Course Syllabus
COM 224-KM – Mass Media & Society – Spring 2020
University of Tampa – College of Arts & Sciences
Dr. Robert Winsler
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Course Day/Time/Location
Meeting time: Monday & Wednesday 6:00 – 7:50 p.m.
Meeting place: Cass Communication Building (CCB) #225

Contacting Me
Please email me and follow up via Blackboard. You may also schedule an appointment anytime for a digital office hours meeting or schedule in-person a week in advance.

Course Description
This course is to discuss the ever-changing field of mass media within the world relevant to us now and the work world you will soon enter. As the generational gap widens, technology's pace quickens. This course will consider some of the consequences, intended and unintended, of our brave new world.

Statement of Purpose
This course is designed to be a discussion-based class. There will be required readings both from a digital text and from additional materials I will put on Blackboard. Students will be expected to synthesize the thematic elements of these readings to then complete a written argument paper at the end of our time together.

Reading Materials
Understanding Media and Culture: An Introduction to Mass Communication by University of Minnesota
The full text can be found here:
https://open.umn.edu/opentextbooks/textbooks/understanding-media-and-culture-an-introduction-to-mass-communication

Other readings and videos will be put on Blackboard.

Group Work
If we do group work, groups will be on Blackboard to allow members to more easily communicate. Please get familiar with the groups tool if you are not already.

Grading
Letter grades will be awarded on a point "range" as follows:

Class Participation	40 points
Quizzes	60 points
Written Topic Proposal	60 points
Midterm	100 points
Pecha Kucha	120 points
Final Presentation	120 points
Final Project	200 points
Total	700 points

Final Grade Formula: Your grade % = (all the points you have earned) / (maximum points possible)

A	95-100%	Outstanding
A/B	90-94%	Excellent
B	85-89%	Very Good
B/C	80-84%	Good
C	75-79%	Average
C/D	70-74%	Below Average
D	60-69%	Passing
F	0-59%	Failing

Class Participation (40 points)
You are an integral part of this class. Therefore, it is expected that you complete all reading and written assignments prior to class. In this way, you enable yourself to contribute to lively, informed class discussions during each class period. As your absence prevents you from contributing to class discussions, your participation grade will be based on BOTH regular attendance and participation in every class. (I will be taking attendance and keeping notes on participation for every class)
Your participation score will also be affected if you use your laptop or cellphone in class

- If you use your laptop or cellphone in class you're participation score will be lowered 2 letter grades from whatever it otherwise would be
- If you use them when someone else is presenting, I will lower the score for *your* presentation
- If you miss class the day someone else is presenting, the score for *your* presentation will be lowered

Quizzes (60 points)
There will be 4 quizzes during the first half of the semester based on the reading assignment for that week. Each quiz will be worth 20 points and the lowest quiz score will be dropped.

Paper Proposal (60 points)
This will be the first three sections of your paper: the introduction, literature review, and method. These will be discussed more in-depth in class.

Midterm (100 points)
The midterm exam is cumulative, covering all course information up to the time of the test. There will be no final exam.

Pecha Kucha (120 points)
Students will make brief presentations on topics related to the course. The presentations will follow the PechaKucha format of 20 images x 20 seconds. You can learn more about PechaKucha at http://www.pechakucha.org/faq.

Final Presentation (120 points)
This will be an overview of your topic and discovery from your research presented to the class through handouts.

Final Paper (200 points)
This is a five-page paper with at least five sources. The topic is of your choosing but should be relevant to themes we discussed in class.

My Commitment to You
1. Class will start on time every time.
2. Any changes to the course schedule (including class cancellations) will be communicated to you via e-mail in a timely manner. In the event that I am sick or otherwise unable to attend class, I will strive to let you know as soon as possible to limit your inconvenience.
3. I will respond to all emails within a 2-day time period.
In terms of fast-approaching assignments, questions should be addressed far in advance. Failure to address these questions in a timely manner does not equal assignment due date extensions. My failure to return emails within the 24 hours leading up to an assignment due date does not equate to extensions. In addition, if you send an email after 4pm on Friday, you may not receive a response until afternoon on Monday.
4. I will be available to you with office hours by appointment

My Expectations from You
1. You will arrive to class on time. At the start of each class session, I will take attendance. Anyone arriving 15 minutes past the start time or later will be marked absent for the day.
2. If you know in advance that you will be absent from class on the day an assignment is due, it is your responsibility to coordinate a time (ahead of the due date) to turn in that assignment. Otherwise, it is considered a late assignment and will not be not accepted.
4. You will adhere to the classroom policies for this course. (See below.)
5. You will adhere to the University of Tampa policies during your time in this course. (See below.)

Classroom Policies:

Attendance
Your attendance is expected every class period and is key to your successful completion of this course. In every class, you will have a writing assignment, exercise, and/or discussion that will impact your grade. Your failure to attend class does not excuse you from assignments in class. You may miss up to three classes that will be marked excused, as long as there is a proactive email asking for it to be excused, but all others will be marked unexcused regardless of reason.

However, as active students and/or professionals, it is understandable that you may have obligations that require you to miss a class. You will be expected to manage such absences as you would in a work environment:
• by providing as much advance notice as possible;
• by making arrangements to complete the work or quiz ahead of time, before your absence; or
• by accepting the consequences that may result from such an absence, when advance planning is not possible.

If you miss class or come in late, please make arrangements to obtain notes or handouts from a classmate. If you are more than 15 minutes late to class, you are considered absent that day. This syllabus serves as a valuable guide as to the topics covered each class period. Policies of making up work missed as a result of absence are at the discretion of the instructor and students should inform themselves at the beginning of each semester concerning the policies of their instructors. Your failure to attend class does not excuse you from assignments or work completed in class.

Late assignments and make-up work
There are no routine make-ups for work missed for the course. You may earn full credit for a late assignment or take a makeup exam only if you meet all of these conditions:
1. You contact me prior to the absence, whether by phone or e-mail;
2. You bring documentation on your first day back to class to verify the absence; and
3. Your documentation is official, written on official stationery or letterhead, and signed by the appropriate authority (e.g., a physician) for the date missed.
If you visit the Health Center, your documentation must indicate that you saw a physician.

If you do not have appropriate documentation and if you do not meet the above conditions, you will not be allowed to make up assignments or exams, and you will earn a zero. The lowest score on some assignments is dropped.
In the case of an excused absence, make-up examinations will be given at my discretion and convenience, and with rare exceptions, must be taken no later than the next class meeting.

Mutual respect and support
Success in your future careers depends on how well you are able to succeed in diverse group environments. To that end, a portion of the grading in this class will be based on group projects. We all bring different strengths and weaknesses to the table and one of the ways we succeed on teams is by allowing each individual's strengths to shine. Keep in mind that being in a group does not mean some individuals can "coast" while a few people do all the work. I will be speaking with each group as the term progresses to gauge participation. I expect everyone to contribute fully to the project and share an equal role in both the groundwork required for each assignment as well as the presentation itself. Individuals who are not pulling their weight on group projects will have points subtracted from their individual score at the discretion of the instructor.

Laptop/Phone/Electronic Media Use
While the ability to multitask is a great asset in the workplace, it can cause distractions in the classroom. For that reason, computers, laptops and cell phones may not be used in the classroom for any reason. The only exception will be laptops used as part of group presentations and the final project.

If you use your cell phone during class (including texting, e-mails, etc.), you will initially be asked to put it away. If you continue using your cell phone, you will be asked to leave class and marked absent for the day. In addition,

- If you use your laptop or cellphone in class you're participation score will be lowered 2 letter grades from what it would otherwise be
- If you use them when someone else is presenting, I will lower the score for *your* presentation one letter grade
- If you miss class the day someone else is presenting, the score for *your* presentation will be lowered one letter grade

Email Etiquette

Email etiquette is essential when you are initiating or responding to communication with the course instructor; thus, I advise that you treat all of your emails as the professional communication that they are. *All emails sent will be subject to be read to me in person*. As previously mentioned, during the week, there is usually a 48-hour turnaround time for emails. Emails received after 4pm on Fridays may not get a response until after noon the following Monday.

Grade Grievance Policy

If you wish to appeal a grade that you have earned, please follow this procedure:
1. Wait 24 hours before speaking with me about a grade unless there was an error in calculation of the grade. I ask that you wait so that you can look back over the assignment or exam, look back at your notes and the textbook, and think about the reasons why you earned the grade. I want you to act rather than react to the grade.
2. Speak with me within one week of your receipt of the grade. Do not wait until the end of the semester to discuss a grade.
3. Submit the grade appeal in writing. Submit a typed argument indicating what your specific appeal is and what grade you believe you deserve.

Learning Outcomes for Advertising Principles and Practices

Students who successfully complete COMM 283 will be able to:
1. Define advertising and identify key elements utilized in advertising planning
2. Appreciate the role of advertising as a key element of the marketing mix
and comprehend its relationship to other forms of marketing communications such as sales promotions and public relations
3. Understand the role of the advertising agency in developing creative solutions to the promotional challenges faced by today's brands
4. Learn the techniques involved in creating effective, compelling advertising
5. Work effectively in teams on projects that will mirror real-world situations faced by advertising professionals

Tasks and Expectations

Since a course of this kind relies heavily on group participation, you are expected to attend each group meeting. Be aware that many of your meetings will be held outside of class. You will be expected to attend all meetings as if they were regularly scheduled classes.

Understanding that we all have differing schedules, teams should make an effort to set meeting times outside of class that everyone can attend. Short of that, meeting times may have to be changed around so everyone has the opportunity to participate.

Class Policies - This is our contract, please read carefully.

• In order to receive credit for the class, you must attend every class meeting - and every one of your Group Meetings - on time and ready to begin work at the designated time.
• If you find yourself unable to attend a Group Meeting or if you feel you may be late for a session inform your team in advance of your situation.
• If you feel you may not be able to attend (or be late for) a class session- inform your Instructor ahead of time.
• You must have an e-mail account and access to the world wide web in order to participate. Please supply the address of the account you use most as your contact.

Reporting Sexual Violence/ Title IX Matters

Sexual violence includes nonconsensual sexual contact and nonconsensual sexual intercourse (which is any type of sexual contact without your explicit consent, including rape), dating violence, sexual harassment, sexual exploitation, domestic violence, and stalking. You may reach out for confidential help (see contact info below) or report an incident for investigation.

If you choose to write or speak about an incident of sexual violence and disclose that this violence occurred while you were a UT student, the instructor is obligated to report the incident to the Title IX Deputy Coordinator for Students. The purpose of this report is to provide a safe and nondiscriminatory environment for all students. The Deputy Coordinator or his or her designee will contact you to let you know about the resources, accommodations, and support services at UT and possibilities for holding the perpetrator accountable. If you do not want the Title IX Coordinator notified, instead of disclosing this information to your instructor, you can speak confidentially with the individuals listed below. They can connect you with support services and discuss options for holding the perpetrator accountable.

There is an exception to this required reporting for preventative education programs and public awareness events or forums. While the instructor is not required to report disclosures during these instances, unless you make or initiate a complaint, during these programs or events, the instructor or another University official will ensure that the students are aware of the available resources at UT, such as counseling, health, and mental health services, and it will provide information about Title IX, how to file a Title IX complaint, how to make a confidential report, and the procedure for reporting sexual violence.

For more information, see The University of Tampa's Title IX resources at http://www.ut.edu/uploadedFiles/Academics/Provost/Title%20IX.pdf and https://www.ut.edu/studentconduct/titleix/.

To make a confidential report of sexual violence, please contact:
- The Victim's Advocacy Hotline: **(813) 257-3900**
- Dickey Health & Wellness Center (wellness@ut.edu) 813.257.1877
- Health and Counseling Center (healthcenter@ut.edu) 813.253.6250

ADA Statement

STUDENTS WITH DISABILITIES: If there is a student who requires accommodations because of any disability, please go to the Academic Success Center in North Walker Hall for information regarding registering as a student with a disability. You may also call (813) 257-5757 or email disability.services@ut.edu. Please feel free to discuss this issue with me, in private, if you need more information.

Academic Integrity Statement

ACADEMIC INTEGRITY: Cheating, plagiarism, copying and any other behavior that is contrary to University standards of behavior will not be tolerated.
Students caught violating any aspect of the University of Tampa's Academic Integrity Policy will be penalized in all cases. Penalty ranges from "0" on an assignment to "F" for the course without regard to a student's accumulated points. Students may also face expulsion. It is the student's responsibility to become familiar with the policies of the university regarding academic integrity and to avoid violating such policies. Policy information is found at:
http://ut.smartcatalogiq.com/en/current/catalog/Academic-Policies-and-Procedures/Academic-Integrity-Policy

Class Disruption Statement

DISRUPTION POLICY:
Every student has the right to a comfortable learning environment where the open and honest exchange of ideas may freely occur. Each student is expected to do his or her part to ensure that the classroom (and anywhere else the class may meet) remains conducive to learning. This includes respectful and courteous treatment of all in the classroom. According to the terms of the University of Tampa Disruption Policy, the professor will take immediate action when inappropriate behavior occurs.

Campus Closure Statement

COURSE INTERRUPTION DUE TO ADVERSE CONDITIONS:
In case of any adverse condition or situation which could interrupt the schedule of classes, each student is asked to access www.ut.edu for information about the status of the campus and class meetings. In addition, please refer to ut.blackboard.edu for announcements and other important information. You are responsible for accessing this information.

Schedule

Date	Topic/Reading	Assignment Due
Wk1		
22-Jan	Introductions/ Syllabus	
Wk2		
27-Jan	What is Mass Media? Four Eras	
29-Jan	Media and Culture & Media Effects	Have Chapters 1-2 Read

Wk3		
3-Feb	Books, Newspapers & Magazines	
5-Feb	**Quiz 1** Music & Radio	Have Chapters 3-5 Read
Wk4		
10-Feb	Movies & TV	Have Chapters 6-7 Read
12-Feb	**Quiz 2** Games & Entertainment	Have Chapters 8-9 Read
Wk5		
17-Feb	The Internet and Social Media	Have Chapter 10 Read
19-Feb	**Quiz 3** Advertising & PR	Have Chapter 11 Read
Wk6		
24-Feb	The Internet and Social Media	Have Chapter 12 Read
26-Feb	**Quiz 4** Understanding Academia	
Wk7		
2-Mar	Midterm Review	
4-Mar	**Midterm**	
Wk8		
SPRING BREAK		
Wk9		
16-Mar	Economics of Mass Media	
18-Mar	PechaKucha	
Wk10		
23-Mar	Ethics of Mass Media	**Topic Proposal Due**
25-Mar	PechaKucha	
Wk11		
30-Mar	Mass Media & Government	
1-Apr	PechaKucha	
Wk12		
6-Apr	The Future of Mass Media	
8-Apr	PechaKucha	
Wk13		
13-Apr	PechaKucha	
15-Apr	PechaKucha	
Wk14		
20-Apr	Individual Meetings	
22-Apr	Individual Meetings	
Wk15		
27-Apr	Presentations	
29-Apr	Presentations	
Wk16		
4-May	**No Class**	**All Final Papers Due**
6-May	Presentations	

General Disclaimer

Note: The professor reserves the right to make changes to this syllabus as necessary