

**MASS MEDIA AND SOCIETY MC 3355.001 COURSE SYLLABUS
FALL 2006**

CLASS HOURS: T-TH 12:30 PM – 1:45 PM, Room OM 234

INSTRUCTOR: David Shanks, OM 312

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OFFICE HOURS: M 12:00 N – 1:00 PM and T & Th 10:00 AM – 12:00 N

COURSE DESCRIPTION:

This course examines the role of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects on public issues, morals and tastes; and other contemporary issues.

COURSE OBJECTIVES:

The students will learn to critically examine the mass media with regard to its role in and effect on contemporary society .

In addition, students will also gain experience in the art of making formal and informal presentations, participating in discussions and analyzing the presentations of their peers.

REQUIRED TEXT:

Required reading are on eReserve. Course: MC 3355, Instructor: Shanks, Password: iyanegew

COURSE CONTENT AND METHODS OF INSTRUCTION:

The course will consist of lectures, discussions, readings, videos and group presentations. Much of the readings will be discussed in class; students are expected to read material prior to class; and students is responsible for readings whether or not they are discussed in class.

GRADING BREAKOUT:

Class Attendance and Participation – 10 %

Two Tests (25% each) – 50%

Group Paper and Presentation – 30%

Group Issue Presentation – 10%

CLASS ATTENDANCE:

Attendance is MANDATORY for all classes. Roll will be taken every day (at random times), if you are not present when attendance is taken you will be counted absent. The SJMC policy allows faculty to lower a student's final grade based on absences or tardiness. You have **THREE** free absences that will not reflect on your grade*. The **FOURTH** absence will result in a lowering of the final grade by one letter. The **FIFTH** absence will result in a lowering of the final grade by a second letter. The **SIXTH** absence will result in a lowering of the final grade by a third letter. The **SEVENTH** absence will result in an "F" for the final grade. *If you know ahead of time that you will be absent, late or need to leave class early, let me know. Sorry, jobs, work or other course work is not considered a reason for missing class.*

* Failure to show yourself or your work for a presentation will result in an automatic grade of "F" for your personal presentation grade.

SPECIAL NOTE: *Except for very special circumstances, I WILL NOT give incompletes in this course.*

TESTS AND EXAMS:

Tests and exams cannot be made up if missed without having made prior arrangements. You will not be allowed to start a test or exam after the first student finishes

and turns in a test.

FINAL EXAM SCHEDULE:

The assigned final exam time will be used in this class. Final Exam is **Tuesday, Dec. 12, 11:00 AM – 2:00 PM.**

ACADEMIC HONESTY:

The School of Journalism and Mass Communication commits itself to the preparation of mass media professionals and scholars. Such a mission demands the highest standard of academic honesty and integrity. Violations of academic honesty, including but not limited to plagiarism, collusion, unauthorized collaboration, deception, conflict of interest and theft, are not tolerated and can lead to severe penalties. Disciplinary actions for violations of the standards for academic honesty are outlined in the Texas State Academic Honesty statement available online at <http://www.txstate.edu/effective/upps/upps-07-10-01.html>.

STUDENTS WITH DISABILITIES:

Students with special needs – as documented by the Office of Disability Services – should identify themselves during the first week of class if you require accommodations.

CLASSROOM CIVILITY:

At all times students are expected to observe proper conduct and civility in the classroom. Verbal abuse and offensive remarks will not be tolerated in the classroom, student group activities or faculty meetings. Please be considerate of others with regards to race, nationality, religion and sexual orientation.

OTHER ITEMS AND LEGAL STUFF:

- Should you need help or guidance in coping with your studies or other personal or family situations, please call the Counseling Center's HELPLINE @ 245-2208 or stop by the Counseling Center, on the 5th floor of the LBJ Student Center. You may also contact me, as in most cases, I can be of assistance in referring you to the proper services provided on campus.
- Cell phones should remain off during classes.
- Headphones and MP3 players are not to be used in class.
- This syllabus is subject to change.