

JOUR 100: INTRODUCTION TO MASS COMMUNICATION

TUES & THURS 9:30-10:45 SPRING 2014

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OFFICE HOURS: Mondays and Wednesdays: 10:00-12:00 and by appointment

Class meets Tuesday and Thursday from 9:30-10:45 a.m. in M2101

Special Note: It is to your advantage to utilize my office hours! If you are unavailable during my office hours, I encourage you to make an appointment to see me at other times. Please feel free to call my cell phone if you have an emergency.

COURSE DESCRIPTION

Not open to students with credit in CTVA 100. Survey and analysis of newspapers, books, magazines, radio, television, popular music, movies, advertising, public relations, Internet and emerging technologies. Examines media history and economics, as well as their roles, rights and impact in contemporary society. Particular emphasis on media literacy, critical thinking, research and writing.

COURSE LEARNING OBJECTIVES FOR J100

On the successful completion of this course, the student should be able to:

1. Identify the various forms of mass media, their history and legal and ethical considerations in a democratic society.
2. Differentiate among the theories of communication, propaganda devices and distinguish between advertising and public relations.
3. Evaluate their own media consumption habits and critically ascertain the impact of mass media on their own lives.

PROGRAM LEARNING OUTCOMES

Journalism Program Mission Statement:

The Department of Journalism strives to prepare its students to become well-educated, principled citizens who are capable of initiating careers as skilled journalists, public relations practitioners and other related communication professionals.

1. Students will be able to write for a diverse audience, using proper grammar and punctuation, word usage and spelling, sentence and storytelling structures across multiple journalistic formats.
2. Students will be able to gather and analyze information, including basic numerical concepts, using journalistic storytelling techniques, such as interviewing, observation, and researching primary and secondary sources.
3. Students will be able to think critically, creatively and independently.
4. Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
5. Students will apply tools and technologies appropriate for the news media professions in which they work to communicate for and with diverse publics.
6. Students will be able to understand and apply the historical, theoretical, legal and societal contexts for producing and consuming news media for consumers, for local to global publics.

REQUIREMENTS

- **Taehyun Kim, Dan Erickson & David Demers (2013), "How the Mass Media Reall Work: An Introduction to Their Role as Agents of Control and Change. (Free eBook available free on Moodle)**
- Online edition of *The Los Angeles Daily News* everyday (except Sat and Sun) Available free via Moodle.
- User name and password for your Moodle account
- Email account that you will check at least twice a day

ASSIGNMENTS AND GRADING

Moodle will be used as a primary vehicle to distribute assignments and grades. Therefore, you should visit Moodle at least two times a day. The best way to get a good grade in this course is to invest significant time, effort and care on the assignments. The surest way to get a poor grade is to do the work at the last minute, turn the work in late (or not at all), ignore assignment guidelines, fall behind on reading and/or not be prepared for quizzes and discussion.

Current Event Quizzes (20%)

At least 10 current event news quizzes will be given during the semester. Each will consist of five open-ended, short-definition questions. All quiz questions will come from the front page of *The Los Angeles Daily News*. Current event quizzes CANNOT be made-up (regardless of excused or unexcused absences) and CANNOT be taken outside the classroom. Students arriving to class after the quiz has been handed out will not be permitted to take the quiz.

Analysis Paper and Collaborative Survey Research Project (40%)

You need to write one research paper and conduct one survey project. The paper is to be at least five typed double-spaced pages (approximately 1250 words) and should contain properly formatted footnotes and a bibliography. You will be doing a research on a Media Conglomerate's ownership structure and content of its media product. More detail will be further discussed in class. Survey Research Project requirements also will be discussed in class. Each student will be paired with one or two other students and make a 15-minute multimedia presentation about the topic.

Midterm/Final Exams (30%)

Two multiple-choice exams will be given in class. Each student will need to bring a new Scantron form for the exams.

Participation/Attendance (10%)

Absence, tardiness, and lack of participation will negatively influence not only your participation points but also your overall class performance. A lot of information will be covered and discussed in class. You will not be able to make up for those dynamic learning opportunities if you don't attend and actively participate in class.

Overall Grading Scheme

Current Event Quizzes	20%
Three Critical Analysis Papers	40%
Midterm/Final	30%
Common Reading Report	
Attendance/Participation	10%
	100%

Your final grade for this class will be calculated according to the following grading scale:

Grading Scale:

A	B	C	D	F
100 – 94 = A	89 – 87 = B+	79 – 77 = C+	69 – 67 = D+	59 or < = F
93 – 90 = A-	86 – 83 = B	76 – 73 = C	66 – 63 = D	
	82 – 80 = B-	72 – 70 = C-	62 – 60 = D-	

ACADEMIC HONESTY

IMPORTANT! The Journalism Department is committed to the highest standards of academic excellence and integrity. Plagiarism and other forms of cheating will not be tolerated. Anyone caught cheating will receive a failing grade in the class and will be reported to the University to the Dean of Students for possible further disciplinary action.

The work you turn in must be a result of your own research and writing. Do not “lift” second-hand sources, such as quotes and statements already published in a newspaper, press release, magazine, or web site. You must contact your source by yourself and get your own information. Do not use facts, quotes, or statements if you cannot produce proof of authenticity.

This also means that you must properly attribute any information you acquired from the Internet. Passing this information off as your own is a violation of CSUN's plagiarism policy, and carries the penalties outlined above. For a further explanation of the behavior defined as cheating, and a more detailed discussion of disciplinary procedures, consult the 2012-2014 CSUN Catalog.

CLASSROOM CONDUCT

- You are not allowed to surf the Web when I give PowerPoint lecture.
- Completely turn off your cell phone, iPhone, Blackberry, iPod, etc... and do not send or receive text messages in classroom!
- If you come to class late, **you are responsible** for getting your name checked on the class roll before you leave the classroom; failure to do so will result in an absence.
- A lot of material will be covered in class. You are expected to get any notes or assignments you missed from your classmates. Do not expect me to explain what was missed during a three-hour class.
- Current event quizzes **CANNOT** be made-up (regardless the student has an excused or unexcused absence). Students arriving to class after the quiz has been handed out will not be permitted to take the quiz.

DEADLINES

While I am aware that university life demands that you juggle many competing priorities, I know that deadlines are extremely important in journalism and critical for this class. Publications and editors depend on reporters to complete assignments on time. Your success in this class will depend on timely work.

Make-up assignments and exams (not quizzes) will ONLY be given if the student meets the university's excused absence policy. I will consider other excuses if the student notifies me within 24 hours of the missed class via phone or email. **Again, if a student fails to notify me within 24 hours of missing class, the late assignment will not be considered for acceptance at all.**

EQUITY AND DIVERSITY

Students in this course are strongly encouraged to broaden their journalistic experiences, with the instructor's help, by including in their work people and subjects such as ethnic, racial and religious minorities; the elderly, disabled and poor; gay men and lesbians; and other similar groups. The intent is to ensure that student work reflects the diversity of the community. Also, this is meant to ensure that you understand the social responsibility of journalist in a pluralistic democratic society.

STUDENTS WITH DISABILITIES

"It is the policy of the CSU to make information technology resources and services accessible to all CSU students, faculty, staff and the general public regardless of disability."

The California State University System is undertaking coordinated effort to bring the CSU into compliance with federal and state laws pertaining to the Americans with Disabilities Act. Under Section 508, agencies must give disabled employees and members of the public access to information that is comparable to the access available to others.

This syllabus is available in alternative formats upon request. Please contact me if you have disabilities. Students with disabilities are responsible for making their needs known to the instructor, and seeking available assistance, in a timely manner. Contact Center of Disabilities at (818) 677-2684 (www.csun.edu/cod)

ACKNOWLEDGEMENT

This syllabus outlines the conditions and requirements of the class. Acknowledgement of it implies an agreement to abide by the standards set forth within. It is up to all students to familiarize themselves with the course syllabus and to refer to it regarding class procedures. Course outlines are subject to change. Written assignments and homework will be announced weekly. Assignments will be added, subtracted or altered depending on class progress, video availability, guest speaker's schedules and any unforeseen circumstances.

J100 Spring 2014 Timeline

*Subject to change as real-life journalistic learning opportunities emerge

<i>WEEK</i>	<i>Day</i>	<i>Topic</i>	<i>Due Dates</i>
1	1/21, 23	Introduction	
2	1/28, 30	Media Literacy and Understanding Mass Media's Social Control Function	
3	2/4, 6	What is Communication? Communication Definition	
4	2/11, 13	What is Mass Communication and Mass Media?	
5	2/18, 20	Mass Comm Theories and Effects	
6	2/25, 27	Newspapers	Paper #1 Due
7	3/4, 6	Newspapers (Continued...)	
8	3/11, 13	Books and Magazines	
9	3/18, 20	Radio, Recording and Music	
10	3/25, 27	Midterm Television, Cable and Video	
11	4/1, 3	Television, Cable and Video (Continued...)	
12	4/8, 10	Spring Break	
13	4/15, 17	Global Media	
14	4/22, 24	Internet and Digital Convergence/New Media Survey Project Intro	
15	4/29, 5/1	Internet and Digital Convergence (Continued...)	
16	5/6, 8	Presentation of Project	Project Due
17	5/13	FINAL EXAM 5/13	