



INTRODUCTION TO MEDIA & SOCIETY

Fall 2023 | Advertising 1101 | Section 012 | Tuesday/Thursday
3:30pm-4:50pm | Gladfelter OL013



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COURSE DESCRIPTION

Introduction to Media & Society is designed to provide a comprehensive overview of mass communication in the United States, including the history, organization, creation, economics and control of specific forms of media. The course will also touch on the relationships of media to one another and to the community at large, with special emphasis on the roles and responsibilities of advertising, advertisers and agencies.

This course has been developed and designed to integrate discussion based learning, lectures, readings, videos, independent assignments, and research to teach students about the importance of media and the role it plays in our society today.

Throughout this course, students will:

- Demonstrate knowledge of the role that media play in the development of differing world views;
- Formulate an understanding of different perspectives on culture and gender and of why and how these differences can be influenced by mass media;
- Analyze media's role as an effective force in changing patterns of economics, governments, and societal habits and attitudes;
- Examine the relationships and effects of mass media on the student as an individual, as part of a group, and as a member of society;
- Demonstrate an awareness, appreciation, and understanding of the functions, objectives, and responsibilities of the media;
- Demonstrate the ability to think independently by reading or viewing media critically, thinking analytically, and communicating effectively in oral, visual, and written formats;
- Examine the media historically as both a cultural and industrial phenomenon.

REQUIRED TEXTBOOK

There is one required textbook for this course: *Media Today: Mass Communication in a Converging World, 7th Edition* by Dr. Joseph Turow.

In addition to the bookstore, you can purchase the textbook (new or used) through Amazon, ABE Books or several other websites. You can also purchase it new, in paperback, from the publisher directly. Please make sure you order the 7th edition, as the other editions are outdated at this point. You will also be given supplementary readings and hand-outs as the semester progresses. Please also stay aware of current events and the role media is playing in the news.

HOW THIS COURSE WILL BE TAUGHT

This course meets in-person every Tuesday and Thursday from 11:00am-12:20pm. Attendance is required and you will earn credit for attending. I will take attendance using Canvas, so please be on time to sign in.

TEMPLE'S POLICY ON STUDENT AND FACULTY RIGHTS AND RESPONSIBILITIES

The University requires that the following information be included in all syllabi. "Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy 3.70.02) which can be accessed through the following link: <http://policies.temple.edu/PDF/99.pdf>

THE USE OF AI TOOLS

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on course topics;
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you.
- Completing group work that your group has assigned to you.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways is subject to failure. When in doubt about permitted usage, please ask for clarification.

PLAGIARISM AND CHEATING

Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought

and a respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect.

Plagiarism includes:

- 1) Copying others' work as your own
- 2) Copying others' work without proper author recognition (citations, sources)
- 3) Fabricated or made-up quotes and sources

The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the university. The penalty varies with the nature of the offense, the individual instructor, the department, and the school or college.

STUDENTS WITH DISABILITIES

This course is open to all students who meet the academic requirements for participation. Any student who has a need for accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible.

Contact Disability Resources and Services at 215-204-1280 in 100 Ritter Annex to coordinate reasonable accommodations for students with documented disabilities. For more information, go to www.temple.edu/disability or email drs@temple.edu.

Please inform me for any additional assistance you will need. I will be happy to meet outside of class to further discuss any issues.

TEMPLE CARE TEAM

Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live and believes this may affect their performance in the course, is urged to contact the CARE Team in the Dean of Students Office for support. The CARE Team web address is careteam.temple.edu. Furthermore, please notify me if you are comfortable in doing so. This will enable me to provide any other resources that I may possess.

STUDENT SUPPORT SERVICES

The following academic support services are available to students:

- [Student Success Center](#)
- [University Libraries](#)
- [Undergraduate Research Support](#)
- [Career Center](#)
- [Tuttleman Counseling Services](#)
- [Disability Resources and Services](#)

If you are experiencing food insecurity or financial struggles, Temple provides resources and support. Notably, the Temple University [Cherry Pantry](#) and the Temple University [Emergency Student Aid Program](#) are in operation as well as a variety of resources from the [Division of Student Affairs](#).

TECHNOLOGY SPECIFICATIONS FOR THIS COURSE:

Students will need to use a laptop or desktop computer to successfully complete this course. Quizzes, discussion board posts and other assignments are all due online via Canvas. The Canvas app on a smartphone will not suffice for these assignments. Students will also need to use Microsoft Office applications (or similar) to complete some assignments. Additionally:

- Limited resources are available for students who do not have the technology they need for class. Students with educational technology needs, including no computer camera or insufficient Wifi-access, should submit a Student Technology Assistance Application located in TUPortal and linked from the [Dean of Students Support and Resources webpage](#).
- The university will endeavor to meet needs, such as with a long-term loan of a laptop or Mifi device, a refurbished computer, or subsidized internet access.
- [Internet Essentials from Comcast](#) provides the option to purchase a computer for \$150 and high-speed Internet service for \$9.95 a month, plus tax. The [Emergency Broadband Benefit \(EBB\)](#) is available to purchase Xfinity, Verizon, T-Mobile, and other internet services. Qualified households can receive a temporary monthly credit of up to \$50/month toward their Internet service and leased Internet equipment until the program's funding runs out.
- On-campus computer labs have resumed normal operations and are available for student use.
- Note that some software is available for free download on the [ITS Academic Support page](#). Other specialty software may be available for remote access through ITS.

GRADING & ASSIGNMENTS

GRADE BREAKDOWN (POINTS)

- Attendance (50)
- Weekly Reading Checks/Quizzes (280)
- Discussion Board Postings (140)
- Additional Assignments/Tasks (50)
- In-Class Activities (140)
- Midterm Exam (100)
- Final Exam (100)
- TOTAL POINTS (860)

GRADING SCALE

A = 93-100%	A- = 90-92%	B+ = 87-89%	B = 83-86%	B- = 80-82%	C+ = 77-79%
C = 73-76%	C- = 70-72%	D+ = 67-69%	D = 63-66%	D- = 60-62%	F = 59% or less

ATTENDANCE (50 POINTS)

Attendance will be graded on a percentage basis over the full semester. Therefore, if you attend all classes, you will earn a 100% (50 points). For each class you miss you will see your attendance grade decrease on a sliding scale. Please make sure you are in class and ready to start on time. A late arrival, which means coming into the classroom after the attendance sheet has made its way through room, will count as an absence and will negatively impact your final attendance grade. In addition, if you leave early without a valid excuse, you will not receive credit for that day.

Excused absences (sickness, family emergency, etc.) will not be subject to this policy as long as they are accompanied by written proof. Please do not email me on the day of class if you are having a medical issue car trouble, interview, etc. — you should either come to me in class before your excused absence or email/visit me after the class you missed with proof of your absence.

If you will be observing any religious holidays this semester which will prevent you from attending a regularly scheduled class or interfere with fulfilling any course requirement, I will offer you an opportunity to make up the class or course requirement if you make arrangements by informing me of the dates of your religious holidays within two weeks of the beginning of the semester.

READING CHECKS/QUIZZES (280 POINTS)

Each chapter of Media Today will have a corresponding reading check (quiz) assigned to complete. Each reading check will include 20 questions (roughly 10 True/False and 10 Multiple Choice) for a total of 20 points. There are 14 chapters, which translates to 14 reading checks and 280 total points. You will have 30 minutes to complete each reading check.

DISCUSSION BOARD POSTS (140 POINTS)

Throughout the semester you will be assigned readings in the textbook, additional readings from secondary sources, PowerPoint presentations to review, Ted Talks and Documentaries to watch, and other material to review. Please see the Course Schedule for these items and due dates.

The Discussion Board is a place for you to answer questions on these materials and interact with your fellow students. Each week I will ask you two (2) questions and you will be responsible for answering these questions. Some questions will be based on the reading, some on the video lecture, some on the documentaries, and other will challenge you to do a little research.

Each response will vary in length, and I will make it clear what the requirements are. In addition, each question is worth 5 points, and over the next 14 weeks you will answer 28 questions for a total of 140 points. This is a major part of your grade so please take this seriously! Here is how I grade discussion board answers:

- **5 Points:** Goes above and beyond, exceeds the length requirement, and is a thoughtful and fully developed response.
- **4 Points:** Satisfactorily answers the question and meets the length requirement.
- **3 Points:** Answers the question but lacks development (or) does not meet the length requirement.
- **2 Points:** Barely answers the question and does not meet the length requirement. Lacks development, clarity and focus.
- **0 Points:** Questions is unanswered or blank

In addition to posting in the Discussion Board, you are expected to read your other classmates' comments and posts and chime in with thoughtful responses and questions. It is okay to challenge their thoughts and ideas, but please be respectful. By actively responding to people and making comments on the Discussion Board you will contribute to your Participation & Preparation Grade.

OVERVIEW OF INDIVIDUAL ASSIGNMENTS (50 POINTS)

Individual assignments will consist of 2-3 page reflection papers and small research assignments based on the weekly readings. Each assignment will be worth a varying number of points. More information will be posted in each weekly module.

IN-CLASS ASSIGNMENTS (140 POINTS)

These assignments will be administered during class. They vary in length and complexity and address material related to the course. Some assignments will be individual, and some will be group assignments, but all of them will be worth 10 points over the course of 14 weeks.

MIDTERM EXAM (100 POINTS)

The Midterm Exam will cover Chapters 1-9. It will be administered online and include several types of questions. The format of the exam will be determined later in the semester.

FINAL EXAM (100 POINTS)

The Final Exam will be comprehensive and cover Chapters 1-14. It will include multiple choice, true/false and word bank/definition questions. More information about the final exam will be shared closer to the end of the semester.

READINGS

You will be expected to read all assigned readings each week. This includes the textbook, weekly readings and handouts posted on Canvas. Remember, nearly all of the questions on the Discussion Board will come from the readings with a few lengthier questions pertaining to Documentaries, Ted Talks and other items.

LATE ASSIGNMENTS

The vast majority of your assignments are due via Canvas. You are expected to complete your Discussion Board postings and weekly quizzes/readings checks no later than 11:59pm each Sunday. You will not receive credit for work posted past the due date and time. Your other assignments are due at various times and please refer to your class schedule for details and delivery instructions. Assignments and exams cannot be made up except due to extenuating circumstances as determined by the instructor.

CLASS ETIQUETTE

Academic etiquette should be observed including:

- Class participation is encouraged though disruptive behavior is not. Additionally, vulgarity or insulting comments about ideas or opinions will not be tolerated. Either type of behavior will result in a reduction of your participation grade.
- As young professionals, you will be held to the highest standard in both class and correspondence. Groups are expected to work through any difficulties they may encounter. Additionally, emails should always be formal and formatted.

CLASSROOM CULTURE

All students should approach this class ready to learn and with an open mind. In this course, as with all courses, you may have assigned reading or turn in the class conversation will push you outside your comfort zone. Discomfort is an instructive emotion. Humanistic education is about encountering minds other than your own and having the boundaries of your subjectivity enlarged thereby. This doesn't happen if there isn't a bit of friction between subjectivities.

In the classroom, you don't have a right to comfortable, but you do have a right to be safe. Don't get comfort and safety confused, though. Being safe, in a classroom, means being able to encounter and think about challenging material in such a way that your voice will be respected and heard. In my class, any point of view, respectfully offered, will be treated with respect.

I believe that it is every student's right to enjoy the free expression and vigorous discussion of contrary viewpoints while respecting each other and those in the classroom. I also believe it is every student's obligation to uphold and protect that right for others.

E-MAIL PROTOCOL

To ensure efficient responses and clear communication, I have two requests:

- Please provide me at least 24 hours to reply to your email in order to gather any additional information as necessary.
- Please compose your emails in clear, concise sentences.

It should go without saying that you should use proper grammar and form in composing your email when addressing a professor. Emails should be written as a brief letter, not a text message. Short, clear emails make for clear communication and help everything to run more smoothly.

WITHDRAWING/INCOMPLETES

If a student wishes to withdraw from a course, it is the student's responsibility to meet the deadline for the last day to withdraw from the current semester See Temple University's Academic Calendar (Links to an external site.) for withdrawing deadlines and consult the University policy on withdrawals (Links to an external site.) (Policy # 02.10.14).

COURSE SCHEDULE

Please find a tentative schedule of the semester below.

NOTE: This is SUBJECT TO CHANGE, and if there are substantial revisions to the timeline, I will post a revised copy of the syllabus to Canvas.

Week 1: Introduction & Chapter 1 – Understanding Mass Media, Convergence and the Importance of Media Literacy

READ: Chapter 1 – Understanding Mass Media, Convergence and Media Literacy
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 1 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 2: Chapter 2 – Making Sense of Research on Media Effects and Media Culture

READ: Chapter 2 – Making Sense of Research on Media Effects and Media Culture
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 2 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 3: Chapter 3 – The Business of Media

READ: Chapter 3 – The Business of Media
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 3 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Media Log #1 (By 11:59pm)
Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 4: Chapter 4 – Financing and Shaping the Media

READ: Chapter 3 – Financing and Shaping the Media
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 4 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 5: Chapter 5 – Controls on Media Content

READ: Chapter 5 – Controls on Media Content
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 5 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 6: Chapter 7 – The Book Industry

READ: Chapter 7 – The Book Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 7 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 7: Chapter 8 – The News Industry

READ: Chapter 8 – The News Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 8 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 8: Chapter 9 – The Magazine Industry

READ: Chapter 8 – The Magazine Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 9 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 9: Chapter 10 – The Recording Industry

READ: Chapter 10 – The Recording Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 10 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 10: Chapter 11 – The Radio Industry

READ: Chapter 11 – The Radio Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 11 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 11: Chapter 12 – The Motion Picture Industry

READ: Chapter 12 – The Motion Picture Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 12 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 12: Chapter 13 – The Television Industry

READ: Chapter 13 – The Television Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 13 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday – Respond to Discussion Board Questions (By 11:59pm)
Sunday – Complete Weekly Reading Check (By 11:59pm)

Week 13: FALL BREAK – NO CLASSES HELD**Week 14: Chapter 14 & 6 – The Video Game & Internet Industries**

READ: Chapter 14 – The Video Game Industry
Chapter 6 – The Internet Industry
Any Additional Articles/Handouts on Canvas

VIEW: Chapter 14 PowerPoint Presentation (in class)
Any Additional Videos on Canvas

DUE: Sunday: Respond to Discussion Board Questions (By 11:59pm)
Sunday: Complete Weekly Reading Check (By 11:59pm)

Week 15: FINAL EXAM