

## Term Information

Effective Term Autumn 2017  
[Previous Value](#) Summer 2012

## Course Change Information

### What change is being proposed? (If more than one, what changes are being proposed?)

The change requested is to be able to offer some sections of this course in an online format, 100% at a distance.

### What is the rationale for the proposed change(s)?

We want to offer increased flexibility for students to complete our major in a timely fashion.

### What are the programmatic implications of the proposed change(s)?

(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?

Our programs remain the same; no program requirements are added or deleted. An online option for this course just allows our majors greater flexibility, as well as any OSU student who desires to complete courses at a distance.

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

## General Information

Course Bulletin Listing/Subject Area Communication  
Fiscal Unit/Academic Org School Of Communication - D0744  
College/Academic Group Arts and Sciences  
Level/Career Undergraduate  
Course Number/Catalog 3440  
Course Title Mass Communication and Society  
Transcript Abbreviation Mass Comm & Soc  
Course Description This course is designed to promote an understanding of basic mass communication practice.  
[Previous Value](#) *Analysis of basic issues affecting media performance; especially social and cultural norms, organizational and occupational variables, and the assessment of the effects of the resulting performance.*  
Semester Credit Hours/Units Fixed: 3

## Offering Information

Length Of Course 14 Week, 12 Week, 8 Week, 7 Week, 6 Week  
Flexibly Scheduled Course Never  
Does any section of this course have a distance education component? Yes  
[Previous Value](#) No  
Grading Basis Letter Grade  
Repeatable No  
Course Components Lecture  
Grade Roster Component Lecture  
Credit Available by Exam No  
Admission Condition Course No  
Off Campus Never  
Campus of Offering Columbus

## Prerequisites and Exclusions

### Prerequisites/Corequisites

### Exclusions

Not open to students with credit for 642.

### Electronically Enforced

No

## Cross-Listings

### Cross-Listings

## Subject/CIP Code

### Subject/CIP Code

09.0102

### Subsidy Level

Baccalaureate Course

### Intended Rank

Sophomore, Junior

## Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

The course is an elective (for this or other units) or is a service course for other units

## Course Details

### Course goals or learning objectives/outcomes

- Develop an understanding of basic mass communication theories and research.
- Learn how media affects the individual and society as a whole.
- Learn basic principles of campaign design
- Gain an understanding of the history and current state of mass communication industries.
- Critically apply concepts and theories of mass communication to become a better consumer of mass media.
- *Increase theoretical understanding of media phenomena based on empirical research evidence or self-experience*
- *Think critically about "mass communication" and enhance ability to be a critical consumer of mass media*
- *Promote theoretical and evidence based media applications (e.g., creative media message design, and communication campaign design)*

### *Previous Value*

### Content Topic List

- Media effects research
- Historical perspectives on mass communication research
- Mass communication theory: social cognitive and cultivation theories
- Fright reactions
- News and agenda-setting
- Children and media
- Media and health
- Media, stereotypes and identity

**Previous Value**

- [Overview of Mass Communication Theory](#)
- [Media Content, Exposure, and Effects](#)
- [Media Portrayals of Groups and Stereotypes](#)
- [Evolving Mass Media and Society](#)

**Sought Concurrence**

No

**Attachments**

- Communication Curriculum Map updated Sept 2016.docx: Comm curriculum map  
*(Other Supporting Documentation. Owner: Butte,Kylie M.)*
- Journ\_Curric\_Map updated Oct 2016.pdf: Journ curriculum map  
*(Other Supporting Documentation. Owner: Butte,Kylie M.)*
- Comm 3440 Technical checklist.pdf: Technical checklist from Mike Kaylor  
*(Other Supporting Documentation. Owner: Butte,Kylie M.)*
- ASC-Comm.3440.docx: Cover memo addressing revisions made  
*(Cover Letter. Owner: Butte,Kylie M.)*
- COMM 3440 OL\_4.30.docx: Proposed online course syllabus  
*(Syllabus. Owner: Butte,Kylie M.)*
- COMM3440F2F\_4.30.docx: In-class course syllabus  
*(Syllabus. Owner: Butte,Kylie M.)*

**Comments**

- See 4-7-17 e-mail to S Kline and K Butte. *(by Vankeerbergen,Bernadette Chantal on 04/07/2017 01:09 PM)*

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Butte,Kylie M.	03/01/2017 10:42 AM	Submitted for Approval
Approved	Butte,Kylie M.	03/01/2017 10:43 AM	Unit Approval
Approved	Haddad,Deborah Moore	03/01/2017 10:54 AM	College Approval
Revision Requested	Vankeerbergen,Bernadette Chantal	04/07/2017 01:09 PM	ASCCAO Approval
Submitted	Butte,Kylie M.	05/02/2017 09:52 AM	Submitted for Approval
Approved	McDonald,Daniel Gary	05/02/2017 09:58 AM	Unit Approval
Approved	Haddad,Deborah Moore	05/02/2017 10:35 AM	College Approval
Pending Approval	Nolen,Dawn Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Jenkins,Mary Ellen Bigler	05/02/2017 10:35 AM	ASCCAO Approval



## School of Communication

3016 Derby Hall  
154 North Oval Mall  
Columbus, OH 43210

Phone (614) 292-3400  
Fax (614) 292-2055

May 1, 2017

TO: Professor Pok-Sang Lam

FROM: Susan L Kline

RE: Contingencies and Recommendations, **Communication 3440**

Thank you for approving this course. Below are the panel's comments about the course and our revisions: **Communication 3440**: unanimously approved with four contingencies and three recommendations

### **Contingencies:**

1. The course goals on the in-class syllabus, online syllabus, and the form on curriculum.osu.edu are all different. Provide consistent course goals.

**The course goals are now consistent.**

2. Summer session is 12 weeks in addition to finals week. Schedule only includes 11 weeks and a finals week. Add a 12th week to the course schedule.

**We have added a week to the course schedule.**

3. There are 125 points overall for Discussion Participation and 9 Discussion Posts throughout the semester. Therefore, each Discussion Post is worth 13.89 points. How are these points assigned?

**We have revised assignments a bit to straighten out point distributions. Points for discussions and weekly activities are now specified in greater detail.**

4. Student participation requirements on page 6 may not be completely consistent with discussion requirements on page 4. The language on page 6 seems to be boilerplate language from ODEE that may not be relevant to the course. Clarify how participation in discussion forums is evaluated and whether or not logging in to Carmen is part of the discussion grade.

**We have dropped the term, requirements, and altered the language to show that we are specify guidelines for student success.**

**Recommendations:**

5. A syllabus and Carmen quiz is part of the grade breakdown, but no description for the quiz is provided. The panel suggests including a description of the quiz on the syllabus.

**We've now included a description of the Carmen quiz.**

6. Include the date for when the final essay exam will be assigned in addition to the due date.

**We have specified the week the final exam will be assigned on the course schedule.**

7. Specify if lectures will be posted on Carmen as videos.

**We have done so on p. 3.**

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Thanks so much, Pok-Sang!



THE OHIO STATE UNIVERSITY

# **SYLLABUS: COMM 3440 MASS COMMUNICATION AND SOCIETY SUMMER 2017 ONLINE**

## **Course overview**

This course is designed to promote an understanding of basic mass communication practice. We will examine this from the receiving (how mass communication affects the individual and society as a whole) and production (how to design mass mediated campaigns, theories of persuasion) ends, as well as discuss the state of various mass communication industries and media. This class will be taught from a social scientific perspective, with an emphasis on communication theory. As an advanced level course, it will require a combination of active discussion, well-researched writing, and rigorous examination.

## **Instructor**

Instructor: Dr. Silvia Knobloch-Westerwick

Email address: knobloch-westerwick.1@osu.edu

Phone number: 614-247-7952

Online office hours: MW 10am-12pm

## **Course description**

Analysis of basic issues affecting media performance and the assessment of effects. This course will be delivered entirely online. Prereq: Not open to students with credit for 642.

## **Course learning outcomes**

By the end of this course, students should successfully be able to:

1. Develop an understanding of basic mass communication theories.
2. Learn how media affects the individual and society as a whole.
3. Learn basic principles of campaign design.
4. Gain an understanding of the history and current state of mass communication industries.

5. Critically apply concepts and theories of mass communication to become a better consumer of mass media.

## Course materials

### Required

Bryant, J., Thompson, S., Finklea, B. (2012). *Fundamentals of Media Effects*. Long Grove, IL: Waveland Press, Inc. (print or e-book)

Available: [https://www.amazon.com/Fundamentals-Media-Effects-Jennings-Bryant/dp/1577667859/ref=sr\\_1\\_1?ie=UTF8&qid=1487365037&sr=8-1&keywords=bryant+media+effects+2012](https://www.amazon.com/Fundamentals-Media-Effects-Jennings-Bryant/dp/1577667859/ref=sr_1_1?ie=UTF8&qid=1487365037&sr=8-1&keywords=bryant+media+effects+2012)

## Course technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**
  - Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](https://my.osu.edu).
  - Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
  - **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.**
    - [Carmen accessibility](#)
  
- **Secured Media Library:**
  - Media materials for this course will be made available via the Secured Media Library. [go.osu.edu/SecuredMediaLibrary](https://go.osu.edu/SecuredMediaLibrary)
  - Frequently Asked Questions and support can be found at <https://resourcecenter.odee.osu.edu/secured-media-library>

- To obtain additional help for use of the Secured Media Library, please email [emedial@osu.edu](mailto:emedial@osu.edu)
- **Carmen Connect:**
  - Carmen Connect, Ohio State's webinar tool, will be used to host synchronous class meetings. Log in to Carmen Connect using your name.# and password. If you have not setup a name.# and password, visit [my.osu.edu](http://my.osu.edu).
  - Help guides on the use of Carmen Connect can be found at <https://odee.osu.edu/resourcecenter/carmenconnect>
- **Mediasite:**
  - Mediasite is Ohio State's Lecture Capture System. Lectures will be recorded through Mediasite and posted to the course Carmen page.
  - Help guides on the use of Mediasite can be found at <https://resourcecenter.odee.osu.edu/mediasite>
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** [8help@osu.edu](mailto:8help@osu.edu)
- **TDD:** 614-688-8743

### Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Navigating Carmen

### Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection

### Necessary software

- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit [https://osuitsm.service-now.com/selfservice/kb\\_view.do?sysparm\\_article=kb04733](https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733)



# Grading and faculty response

## Grades

Assignment or category	Points and Percent
Syllabus and Carmen Quiz	25/ 5%
Weekly Activities (10 @ 15 pts each) Each week you will be given an activity to complete that will enhance your understanding of the topic(s) covered that week.	150/ 30%
Discussion Participation	100/ 20%
Discussion Leading	25/5%
Midterm Essay Exam	100/ 20%
Final Essay Exam	100/ 20%
Total	500 Points and 100%

See course schedule, below, for due dates

## Assignment guide

### Syllabus and Carmen Quiz

In the first week you will become acquainted with the syllabus, including our course policies. You will also be provided with a student guide to Carmen. The Syllabus and Carmen Quiz will measure what you have learned and ensure you have gained the necessary knowledge to complete the course.

### Discussions

Each week, students will be asked to respond to a question about either lecture or media assigned. The initial post will be due by 11:59pm on **Wednesday** of each week. A post responding to the initial post of another student will be due by **Friday** of each week. Discussion posts should be a minimum of a paragraph. The post should demonstrate 1. Understanding of the concept(s) in the material provided 2. Independent thought regarding the concepts and material 3. Thoughtful response to the work of at least 1 other student in the class. The first 5 discussion posts are worth 10 points total. The final 4 discussion posts are worth 12.5 points to reflect the increased complexity expected in the response.

## Discussion Leading

Discussion leaders are responsible for guiding their group's discussions for that week. One or two students per group will lead the discussions each week. Everyone will lead discussion two times over the course of the semester. Discussion leaders will also report back to the wider class at the end of the week. Further information on discussion leading can be found on Carmen.

## Weekly Activities

Weekly activities (10 @ 15 pts. each) will encourage students to engage with the weekly topic. Activities will vary from .5-2 pages in length (see the individual assignment guidelines as assigned), double spaced, and in .doc or .pdf format. Activities are due by 11:59pm each **Friday**. Exemplary activities should 1. Demonstrate comprehension of the theories and concepts addressed in lecture and media 2. Provide independent thought regarding the theories, concepts, and materials provided 3. Actively and thoughtfully reflect on the questions and prompts provided 4. Demonstrate an understanding of how the concept or media discussed has influenced society.

## Exams

Exams will be in essay format and will encourage students to deeply consider the effects of mass media concepts on our society. Responses to each question should be .5-1 page, double spaced, and in .doc or .pdf format.

## Late assignments

Late assignments without a valid medical excuse will incur a letter-grade penalty for each day they are late. Assignments 3 or more days late will not be accepted.

## Grading scale

93–100: A  
90–92.9: A-  
87–89.9: B+  
83–86.9: B  
80–82.9: B-  
77–79.9: C+  
73–76.9: C  
70–72.9: C-  
67–69.9: D+  
60–66.9: D  
Below 60: E

## Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

### Grading and feedback

For large weekly assignments, you can generally expect feedback within **7 days**.

### E-mail

I will reply to e-mails within **24 hours on school days**.

### Discussion board

I will check and reply to messages in the discussion boards every **24 hours on school days**.

## Attendance, participation, and discussions

### Student participation

Because this is a distance-education course, there are not set meeting times for our lectures and discussions. To achieve learning success, please follow these guidelines for how often you should plan to log in and engage with the course and materials posted.

- For success, be sure you are logging in to the course in Carmen at least three times each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me *as soon as possible*. Video lectures will be posted 1-2 times per week on Monday and when needed, Wednesday. Media materials may take the place of Wednesday lectures.

### Discussion and communication guidelines

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful.

- **Writing style:** While there is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics.
- **Tone and civility:** Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online.

- **Citing your sources:** When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- **Backing up your work:** Consider composing your academic posts in a word processor, where you can save your work, and then copying into the Carmen discussion.

## Other course policies

### Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

### Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

### Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

### Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you

know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

## Academic integrity policy

### Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.
- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>

## Accessibility accommodations for students with disabilities

### Requesting accommodations

**The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information:**

[slds@osu.edu](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.

## Course schedule (tentative)

Week	Dates	Topics, Readings	Media	Assignments
1	5/10	Syllabus Overview/ Reflection on Own Media Use	None	Due: Syllabus and Carmen Quiz (5/19) Activity 1: Media Use Log (5/21)  Keep track of your thoughts and feelings during an hour of TV viewing and reflect on these responses.
2	5/17	Introduction to Mass Media Effects Research Read: Chapter 1 (pgs. 3-20)	None	Due: Discussion Post 1 and response Activity 2: Americans' Leisure Time and Media Use  Find statistics about Americans' use of leisure time and reflect on the meaning of "mass media"
3	5/24	Historical Perspectives Concerns of Mass Media Read: Chapter 2 (pgs. 21-33)	Listen: <i>War of the Worlds</i> radio broadcast (Link provided on Carmen)	Due: Discussion Post 2 Activity 3: Historical Social Implications  Explore context of the time and provide thoughts on the mass panic following

				the <i>War of the Worlds</i> broadcast.
4	5/31	Social Cognitive Theory Read: Chapter 4 (pgs. 57-73)	Video: <i>Bandura's Social Cognitive Theory: An Introduction</i>	Due: Discussion Post 3 Activity 4: Applying SCT to Everyday Media Use Reflect on how a media message has impacted your behavior or beliefs, find examples of disinhibitory techniques in media
5	6/7	Cultivation, Media Violence Read: Chapters 8, 11 (pgs. 108-121, 155-177)	Video: <i>The Mean World Syndrome, The Killing Screens: Media and the Culture of Violence</i>	Due: Discussion Post 4 Activity 5: Analyzing and Interpreting Violence in the Media Watch a TV program or film and assess what types of violence it contains and what potential reactions it could provoke.
6	6/14	Midterm Essay Exam	None	Midterm Essay Exam Assigned 6/21, Due 6/25
7	6/21	Fright Reactions Read: Chapter 13 (pg. 198-213)	None	Due: Discussion Post 5 Activity 6: Interview about Fright Reactions to Media Design and conduct an interview addressing your interviewee's fright reactions.
8	6/28	Children and Media	Video: <i>Mickey Mouse Monopoly</i>	Due: Discussion Post 6

		Read: Chapter 17 (pgs. 266-279)		Activity 7: Reflecting on Childhood Media Influences  Evaluate popular media of your childhood and how it shaped perceptions and preferences.
9	7/5	News and Agenda Setting/ Political Communication  Read: Chapters 6, 14  (pgs. 87-99,214- 227)	Video: <i>News War (Part 3), Now with Bill Moyers: Kathleen Hall Jamieson on Political Advertising</i>	Due:  Discussion Post 7  Activity 8: Illustrating the Changing News Landscape  Watch a documentary, then create a presentation featuring a current example of one of the issues presented in the documentary
10	7/12	Media and Health  Read: Chapter 15  (pgs. 228-241)	None	Due:  Discussion Post 8  Activity 9: Evaluating Health Information  Read selected research articles and then create a presentation.
11	7/19	Media, Stereotypes, and Identity  Read: Chapter 16  (pgs. 242-265)	Video: <i>The Codes of Gender: Identity and Performance in Popular Culture</i>	Due:  Discussion Post 9  Activity 10: Reflecting on Stereotypes Complete an activity and then write a paper reflecting on your experience.
12	7/26	Video Games  Read: Chapter 18  (pgs.	None	Final Essay Exam Assigned 7/28



Finals		Final Essay Exam		Final Essay Exam Due August 2 11:59pm
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**COMM 3440: Mass Communication & Society  
Spring 2017**

**Instructor:** Stefanie Best

**Office:** Journalism Building 326

**Email:** best.146@osu.edu

**Office Hours:** Mondays & Fridays 9:30 – 11:30 OR by appointment

**Teaching Assistant:** Courtney Anderegg

**Office:** Derby Hall 3055

**Email:** anderegg.4@osu.edu

**Office Hours:** Tuesdays & Thursdays 9:30 – 11:00 OR by appointment

**Prerequisites:** There are no required classes in order to take this class. However, as this is an advanced level course a basic understanding of social scientific research methods is necessary.

**Course Overview:** This course is designed to promote an understanding of basic mass communication practice. We will examine this from the receiving (how mass communication affects the individual and society as a whole) and production (how to design campaigns, theories of persuasion) ends, as well as discuss the state of various mass communication industries and media. This class will be taught from a social scientific perspective, with an emphasis on communication theory. As an advanced level course, it will require a combination of active discussion, well-researched writing, and rigorous examination.

**Course Objectives:**

1. Develop an understanding of basic mass communication theories.
2. Learn how media affects the individual and society as a whole.
3. Learn basic principles of campaign design.
4. Gain an understanding of the history and current state of mass communication industries.
5. Critically apply concepts and theories of mass communication to become a better consumer of mass media.

**Catalog Course Description:** Analysis of basic issues affecting media performance; especially social and cultural norms, organizational and occupational variables, and the assessment of effects. Prereq: Not open to students with credit for 642.

**Required Text:**

Bryant, J., Thompson, S., & Finklea, B. W. (2013). *Fundamentals of Media Effects*. Waveland Press, Inc.: Long Grove, IL.

Additional readings posted on Carmen will supplement the textbook.

**Grading System**

The class consists of 7 formal assignments where you can earn points: 2 exams, class presentation, presentation participation, Carmen discussions, in-class assignments, and attendance. The extra credit points are then attached on to this total at the end of the class.

**\*Additionally, please note that your final grade is final. Do not ask me to reconsider your grade when the semester is over; applying subjective standards after the fact invalidates the standards applied to the class and is unfair to every student. I can only give you the grade you have earned in this course. Even when you are very close to the next higher grade, I cannot round your grade up.**

**Late Assignments:** Assignments must be submitted at the beginning of class on the assigned due date. Late assignments will incur a letter-grade penalty for each day they are late. Assignments 3 or more days late will not be accepted.

**Grading:** Grading will consist of the following:

Exam 1	100 points	25%
Exam 2	100 points	25%
Class Presentation	100 points	25%
Presentation Participation	20 points	5%
Carmen Discussion	40 points	10%
In-class Assignments	20 points	5%
Attendance	20 points	5%
<b>TOTAL</b>	<b>400 points</b>	<b>100%</b>

Currently, I anticipate that grades will be assigned using the following percentage system:

>93% = A	>87% = B+	>77% = C+	>67% = D+	<63% = E
>90% = A-	>83% = B	>73% = C	>63% = D	
	>80% = B-	>70% = C-		

**EXAMS.** There will be 2 exams during the semester. Each exam is worth 25% of your final grade and will consist of multiple-choice and short answer items. Exams are not cumulative. The exams will draw on material discussed in lectures and offered in the assigned readings. Dates are listed in the course calendar (last page of the syllabus). **\* Make a note of the exam dates as they are not flexible (so please plan accordingly).** The exams **MUST** be taken at the scheduled time. The dates are clearly identified on the schedule below; if you foresee a conflict with the exam time, you will need to reschedule your conflict or reconsider your enrollment in this class. Make-up exams will not be given except in cases of extreme, unforeseen, and convincingly documented emergencies (notification within 24 hours of the exam time is required) or official University related absences (instructor must be notified at least two weeks in advance). Your instructor reserves the right to determine what qualifies as extreme and what documentation is required. Unacceptable excuses include, but are not limited to: being out of town, oversleeping, having to work, not being able to find a parking space, car trouble, and flight delays or cancellations. **Additionally, you cannot begin the exam after the first person is finished, so DO NOT SHOW UP LATE.**

**CLASS PRESENTATION.** In groups of 5 to 7, you will be responsible for developing a 20-25 minute presentation for the class on a topic of mass communication research. Your group will need to read a *minimum* of 5 research articles/sources and summarize these for the class. Panel groups will be determined by sign-ups, available on Carmen. A more detailed assignment description is available on Carmen. The presentation is worth 25% of your grade.

**CLASS PRESENTATION PARTICIPATION.** When other groups are presenting, you are expected to attend class, be respectful, pay attention to their presentation, ask questions of the group, and participate in any activities planned by the group. Participation for each presentation is worth 1 point, except for the last one (4/18), which is worth 2 points. Overall, participation is worth a total of 5% of your final grade.

**CARMEN DISCUSSIONS.** Five times throughout the semester, you will be asked to post your reactions to an article or a video to Carmen. Occasionally you will post in response to something we read/view in class, and other times you need to review something outside of class before you post. Overall, participation in Carmen discussions is worth a total of 10% of your final grade. Details about each discussion will be announced in class and/or posted on Carmen in the Announcements section prior to the start of the discussion and due date for posts/comments. Discussion posts should be a minimum of a paragraph. The post should demonstrate 1. Understanding of the concept(s) in the material provided 2. Independent thought regarding the concepts and material 3. Thoughtful response to the work of at least 1 other student in the class.

**IN-CLASS ASSIGNMENTS.** Occasionally we will break into small groups to discuss course content. Your groups will be given small assignments designed to promote discussion of the material, and then as a class we will discuss your ideas. In-class assignments will be worth 5% of your overall grade. Grades will be determined by participation and actual engagement in the group, ability for all group members to articulate ideas, and quality of the group's contribution to the overall class discussion.

**ATTENDANCE:** You are expected to attend lecture everyday as it's really hard to learn if you aren't coming to class. Thus, you will earn 1.25 points for each class you attend (excluding the review sessions and the exams) for a total of 20 points. There are more than 16 class sessions, so you'll have days you can miss for illness, oversleeping, and other engagements. Attendance sheets will be passed around at the beginning of class; it is your responsibility to make sure you sign the sheet. If you are more than 10 minutes late, you will not receive a point for that day. Attendance is worth 5% of your overall grade.

### **Extra Credit**

Extra credit opportunities *might* be offered during the semester, though I am not obligated to make it available. Specific point totals associated with each offering will be detailed to you when the opportunities are announced in class and on CARMEN. All points earned for extra credit will be added to your final grade point totals.

**Academic Integrity:** I take academic dishonesty very seriously. All students are subject to the student code of conduct (see [http://studentaffairs.osu.edu/resource\\_csc.asp](http://studentaffairs.osu.edu/resource_csc.asp)), including the student code of academic integrity. Violations of the code will result in severe penalties in this

course and all violations will be reported to the School of Communication and the Committee on Academic Misconduct. For this course, academic dishonesty includes (but is not limited to):

- Use of someone else's ideas or expression (e.g., writing) without proper acknowledgment of the source. Proper acknowledgment (e.g., citation, quotation, footnote) should make clear both the extent and nature of the use. If you have used someone's exact words, you should use "quotation marks" as well as a (citation). If a large portion of your writing uses another person's ideas, argument structure, or narrative form then you should make clear where the "borrowing" begins and ends. Note that paraphrasing someone, summarizing their arguments, or using their ideas are all plagiarism if the source is not acknowledged. Plagiarism is more than just using someone else's exact words. Also, be aware that "someone else's ideas" here includes text books, articles, web pages, your professor's notes, your roommate's assignment from another class, and anything else other than your own ideas and your own writing. There is no outside source that it is OK to use without citing.
- Collaborating with other students on any assignment, homework, class project, etc., without the clear consent of the instructor is also academic dishonesty. If work is not assigned as a group project, you must do it entirely on your own. Check with your instructor if in doubt.
- In most instances, taking your own work from one course and submitting it in a different course is also considered academic dishonesty. It is simply not appropriate to claim that work was done for one class when in fact it was written for a different class. Check with your instructor if in doubt.
- Exchanging information with another individual during a test, quiz, or examination is clearly academic dishonesty, as is the use of any materials not permitted for the exam.

**It is your responsibility to be aware of the rules of academic dishonesty—ignorance is not a defense. When in doubt, consult your instructor before doing anything about which you are uncertain.**

You should also read through the "Ten Suggestions for Preserving Academic Integrity" available at <http://oaa.osu.edu/coam/ten-suggestions.html>. In this class, the penalty for academic dishonesty consists of a failing grade for the class; a report to the School of Communication and the Committee on Academic Misconduct; and other potential consequences, including expulsion from the University.

**Disruptions:** Disruptions and distractions (including talking during lecture; text messaging or other phone use; nonclass computer activity; or reading nonclass materials), threatening behavior, and negative participation (e.g., use of inappropriate language or derogatory speech) will not be tolerated. Any student who engages in such behavior may be asked to leave class, suffer grade penalties, and be reported to the Department Head, the Dean of Students, and/or University Police. Cell phones are considered a disruption.

**Turn your cell phone off completely before the start of class. Not just the ringer—completely off. Any student who is observed consulting or using their phone or whose cell**

**phone rings, beeps, or audibly vibrates during class will suffer grade penalties (1% of the overall class grade for each offense) and may be asked to leave class.**

### **Student Academic Services**

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is:

<http://advising.osu.edu/welcome.shtml>

### **Student Services**

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### **Accessibility accommodations for students with disabilities**

#### **Requesting accommodations**

**The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu) ; 614-292-3307; [slds.osu.edu](http://slds.osu.edu) ; 098 Baker Hall, 113 W. 12th Avenue.**

### **SPRING 2017 SEMESTER SCHEDULE**

*“BTF” refers to Bryant, Thompson & Finklea (2012) textbook*

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Due</b>
Week 1	1-10	Syllabus overview	
	1-12	Media & “Fake Love”	Klosterman ch. 1 (Carmen) RESPOND to discussion post
Week 2	1-17	Why study media effects?	Harris chapter 1 (Carmen)
	1-19	Why study media effects? continued	LISTEN to Radiolab “War of the Worlds” (link on Carmen)

			RESPOND to discussion post
Week 3	1-24	History of media effects	BTF ch. 2
	1-26	Scientific study of media effects	BTF ch. 3
Week 4	1-31	Social Cognitive Theory	BTF ch. 4
	2-2	Priming	BTF ch. 5
Week 5	2-7	Agenda setting	BTF ch. 6
	2-9	Framing	BTF ch. 7
Week 6	2-14	<i>Mickey Mouse Monopoly</i>	BTF ch 8, Pre-viewing questionnaire
	2-16	Cultivation	Ferris et al 2007 (Carmen) RESPOND to discussion post on <i>MMM</i>
Week 7	2-21	Exam 1 Review	Study guide definition & example
	2-23	<b>Exam 1 during normal class time</b>	
Week 8	2-28	Effects of stereotyping	BTF ch. 16
	3-2	Effects of media violence, third person effects	BTF ch. 11, Hoffner et al 2001 (Carmen)
Week 9	3-7	Effects of sexual content	BTF ch. 12
	3-9	Fright responses	BTF ch. 13
Week 10	3-14	<b>NO CLASSES – SPRING BREAK</b>	
	3-16		
Week 11	3-21	<i>Natural Born Killers</i> screening	
	3-23	<i>Natural Born Killers</i> wrap-up and panel discussion	RESPOND to discussion post on <i>NBK</i>
Week 12	3-28	Uses and gratifications	BTF ch. 9
	3-30	Persuasion	BTF ch. 10
Week 13	4-4	Political communication	BTF ch. 14
	4-6	Health campaigns	BTF ch. 15
Week 14	4-11	Children's programming	BTF ch. 17, Nathanson et al 2002 (Carmen)
	4-13	Computer and video games	BTF ch. 18
Week 15	4-18	Effects of the Internet and mobile communication	BTF ch. 19-20 RESPOND to discussion post
	4-20	Exam 2 Review	Study guide definition & example
<b>FINAL EXAM WEDNESDAY, APRIL 26 8:00 AM – 9:45 AM</b>			

**COMM 3440  
Supplemental Reading List**

Abumrad, J., & Krulwich, R. (2008, March 7). War of the Worlds. *Radiolab*. Podcast retrieved from <http://www.radiolab.org/story/91622-war-of-the-worlds/>

Ferris, A. L., Smith, S. W., Greenberg, B. S., & Smith, S. L. (2007). The content of reality dating shows and viewer perceptions of dating. *Journal of Communication*, 57(3), 490-510.  
DOI: 10.1111/j.1460-2466.2007.00354.x

- Harris, R. J. & Sanborn, F. W. (2009) Mass Communication in Our Wired Society: The Changing Media Landscape (1-22). In *Cognitive Psychology of Mass Communication*. Routledge: Milton, GB.
- Hoffner, C., Plotkin, R. S., Buchanan, M., Anderson, J. D., Kamigaki, S. K., Hubbs, L. A., Kowalczyk, L., Silberg, K., & Pastorek, A. (2001). The third-person effect in perceptions of the influence of television violence. *Journal of Communication*, 51(2), 283-299. DOI: 10.1111/j.1460-2466.2001.tb02881.x
- Klosterman, C. (2003). This is emo 0:01. In *Sex, Drugs, and Cocoa Puffs: A Low Culture Manifesto* (1-10). Scribner: New York, NY.
- Nathanson, A. I., Wilson, B. J., McGee, J., & Minu, S. (2002). Counteracting the effects of female stereotypes on television via active mediation. *Journal of Communication*, 52(4), 922-937. DOI: 10.1111/j.1460-2466.2002.tb02581.x



## Arts and Sciences Distance Learning Course Component Technical Review Checklist

**Course:** Communication 3440

**Instructor:** Dr. Silvia Knobloch-Westerwick

**Summary:** Online course offering

Standard - Course Technology	Yes	Yes with Revisions	No	Feedback/ Recomm.
6.1 The tools used in the course support the learning objectives and competencies.	✓			The learning objectives and competencies are supported by the course tools used in this course in the following ways. <ul style="list-style-type: none"> <li>• Weekly readings</li> <li>• Online quiz</li> <li>• Prompted discussion board posts</li> <li>• Weekly activities focused on weekly topic</li> <li>• Essay exams</li> <li>• Online office hours</li> </ul>
6.2 Course tools promote learner engagement and active learning.	✓			Students will engage with the course materials and instructor on a weekly basis in the following ways to promote active learning. <ul style="list-style-type: none"> <li>• Carmen LMS</li> <li>• Carmen Connect</li> <li>• MS Office 365</li> </ul>
6.3 Technologies required in the course are readily obtainable.	✓			All course technology listed in the syllabus is readily obtainable.
6.4 The course technologies are current.	✓			All course technology listed in the syllabus is current and can easily be accessed or downloaded with an internet connection and web browser.
6.5 Links are provided to privacy policies for all external tools required in the course.	✓			All tools being used for this course are a part of the university suite of tools. No external tools are required.
Standard - Learner Support				
7.1 The course instructions articulate or link to a clear description of the technical support offered and how to access it.	✓			Links have been provided in the "Course Technology" section of the syllabus for the technical support offered for all tools being used in the course.
7.2 Course instructions articulate or link to the institution's accessibility policies and services.	✓			a
7.3 Course instructions articulate or link to an explanation of how the institution's academic support services and resources can help learners succeed in the course and how learners can obtain them.	✓			b
7.4 Course instructions articulate or link to an explanation of how the institution's student services and resources can help learners succeed and how learners can obtain them.	✓			c
Standard – Accessibility and Usability				
8.1 Course navigation facilitates ease of use.	✓			Recommend using the

				Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.2 Information is provided about the accessibility of all technologies required in the course.	✓			A link has been provided in the "Course Technology" section of the syllabus to the accessibility statement for Carmen.
8.3 The course provides alternative means of access to course materials in formats that meet the needs of diverse learners.	✓			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.4 The course design facilitates readability	✓			Recommend using the Carmen Distance Learning "Master Course" template developed by ODEE and available in the Canvas Commons to provide student-users with a consistent user experience in terms of navigation and access to course content.
8.5 Course multimedia facilitate ease of use.	✓			All assignments and activities use the OSU core common tool set with embedded multimedia to facilitate ease of use.

**Reviewer Information**

- Date reviewed: Mike Kaylor
- Reviewed by: 2/21/2017

**Notes:**

- Please be sure to provide a PDF file of the Power Point w/audio presentations. This can serve as a transcription file for the video.
- Recommend that a link to the Carmen Connect room for online office hours be listed in the first page of the syllabus with the office hours days and times.

<sup>a</sup>The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12<sup>th</sup> Avenue. **Consider putting text for the accessibility statement in BOLD 16 pt font.**

<sup>b</sup>Add to the syllabus this link with an overview and contact information for the student academic services offered on the OSU main campus.

<http://advising.osu.edu/welcome.shtml>

<sup>c</sup>Add to the syllabus this link with an overview and contact information for student services offered on the OSU main campus. <http://ssc.osu.edu>. Also, consider including this link in the “Other Course Policies” section of the syllabus.

## Communication

Curriculum map, indicating how program goals are accomplished via specific courses.

### Program learning goals

Goal 1. Students are knowledgeable about the principles of communication within a social science framework and understand the role of communication in society.

Goal 2. Students are competent in practicing communication.

Goal 3. Students are sufficiently trained and prepared to get jobs in the field of communication.

	<b>Goal 1: Comm Principles</b>	<b>Goal 2: Comm Practice</b>	<b>Goal 3: Career Preparation</b>
<b>Premajor</b>			
1100	Basic		
1101	Basic		Basic
<b>Research Methods</b>			
3160(H), 3163, 3165		Intermediate	Advanced
<b>Core Requirements</b>			
<i>Strategic Comm</i>			
2321	Basic		
3325	Intermediate	Intermediate	
2331		Advanced	Intermediate
2367(H)	Basic	Intermediate	
4337			Advanced
<i>New Media &amp; Comm Tech</i>			
2367(H)	Basic	Intermediate	
2540	Basic		
3545	Intermediate	Basic	
3554	Advanced		
<i>Comm Analysis &amp; Practice</i>			
2110	Basic		
2367(H)	Basic	Intermediate	
3620	Basic	Basic	
3440		Intermediate	
<b>Sub-Plan Electives</b>			
<i>Strategic Comm (9 cr. Req.)</i>			
3668			Intermediate
3330(H)		Intermediate	
3331		Advanced	Advanced
3333		Intermediate	
3334		Intermediate	
3345	Advanced		
3444	Advanced		Intermediate
3628	Advanced	Intermediate	
4820(H)	Advanced		Advanced
4558		Advanced	Advanced

**Goal 1: Comm Principles****Goal 2: Comm Practice****Goal 3: Career Preparation****Sub-Plan Electives***New Media & Comm Tech*

2511 (or outside Credit in Visual Design) Other specialization (3 cr. Req.)	Intermediate	Intermediate	Basic
3513	Intermediate		
4554	Intermediate	Intermediate	Intermediate
4557	Intermediate		Intermediate
4738	Intermediate		Intermediate
4853.01	Intermediate	Intermediate	
4853.02	Intermediate	Intermediate	
4558		Advanced	Advanced

*Comm Analysis & Practice*

N/A as CAP has elective clusters (see below)

**Special Topic Electives***Strat Comm (3 cr. req.)*

2131	Intermediate	Advanced	Basic
2511	Intermediate	Intermediate	Basic
3332	Intermediate		Intermediate
4190		Intermed/Advanced	Advanced
4191		Intermed/Advanced	Advanced
4445	Advanced		Intermediate
4556	Advanced		Intermediate
4635	Advanced		Intermediate
4668	Advanced	Advanced	
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

*New Media & Comm Tech*

(9 cr. from one track)

## Track 1:

4191		Intermed/Advanced	Advanced
4511	Advanced	Advanced	Advanced
4555	Advanced	Advanced	
4557	Advanced	Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
Psych 3310	Intermediate		
Psych 3312	Intermediate	Intermediate	
Psych 5620			Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

**Goal 1: Comm Principles****Goal 2: Comm Practice****Goal 3: Career Preparation****Special Topic Electives***New Media & Comm Tech*

(9 cr. from one track)

Track 2:

3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
4191		Intermed/Advanced	Advanced
4556	Advanced	Advanced	Advanced
4557		Advanced	Advanced
BusMHR 3100		Advanced	Intermediate
BusM&L 3150		Advanced	Intermediate
CS&E 2123		Advanced	Intermediate
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

*Comm Analysis & Practice*

(18 cr. req.)

3668	Intermediate		
4240(H)		Basic	
3330(H)	Advanced	Intermediate	
3331	Advanced	Intermediate	
3332	Advanced		Intermediate
3402	Intermediate		
3404(H)	Advanced	Intermediate	Intermediate
3413	Intermediate		
3466	Intermediate		
3624	Intermediate		
3628		Intermediate	Intermediate
3629	Intermediate	Intermediate	
3662		Intermediate	Intermediate
3667	Intermediate	Intermediate	
4401	Intermediate		Basic
4445	Advanced	Intermediate	
4600		Intermediate	Intermediate
4635		Intermediate	Intermediate
4665		Intermediate	Intermediate
4668		Intermediate	Intermediate
4736		Intermediate	Intermediate
4737		Intermediate	Advanced
4738		Intermediate	Advanced
4814		Intermediate	Advanced
4820(H)		Intermediate	Advanced
4853.01		Intermediate	Advanced
4853.02		Intermediate	Advanced
4998(H)		Advanced	Advanced
4999(H)		Advanced	Advanced

School of Communication – Curricular Map - Journalism

**Program learning goals**

Goal 1. Students are knowledgeable about the principles of journalism within a social science framework and understand the role of public affairs journalism in society

Goal 2. Students are competent in the practice of multimedia journalism and adapt to an evolving field

Goal 3. Students are sufficiently trained and prepared for jobs in media and journalism

Curriculum map, indicating how program goals are accomplished via specific courses.

	I. Principles of Journalism	II. Skill Development	III. Professional/Career Preparation
Premajor			
1100	Basic		
1101	Basic		
Research Methods (1)			
3160(H), 3267, 3169, 3149		Intermediate	Advanced
Core Requirements			
2221	Intermediate	Intermediate	
2223		Intermediate	
3226	Intermediate	Intermediate	
3404 (H)			Advanced
4221			Advanced
Internship or Co-Op			
4190		Advanced	Intermediate
4191		Advanced	Intermediate

Critical Thinking (2)			
3224	Advanced		
3402	Intermediate		Intermediate
3440	Intermediate		Intermediate
3597.01/.02	Intermediate		Intermediate
4240	Advanced		Advanced
4814	Advanced		Advanced
4820(H)	Advanced		Advanced