ADGR 774301 Mastering the Media

Fall 2015 Credits 3

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Office Hours: Tues. 5:30 – 6:15
Schedule: Tues. 6:30 – 9:00

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Boston College Mission Statement

Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation’s finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description:

This course is designed to give an in-depth knowledge of how mass media shapes and reshapes thoughts, attitudes and behavior. Brings desired expertise to professional responsibilities and personal opportunities. This course explores the theories and data documenting the impact of mass media and examines the positive and negative effects of different media content on various individuals to help tailor decision making and execute solutions. Discusses the moral, ethical, values and future innovations and the global implications.

Course Objectives:

1. Students will learn to apply course material (to improve thinking, problem solving, and decision making) regarding the effects of both traditional and social media. In their lives as well as there careers.

2. Students will develop specific skills and competencies using well-established guidelines and the use of legitimate criticism to make choices and evaluations of media and the various ways it affects the future of themselves and the people around them.

3. Will acquire knowledge of social media and the way it is affecting the future of mass media and how we can be an influence and not a victim of its effect. Understand the moral, ethical and values that are associated with the decisions we make and how we can shape and influence the future of mass media in a positive way.
Grading:

The following input will be used in assessing each student’s letter grade for the course:

1. Participation in class discussions 30%
2. Media Analysis research paper 40%
3. Group Presentation 30%

**WCAS Grading System**

The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67) and C (2.00), passing but not for degree credit; F (.00), failure.

**Grade Reports:** All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known, the Student Learning and Support Center in the O’Neill Library Computer Center will issue a new one. The SLSC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

1. **Text: Electronic Media Criticism 3rd edition**, by Peter B. Orlik, School of Broadcast & Cinematic Arts at Central Michigan University
2. **Text: Viewer Discretion Advised: Taking Control of Mass Media Influences**, by Jeffrey M. McCall, professor of communication at DePauw University

**Important Policies:** [http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html](http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html)

**Written Work:**

Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html](http://www.bc.edu/libraries/help/tutoring.html).

**Scholarship and Academic Integrity:**

It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.
Request for Accommodations

If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. For further information, you can locate the disability resources on the web at: http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html

Attendance:

Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate's notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

Deadlines:

Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

Course Assignments:

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<tr>
<th>Class Date</th>
<th>Activity/Assignment</th>
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<tbody>
<tr>
<td>9.1 T</td>
<td>Review syllabus/Why Mass Media? MSM: Traditional media forms and sources</td>
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<tr>
<td>9.8 T</td>
<td>Electronic Media/History, types, uses Technology in the 21st Century/Social Media</td>
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Chap. 1-3 Media ownership, the positives and negatives of Conglomerations. What is and why criticism.

Chap. 7, 8 and 9. Business, Audience, Depiction Analysis

Chap. 10-11. Ethics, Values, Morality (review paper)

Effects of Mass Media/Net Neutrality/The good, bad and ugly

No Class

Electronic Media/Social Media “here to stay!”

Who’s looking out for the children? (Review presentations)
Group discussions/insights, observations, thoughts, opinions

Media awareness/1st Amendments/Media Saturation
Paper due

Chap. 14 Reality Programing

Presentations

Presentations

Presentations

What can be done...What can we do? /Final thoughts

Final

Note: This course is tentative and subject to change as the course progresses