

Journalism 1210
Mass Communication and Society
Spring 2010
MWF 9-9:50 a.m.

Instructor: James E. Mueller, Ph.D., associate professor

Office: 116 GAB

Phone: 940-565-2278

E-mail: jmueller@unt.edu (See “Email” under Course Policies section)

Office Hours: 12:30-2 p.m. Monday and Wednesday and by appointment.

Teaching Assistant: Lindsey Coyne

Office: 550I GAB

Phone: 940-369-8886

E-mail: lindsey.coyne@gmail.com

Office Hours: 10 a.m.-noon Monday and 8-10 a.m. Thursday.

Required Text

Biagi, Shirley. *Media Impact* (9th ed.). Belmont, CA: Thompson-Wadsworth, 2009. Note: Students may rent this book from the publisher. Go to www.cengagebrain.com and search this book for title for more information.

Recommended

Turning Point Response Device—commonly referred to as a “clicker.

Textbook policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Course Description and Objectives

This course explores the general principles of mass communication including the historical, economic, social, ethical and legal factors influencing the operation and content of the mass media. It also examines the impact of new technology on media. It examines the main areas of mass communication and the careers available.

After completing the course, you should be able to:

- Understand the history and role of professionals and institutions in shaping communication.
- Understand concepts and apply theories in the use and presentation of images and information.

- Understand the diversity of groups in a global society in relationship to communication.
- Critically evaluate mass media content.
- Understand the functions and operations of the various fields of mass media including print and broadcast journalism, public relations and advertising.
- Understand the legal and ethical issues that impact mass media.

JOURNALISM REQUIREMENTS & GUIDELINES

Information for students who plan to major in journalism:

For journalism majors, not minors: This is a pre-major class. Enrollment in this class means that you are in pre-major status, not major status. (JOUR 2320 is considered a pre-major course for students under any catalog year prior to 2009.) When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, please see an advisor.

Journalism Course Registration

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been in years past.
2. By registering for this course, you are stating that you have taken the required pre-reqs according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your pre-reqs, please see an advisor.
3. For a journalism major to be enrolled in any restricted 3000 and 4000 level classes, you must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major level classes in the following semester.

Re-taking Failed Courses

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course two times, then you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so, and present your written accommodation request to me by the 12th day of class.

SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. You're a critical part of our growth and success. We look forward to your input through SETE.

Academic Honesty

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. You are expected to conform to the university Student Code of Conduct; see www.unt.edu/csrr.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It's a firing offense in the professional world.

In this department, students face a range of penalties for plagiarism (depending on the importance of the assignment): a grade of "F" on a minor assignment; a request that the student drop the class; withdrawal of the student from the class, initiated by the professor; an "F" in the course; a referral to the UNT Center for Student Rights and Responsibilities; a notation on the student's transcript; and suspension or expulsion from the university. A combination of these penalties may also be used.

Grading

Your semester grade will be determined by your score on four exams and class attendance. The exams, including the final, will not be cumulative but instead will cover about one-fourth of the course content. Each exam will have 50 questions worth one point apiece.

Class attendance is worth 25 points, which is about 10 percent of your grade. Attendance will be taken promptly at 9 a.m. by the teaching assistant, who will mark you present if you are in your assigned seat. This process should take about 10 minutes. Students who arrive after the teaching assistant has finished marking the seating chart will be counted absent. (You may choose your seat on first-come, first-served basis. We will assign seats and begin taking attendance, Wednesday, Jan. 27.)

Attendance points will be assigned on the following scale:

No more than two unexcused absences	25 points
No more than three unexcused absences	20 points
No more than four unexcused absences	15 points
No more than five unexcused absences	10 points
More than five unexcused absences	0 points

The total points possible for the semester will be 225, although I reserve the right to change this total by adding quizzes or homework should the need arise.

Semester grades will be assigned based on the following scale:

90-100 percent of total points possible	A
80-89 percent	B
70-79 percent	C
60-69 percent	D
Less than 60 percent	F

If a student demonstrates exceptional improvement in test scores and has exceptional attendance, I will consider raising a borderline grade to the next highest level.

Extra Credit

Students interested in extra credit should buy a clicker. There will be no other major extra credit points available.

Students can earn extra credit worth a maximum of 25 points based on their use of a clicker. The extra credit points will be awarded at the end of the semester based on the percentage of correct answers students give to questions posed throughout each class. We will not post a running tally of points during the semester.

However, students can estimate what their clicker points will be at the end of the semester by using the following scale:

90 percent of clicker questions correct	25 points
80 percent of clicker questions correct	20 points
70 percent of clicker questions correct	17 points
60 percent of clicker questions correct	15 points
Less than 60 percent correct	10 points

The total number of clicker questions has not been determined because it will depend on the progress of class discussion, but there will usually be 3-5 questions for each class. (Some of the questions will be opinion questions for which any answer provided will be counted as correct.) Students who are repeatedly absent will significantly lower their clicker point total.

Students are not required to use the clickers, and it is possible for a student to earn any grade without using the clickers. However, it is strongly recommended that students use them because there will be little or no points possible besides the exam grades. The best way to try to make up for a poor exam performance is with the clicker. **I will not drop your lowest exam score.**

Students are not buying a grade by purchasing the clickers. Any student can earn an A by doing well on the exams. And students who buy the clickers but don't use them regularly will not

earn enough points to significantly affect their grades. The clickers are simply a way to earn extra points and participate more actively in class. Active participation leads to higher exam scores.

We will not use the clickers until the second or third week of the semester. We will make an announcement in class regarding the registration and use of the clickers.

Students who decide to use a clicker are responsible for registering it, maintaining it, bringing it to class and learning how to use it. I will not add points for students who miss clicker questions for any reason other than an excused absence. We will devote part of a class to registering and learning how to operate the clickers. Students who miss this session for other than an excused absence will not receive individual training.

Course policies

You are responsible for reading the textbook before class, attending class and taking notes. There will be material covered in class that is not in the textbook but will be on the exams. In addition, at times I will present some information that is different from the material in the textbook, and I will expect you to know that for the exams.

Power Points will be posted on Blackboard, but they are not a substitute for attending class. The Power Point outlines are just that—an outline of the lecture. You should take notes explaining the bullet points in the outlines. If you do miss class, you should get the notes from a fellow student. Do not email or call me to find out what you missed. There hundreds of students in this class. I cannot go over material individually for students who miss class.

You will lose the points for any exams, clicker questions or other assignments that you miss because of absence or tardiness.

Making up missed work will only be allowed in the case of documented illness, family emergency or official UNT functions. Documentation for an illness is a note from a doctor or nurse that states explicitly that the student was too ill to attend class. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the note. **You are responsible for turning in such documentation during the class period within one week of the absence(s). You will not be allowed to take a makeup if you miss this deadline.**

Cheating, including but not limited to plagiarism, copying from another student's exam or using another student's clicker to enter data for that student, will not be tolerated. See the Journalism School Honor Code for more detail on these standards. The minimum punishment in this class for such cheating will be an F for the assignment in which the offense occurred, but students may fail the course depending upon the nature of the offense. The offense may also be reported to the department administration for possible further disciplinary action.

Students who disrupt the class by talking, entering the classroom late, using cell phones, and/or using laptops for games or surfing may be asked to leave. The instructor may drop students who repeatedly disrupt the class with these types of behaviors.

Email

I will make every effort to respond to student email within 24 hours Monday through Friday, but because of the size of this class and my other duties for the university, that will not always be possible. Do not expect a reply during the weekend or holidays.

Your email subject line should include "1210 class." Your email should address me as Dr. Mueller, and you should include your full name and student number. **Use the email address at the top of the syllabus. Do not email me through Blackboard. I do not check that email regularly.**

Tentative Course Calendar

Every effort will be made to adhere to the following schedule. **However, I reserve the right to change the schedule should the need arise.** Readings should be done at the beginning of the week. Chapters refer to the Biagi text.

Week beginning:

Jan. 18 Monday, no class, Martin Luther King Jr. Day. Mass Media and Everyday Life, Chapter 1.

Jan. 25 Mass Media and Everyday Life, continued. Books, Chapter 2. **Seats assigned, Wed. Jan. 27.**

Feb. 1 Books, continued. Newspapers, Chapter 3.

Feb. 8 Newspapers, continued. **Exam 1, Friday, Feb. 12.**

Feb. 15 Magazines, Chapter 4.

Feb. 22 Radio, Chapter 6.

March 1 Movies, Chapter 7.

March 8 Television, Chapter 8. **Exam 2, Friday, March 12.**

March 15 Spring Break. No class.

March 22 Digital Media, Chapter 9.

March 29 News and Information, Chapter 12.

April 5 Advertising, Chapter 10.

April 12 Public Relations, Chapter 11. **Exam 3, Friday, April 16.**

April 19 Law and Regulation, Chapter 14.

April 26 Ethics, Chapter 15.

May 3 Global Media, Chapter 16. UNT Reading Day on May 7--no class.

The Exam 4, the final exam, will be held 8-10 a.m. Monday, May 10, in this auditorium. It will NOT be comprehensive but will be over the material covered after Exam 3. Note the final exam starts one hour earlier than the regular class time.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate School of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate school adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 1210, will help to meet the student learning outcomes that have been checked by your professor, Dr. James E. Mueller.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

August 23, 2005

Registration Information (JOUR 1210)

1. Name (PRINT) _____
2. Student ID# _____
3. What do you want to do when you graduate from UNT? Circle your choice.
- A. Newspaper
 - B. Magazine
 - C. TV
 - D. Radio
 - E. Film
 - F. Advertising
 - G. Public Relations
 - H. In media, but undecided on a specific field.
 - J. Other (Please Specify) _____

4. Student agreement for JOUR 1210

I have thoroughly read and understood the syllabus for JOUR 1210 (Spring 2010) and will follow class procedures.

_____,
Signature

Date

Please turn in this signed page to me (**not the entire syllabus**) by the end of class on Monday, Jan. 25. Students who do not turn in a signed sheet may be dropped from the class roster.