impacts our culture.

**About the Instructor**

My background includes working for more than 20 years as a writing professor (Iowa, Oregon, LBCC); arts writer and editor (Eugene Weekly, Lane Monthly magazine and The Eugene Review as well as freelance work for the Oregonian, Oregon ArtsWatch, Portland Mercury and more); and a content marketer (Gawker, the City of Eugene, Mountain Rose Herbs, Ojai Music Festival). I have two master’s degrees, one in art history from the University of Iowa, and one in journalism/literary nonfiction from the University of Oregon. Through professional connections, I can help guide you if you want to pursue a career in the media. You will also find a variety of links and resources on Twitter at @jprofsuzi.

**Class Schedule**

This class meets from 10 to 11:50 a.m. Monday and Wednesday in IA-212.

**Things That You Need**

* **“Media Essentials: A Brief Introduction”** by Richard Campbell, Christopher Martin and Bettina Fabos, 1st, 2nd, or 3rd edition.
* **Weekly readings** as assigned on Twitter and on Canvas.
* **Note-taking tools that are not laptops or phones.** (They’re not banned, but you will be banned personally from the class if I see you using your laptop or phone for non-class purposes.)
* **A Twitter account** from which you will live-tweet events, movies, and perhaps even quizzes for this class. You may lock it; you must follow [Prof. Suzi](http://twitter.com/jprofsuzi) and your classmates and let them follow you; it may be separate from any other Twitter account you have.

**Outcomes for this Class:**

At the close of class, students will be able to:

* Demonstrate an awareness of the history and evolution of mass media, including the radio, television, music, internet, book, magazine, newspaper and movie industries.
* Demonstrate an understanding of the role of technology in mass media.
* Demonstrate an appreciation of the role played by mass media practitioners in shaping public discourse, especially in journalism, advertising, social and other media.
* Demonstrate the ability to use the internet to research current issues facing mass media.

**Summary of Class Activities**

Here’s what you can expect in this class, and how you can succeed:

* Read the assigned chapters each week in the text, *Media Essentials*.
* Read the weekly articles or essays as assigned; listen to the assigned podcasts; watch the assigned videos; come to class and live-tweet the assigned movies.
* Participate in the weekly discussion boards.
* Complete, carefully, your two longer media projects.
* Complete the 8 mid-week quizzes (no quiz in weeks 1 or 10).
* Wrap up with the comprehensive essay final exam at term’s end.

**Grading Point Values**

**Quizzes** – 80 points (10 per quiz) – Each week of weeks 2-9, students will take a 10-point quiz on the week’s material, which includes not only information from the textbook but also other assigned readings, videos, podcasts and current events. Quizzes generally will be posted on Canvas each Monday, and generally are to be ***completed before the end of the day Wednesday****,* but keep track of changing due dates online. The quizzes are “open book,” so use the resources of the course to do well.

**Discussion Posts** – 240 points (30 per week) – These posts are weekly online discussions, usually focusing on a media issue or some other aspect of that week's topic. Discussion topics generally are posted by Wednesday on Canvas. *Discussion boards must be completed* ***BEFORE MIDNIGHT ON SUNDAY.*** *Late posts will be marked down at least one letter grade.* Students can earn extra credit (up to 2 points per week) for responding to posts of classmates. See Discussion Post instructions in Canvas.

**Larger Media Projects** – 200 points – In addition to the weekly discussion posts, you will do two projects examining media in more detail. The topics can be found on Canvas Pages - click on the “Media Project Outline” Page. These expanded posts will focus on topics such as advertising, television, movies, music, newspapers and magazines, social media and other media-related topics.

Elements of this project include:

* Two projects that run somewhere from ***500 to 1,000 words***, counting for up to 100 points per post.
* At least three (3) links per post to other related online sites
* Creative and legal use of photos, YouTube or Vimeo clips, tweets, public Facebook posts and other multimedia

*Late posts may be marked down at least one letter grade.*

**Final Exam** – 200 points – The final exam is comprised of several essay questions, and it will be comprehensive, consisting of material covered throughout the term. Like the quizzes, the expectation is that you complete the Final Exam on your own, not in collaboration with others.

**Participation and Attendance** – 80 points (8 per week)

**Miscellaneous Assignments** – As assigned (up to 200 points)

**Grading**

A – 90 to 100 percent

B – 80 to 89 percent

C – 70 to 79 percent

D – 60 to 69 percent

F – 59 percent and below

**Canvas**

We will make extensive use of Canvas. By logging on to Canvas you can access your grades, assignments and other information. If you’re at OSU and dual-enrolled, please note: This is not OSU Canvas, and it won’t work well with your OSU email, so please use your LBCC email or a Gmail or other address with this site. See assignments and due dates there.   
  
**The Final**: Your take-home final will be due at 9:50 am on Canvas on Wednesday, March 20.

**Seven Positive Expectations:**

Students at LBCC:

1. Take responsibility for learning material, participating in course activities, advocating for their needs and knowing rules and regulations governing the educational community.
2. Follow the direction of faculty and staff, including providing information and identification when requested.
3. Respect the learning environment and follow safety guidelines.
4. Maintain honesty and integrity in all work, communication and interactions.
5. Properly use college equipment, computers and facilities, including timely return of loaned equipment/materials.
6. Follow all college regulations, including those posted in special labs and classrooms, such as rules governing electronic devices.
7. Follow state and federal laws.

*For more information see* [*Students’ Rights, Responsibilities, and Conduct*](https://www.linnbenton.edu/current-students/administration-information/policies/students-rights-responsibilities-and-conduct.php)*.*

**Cultural Richness at LBCC**

To promote academic excellence and learning environments that encourage multiple perspectives and the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in safe, positive and nurturing learning environments. LBCC is committed to nurturing the development of culturally literate individuals capable of interacting, collaborating and problem-solving in an ever-changing community and diverse workforce.

**Late Assignments and Incompletes**

* Any assigned coursework with a fixed deadline that is not turned in on time may be reduced at least one letter grade. Assignments posted or turned in more than two weeks late will earn a maximum of half credit.
* “I” grades (incompletes) will not be granted.
* Any students who don’t attend the first week of classes or post assignments online will be administratively dropped from the course.

**If you withdraw from class**

Students who are unable to successfully complete the course should withdraw by submitting the proper paperwork prior to the end of the 7th week of class.

**A Word About Plagiarism**

Do your own work! Claiming someone else’s work as your own or using information or ideas without proper attribution can lead to your failing an assignment or the class. Attribution is required whenever you use other sources, especially on the Internet. Don’t copy and paste text and other material!

Plagiarism is subject to disciplinary action as described in LBCC’s guide on Students’ Rights, Responsibilities and Conduct. This also is available online at the LBCC website.

**LBCC Policies**

**Center for Accessibility Resources**

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in the class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the [CFAR Website](https://www.linnbenton.edu/cfar) for steps on how to apply for services or call 541-917-4789.

**LBCC Nondiscrimination Policy**

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. For further information see Board Policy P1015 in our [Board Policies and Administrative Rules](http://www.linnbenton.edu/board-policies-and-administrative-rules). Title II, IX, & Section 504.

**If you need to report discrimination of any kind, please go to:** [linnbenton-advocate.symplicity.com/public\_report](http://linnbenton-advocate.symplicity.com/public_report)