Course Description

This course provides a broad introduction to the principles behind media studies. JMS 408 familiarizes you with theoretical and research perspectives addressing the complexity of media both old and new. An additional goal of this course is to provide an opportunity for you to become more informed media content and media technology managers, creators and consumers.

Reading

Required readings posted on Blackboard. Please note that you cannot pass this class without the reading.

Course and Class Decorum

- **Full and prompt attendance is mandatory.** Attendance will be noted at the beginning of class – including Media Synergy Group meetings and presentations. Attendance is worth approximately 2 points per lecture.

- Students are expected to treat others in a way that they would expect to be treated. Therefore, where applicable, active listening, thoughtful and informed commentary, and/or polite agreement/disagreement should be the order of the day.

- Academic dishonesty will result in an "F" in the course.

- Please inform the instructor of any learning or physical challenges requiring accommodation.

- **VERY IMPORTANT:** Exit all social media unless otherwise instructed
Course Grading

The midterm and final will consist of multiple-choice questions (use scantron form #99B). The final will not be cumulative. These exams will assess your understanding of both the reading and lecture content.

'Media Talking Points': Due at the beginning of designated Friday classes, there will be 5 Media Talking Points (10 points each – see below for dates). Find a media example that relates to the topics discussed in class Monday and Wednesday. Type a brief explanation for why you have chosen this example and how it relates to the lecture/reading topics for the week. This is a way to demonstrate that you understand lecture/reading content and can apply the knowledge in a basic fashion.

Talking Points

For example:

✦ Article
✦ Cartoon
✦ Photo or picture
✦ Quote or sound bite
✦ Video/Internet link

Points

Component

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Midterm</td>
<td>___/100</td>
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<tr>
<td>Final</td>
<td>___/150</td>
</tr>
<tr>
<td>Media Synergy Project</td>
<td>___/150</td>
</tr>
<tr>
<td>Quizzes (4)</td>
<td>___/100</td>
</tr>
<tr>
<td>Media Talking Points (5)</td>
<td>___/ 50</td>
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<tr>
<td>Attendance</td>
<td>___/ 50</td>
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<td><strong>Total</strong></td>
<td>___/600</td>
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STUDENTS WITH DISABILITIES: If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

Point to Grade Conversion: NOTE: I DO NOT ROUND UP GRADES

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>558-600</td>
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<tr>
<td>A-</td>
<td>540-557</td>
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<tr>
<td>B+</td>
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<td>B</td>
<td>498-521</td>
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<td>B-</td>
<td>480-497</td>
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<td>C+</td>
<td>462-479</td>
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<td>C</td>
<td>438-461</td>
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<tr>
<td>C-</td>
<td>420-437</td>
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<tr>
<td>D+</td>
<td>402-419</td>
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# Important Dates for Your Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Jan 30</td>
<td>Media Talking Point (1)</td>
</tr>
<tr>
<td>Feb 6</td>
<td>Quiz (1)</td>
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<tr>
<td>Feb 13</td>
<td>Media Talking Point (2)</td>
</tr>
<tr>
<td>Feb 20</td>
<td>Quiz (2)</td>
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<tr>
<td>Feb 27</td>
<td>Media Talking Point (3)</td>
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<tr>
<td>March 6</td>
<td>Quiz (3)</td>
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<tr>
<td>March 11</td>
<td>Midterm Exam Review</td>
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<tr>
<td>March 13</td>
<td>Midterm (1)</td>
</tr>
<tr>
<td>March 16</td>
<td>Midterm (2)</td>
</tr>
<tr>
<td>March 20</td>
<td>Media Talking Point (4)</td>
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<tr>
<td>March 27</td>
<td>Media Synergy Group Meeting (1)</td>
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<tr>
<td>March 20-April 3</td>
<td>Spring Break -- Enjoy!</td>
</tr>
<tr>
<td>April 10</td>
<td>Media Talking Point (5)</td>
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<tr>
<td>April 13</td>
<td>Media Synergy Group Meeting (2)</td>
</tr>
<tr>
<td>April 17</td>
<td>Quiz (4)</td>
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<tr>
<td>April 24</td>
<td>Media Talking Point (EC)</td>
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<tr>
<td>April 27</td>
<td>Media Synergy Group Meeting (3)</td>
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<tr>
<td>April 29</td>
<td>Media Synergy Group Consultations</td>
</tr>
<tr>
<td>May 1</td>
<td>Media Synergy Group Presentations</td>
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<tr>
<td>May 4</td>
<td>Media Synergy Group Presentations</td>
</tr>
<tr>
<td>May 6</td>
<td>Final Exam Review</td>
</tr>
<tr>
<td>May 8, 10:30-12:30</td>
<td>Final Exam &amp; Media Synergy Project Paper Due</td>
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## Extra Credit Points

***Regardless of the number of extra credit points earned, your grade will be calculated out of 600 points; thus, the extra credit points are truly extra.***

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### Tentative Course Schedule

**Week 1: Introduction to Mass Communication**

- Jan 19 - No class
- Jan 21 - Introduction to JMS 408
- Jan 23 - Overview

Week 2: Why Principles of Media Studies? -- READ


Jan 26 - Mass communication effects?
Jan 28 - Media portrayals as role models
Jan 30 - A mean and scary world

Media Talking Point (1)

Week 3: Classic Mass Communication Theories -- READ


Feb 2 - Pictures in our heads
Feb 4 - "Wag the Dog"
Feb 6 - Quiz (1)

Week 4: Media Interaction -- READ


Feb 9 - The medium is the message
Feb 11 - Uses and Gratifications --‘The Daily Me’
Feb 13 - Parasocial interaction

Media Talking Point (2)
Week 5: How to win over consumers and influence their actions -- READ


Feb 16 - Win a Date with Tad Hamilton
Feb 18 – Diffusion of innovations
Feb 20 - Quiz (2)

Week 6: Social Networking – READ


Feb 23 - Theory of Planned Behavior
Feb 25 - Social networking sites: Background
Feb 27 – Social networking Sites: Demographics

Media Talking Point (3)

Week 7: Age and New Media Use – READ


March 2 – Social media: A Generational Comparison
March 4 -- Teens and the Internet
March 6 -- Quiz (3)

Week 8: Midterm Week

March 9 - Social Networking: Applying Theory
March 11 - Exam Review
March 13 - Midterm 1 (use scantron form # 99B)

No Media Talking Point Due
**Week 9: Persuasive Media Messaging and Consumption – READ**

Sher, P. J., & Lee, S-H. (2009). Consumer skepticism and online reviews: An elaboration likelihood model perspective *Social Behavior And Personality, 37*(1), 137-144.

- March 16 - **Midterm 2** (use scantron form # **99B**)
- March 18 - Elaboration Likelihood Model
- March 20 - Message Appeal and Credibility

**Media Talking Point (4)**

**Week 10: Media Synergy Group Preparation Week – NO READING THIS WEEK**

- March 25 - **Media Synergy Project -- Overview**
- March 27 - **Media Synergy Group Project Meeting (1)**

**Week 11 -- Spring Break - March 30 - April 3 -- Enjoy!**

**Week 12: Product Placement - READ**


- April 6 - Product Placement
- April 8 - "The Truman Show"
- April 10 - "The Truman Show"

**Media Talking Point (5)**

**Week 13: The JMS Research Project -- READ**


- April 13 - **Media Synergy Group Project Meeting (2)**
- April 15 - The Importance of community online - JMS Project
- April 17 - **Quiz (4)**
Week 14: Media and Health - READ


April 20 - Body image, obesity and media
April 22 - Health and edutainment
April 24 – Internet Addiction

**Media Talking Point (Extra Credit Opportunity)**

Week 15: Media Synergy Group Project

April 27 - Media Synergy Group Project Meeting (3)
April 29 - Media Synergy Group Consultations
May 1 - Media Synergy Group Project Presentations

Week 16: Media Synergy Group Project

May 4 - Media Synergy Group Project Presentations
May 6 - Final Exam Review
May 8 - Final Exam 10:30-12:30

**Media Synergy Group Project Paper Due**