

MC 3355 Mass Media & Society

Spring 2021

This course is taught completely ONLINE using Canvas

All time deadlines are in the Central Time zone, so please adjust if you are not in Central Time.

Instructor

[Dr. Susan Weill](#)

Virtual Office Hours

I conduct office hours via email for this online class. I will respond to your email within 24 hours, Monday through Friday during regular business hours. I am not available on the weekends. My email is weill@txstate.edu. (I am also happy to make an appointment to talk with you by Zoom.)

Course Description

MC 3355 is an examination of the roles 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 within a global media context. We explore the question, "How well is the audience, locally and globally, served by the mass media?"

Required Materials

There is no textbook for MC 3355. Instead, all mini-lectures, lecture notes outlines, videos and readings are provided in each Learning Module. The mini-lectures have closed captioning (CC). **Be sure to have access to a reliable computer with reliable Internet.**

Why this class matters

In the U.S., we are bombarded by the mass media and spend about a third of our lives absorbing its messages. Knowing how to interpret those mass-mediated messages is critical if we are to be an informed electorate in a democracy. Media literacy is also important to each of us on a daily basis as we maneuver through society.

Learning Objectives:

- To describe the impact of mass media content and technology on societies worldwide
- To illustrate the significance of media literacy on mass media consumption and societies worldwide
- To analyze how the mass media is impacted by government and economics worldwide

Learning Outcomes:

- Students learn the various types of media content and technology and how it impacts societies worldwide
- Students learn to illustrate the significance of media literacy on media consumption and societies worldwide
- Students apply media literacy concepts to their own consumption of media
- Students learn to identify elements of ethical media production
- Students learn to analyze how the mass media is impacted by government and economics worldwide

Course Organization

Modules (sometimes referred to as Learning Modules)

The course is organized into Modules listed by topic and containing lecture notes outlines, required readings, videos and mini-lectures. The mini-lectures have closed captioning (CC). **Be sure to remember that the modules are not available the days of the exams.**

Modules are made available in phases:

- Learning Modules 1 - 6 are available the first day of the semester.
- After Exam 1, Learning Modules 7 - 10 are available.
- After Exam 2, Learning Modules 11 - 16 are available.
- After Exam 3, all Learning Modules will reopen for students who decide to take the Optional Final Exam.

Course Requirements

Your grade in this course is earned from Learning Module quizzes and three exams. You decide whether to take the optional comprehensive final exam based on your grade *after* the three exams. (See the two charts below under Grading System.) The Learning Module quizzes and exams are tied to specific Learning Modules. The questions on the Learning Module quizzes are similar to those on the exams, so will help you prepare for the exams. A conventional grading scale is used: A: 90-100%, B: 80-89%, C: 70-79%, D: 60-69%, F: below 60%.

The **Course Schedule & Due Dates** (see below) has the due dates for the Learning Module quizzes and exams.

Missed Exam & Learning Module (LM) Quiz Policy

Make-ups for missed exams are only considered with prior approval or under extreme circumstances considered an emergency situation by university standards. Contact Dr. Weill immediately if you miss an exam or know that you will. Your approved excuse must be well documented.

- “I forgot about the exam,” is not considered an emergency situation.
- “I got my exam time mixed up,” is not considered an emergency situation.
- “I got called into work,” is not considered an emergency situation. If you think that might happen to you, take the exam at a time other than your usual work hours.

NOTE: Make-ups for Learning Module quizzes are not usually offered because they are available for a significant period of time.

GRADING SYSTEM

Grades and Weights

Your course grade based on Learning Module quizzes and exams. See the **Course Schedule & Due Dates**:

Graded Assignments	Weight
Learning Module Quizzes	10%
Exam 1 (Learning Modules 1-6)	30%
Exam 2 (Learning Modules 7-10)	30%
Exam 3 (Learning Modules 11-16)	30%
Total	100%

OPTIONAL FINAL EXAM

Based on your grade after Exam 3, you decide whether to take the optional final exam, which is *comprehensive* (covers all class materials). For the optional final exam, you have 60 minutes to answer 50 questions drawn from the question pools of the three required exams. If you decide to take the optional final exam, your semester grade is the average of the four exams and the Learning Module quizzes. Feel free to email Dr. Weill after Exam 3 to discuss whether it is in your best interest take the optional final.

With the OPTIONAL final exam	Weight
Learning Module Quizzes	10%
Exam 1 (Learning Modules 1-6)	22.5%
Exam 2 (Learning Modules 7-10)	22.5%
Exam 3 (Learning Modules 11-16)	22.5%
Optional Final Exam (Learning Modules 1-16)	22.5%
Total	100%

For Exam 1

Learning Module 1: Introduction to MC 3355, course expectations and overview of mass media

Learning Module 2: U.S. and worldwide population statistics and access to mass media

Learning Module 3: Media literacy: What it is and why it matters

Learning Module 4: The philosophical basis of U.S. mass media

Learning Module 5: The philosophical basis and types of mass media in societies worldwide

Learning Module 6: Role of mass media in U.S. society: News, part 1

For Exam 2

Learning Module 7: Role of mass media in U.S. society: News, part 2

Learning Module 8: Role of mass media in societies worldwide: News

Learning Module 9: Role of mass media in U.S. society: Entertainment

Learning Module 10: Role of mass media in global societies: Entertainment

For Exam 3

Learning Module 11: Mass media as a U.S. business

Learning Module 12: Mass media impact on public issues in the U.S.

Learning Module 13: Mass media as a global business

Learning Module 14: Entertainment media impact on and portrayal of U.S. morals

Learning Module 15: Entertainment media impact on and portrayal of morals worldwide

Learning Module 16: Theories of mass communication

Dropping

March 30 is the last day to drop a class with an automatic W.

IMPORTANT QUIZ and EXAM INFORMATION (see the **Course Schedule & Due Dates** below)

Every question you get from the randomly drawn question pools for the quizzes and exams is: *Which of the following statements is most accurate?* This type of question requires careful reading and critical thinking, important skills for success in any career. The quizzes and exams are available through the *Quizzes* link on the navigation bar. You will be able to see what questions you missed on the quizzes one time after the scheduled due date and time. You will not have access to the quizzes on exam days. Exams are not returned, but you may contact Dr. Weill to discuss your exam.

- The quizzes and exams are open note so be sure to have all your notes and readings for each quiz or exam organized and available.
- Learning modules are **not** available the days of the exams.
- **You have a TIMED 60 minutes for each exam**, during a time that works best for you, between 12:10 a.m. and 11:59 p.m. (CENTRAL TIME zone), on the specified day of each exam.
- You get 50 questions with multiple-choice answers. Canvas randomly selects 50 questions from a large question pool for each student, so no students have the same exam.
- **You have a TIMED 10 minutes to take each five-question quiz.** The quizzes are available for about a week.
- If you exit a quiz or exam and return to it, your timed minutes have continued to run. Quizzes and exams close automatically when your time is up.
- Your quiz or exam grade is posted to **Grades** shortly after you submit it.
- **IMPORTANT NOTE:** If you wait to log in five minutes before the close time of a quiz or exam, you only have five minutes to take the quiz or exam.
- **IMPORTANT NOTE:** Contact Dr. Weill IMMEDIATELY by email if you experience technical problems during a quiz or exam: weill@txstate.edu.
- **IMPORTANT NOTE:** Be sure to have a strong Internet connection when taking an online quiz or exam. Having to log back into a quiz that kicks you out by closing because of a weak Internet connection uses up valuable time during the timed quizzes and exams.

Academic Honesty

Students are expected to abide by the academic honesty policies as stated in the Texas State Official Student Handbook:

<http://www.dos.txstate.edu/handbook/rules/honorcode.html>

Special Accommodations

Texas State University provides upon request appropriate academic adjustments for qualified students with disabilities. It is the student's responsibility to notify professors of accommodations. Students must be registered with the Office of Disability Services in order to request academic adjustments. Phone: (512) 245-3451 (voice/TTY) OR <http://www.ods.txstate.edu/> Texas State's policy statement that establishes policy and defines responsibility for the administration of services available to students with disabilities through ODS is found at: <http://www.txstate.edu/effective/upps/upps-07-11-01.html>

Course Schedule & Due Dates

The graded assignments and due dates are in red

Exams are available on a specified date for a 24-hour period

Module	Assignments	Due	Points
Learning Module 1 Introduction to MC 3355 Course expectations and overview of mass media	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 1 Quiz 	Quiz due by Sunday, January 31 no later than 11:59 p.m.	10
Learning Module 2 U.S. and worldwide population statistics and access to mass media	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 2 Quiz 	Quiz due by Sunday, January 31 no later than 11:59 p.m.	10
Learning Module 3 Media literacy: What it is and why it matters	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 3 Quiz 	Quiz due by Sunday, February 7 no later than 11:59 p.m.	10
Learning Module 4 The philosophical basis of U.S. mass media	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 4 Quiz 	Quiz due by Sunday, February 7 no later than 11:59 p.m.	10
Learning Module 5 The philosophical basis and types of mass media in societies worldwide	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 5 Quiz 	Quiz due by Sunday, February 14 no later than 11:59 p.m.	10
Learning Module 6 Role of mass media in U.S. society: News, Part I	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 6 Quiz 	Quiz due by Sunday, February 14 no later than 11:59 p.m.	10
EXAM 1	EXAM 1 All materials in Modules 1 – 6	Wednesday February 17 available 12:10 a.m. to 11:59 p.m.	100
Learning Module 7 Role of mass media in U.S. society: News, Part II	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 7 Quiz 	Quiz due by Sunday, February 28 no later than 11:59 p.m.	10

Learning Module 8 Role of mass media in societies worldwide: News	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 8 Quiz 	Quiz due by Sunday, February 28 no later than 11:59 p.m.	10
Learning Module 9 Role of mass media in U.S. society: Entertainment	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 9 Quiz 	Quiz due by Sunday, March 7 no later than 11:59 p.m.	10
Learning Module 10 Role of mass media in global societies: Entertainment	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 10 Quiz 	Quiz due by Sunday, March 7 no later than 11:59 p.m.	10
EXAM 2	EXAM 2 All materials in Modules 7 - 10	Wednesday March 24 available 12:10 a.m. to 11:59 p.m..	100
Learning Module 11 Mass media as a U.S. business	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 11 Quiz 	Quiz due by Sunday, April 4 no later than 11:59 p.m.	10
Learning Module 12 Mass media impact on public issues in the U.S.	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 12 Quiz 	Quiz due by Sunday, April 4 no later than 11:59 p.m.	10
Learning Module 13 Mass media as a global business	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 13 Quiz 	Quiz due by Sunday, April 11 no later than 11:59 p.m.	10
Learning Module 14 Entertainment media impact on and portrayal of U.S. morals	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 14 Quiz 	Quiz due by Sunday, April 11 no later than 11:59 p.m.	10
Learning Module 15 Entertainment media impact on and portrayal of morals worldwide	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 15 Quiz 	Quiz due by Sunday, April 18 no later than 11:59 p.m.	10
Learning Module 16 Theories of mass communication	<ul style="list-style-type: none"> • Watch mini-lecture • Take notes while watching lecture • Watch assigned videos • Read assigned materials • LM 16 Quiz 	Quiz due by Sunday, April 18 no later than 11:59 p.m.	10
EXAM 3	EXAM 3 All materials in Modules 11 - 16	Wednesday April 21 available 12:10 a.m. to 11:59 p.m.	100

<p>OPTIONAL Final Exam</p> <p>Not required</p> <p>See info above in Syllabus</p>	<p>All materials in Modules 1 - 16</p>	<p>Wednesday April 28 available 12:10 a.m. to 11:59 p.m.</p>	<p>100</p>
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