

**SCM 101***Communication, Media & Society*  
*Fall 2016 Course Information*

**Professor:** John C. Dailey, Ph.D.  
Walter 301 - jdailey@stephens.edu  
**Office Hours:** MW 2:00-3:00, TR 1:30-3:00 and by appointment.  
**Contact Phone:** 479-274-8918 (Google Voice - forwards to my cell phone)  
**Classroom / Class Time:** Dudley Hall, RM 106, MWF, 3:00 pm - 3:50 pm  
**Communication Design Resources:** <https://pinboard.in/u:cybrdr>

**Course Description:**

SCM 101: Communication, Media and Society  
(3 hrs.) (Open to all students) A study of the interplay of influences between mass media and culture, including an understanding of the workings of media organizations, the changes brought about by new technology and the media's legal and ethical responsibilities. Offered every semester.

**Required Text:**

Campbell, R., Martin, C. R. and Fabos, B. (2013). *Media Essentials: A Brief Introduction*. (2nd ed.).  
Bedford/St. Martin's. ISBN-13: 978-1-4576-0108-8

**WELCOME TO CLASS !!!**

*HELLO! I'm Dr. John. I have a Ph.D. in Communication from the Univ. of Missouri - Columbia (1998). I'm interested in the design of emerging media environments which communicate in interesting yet comfortable ways. My creative interests include: media interaction design, digital storytelling, and natural light photography. Prior to starting my career as a college professor, I worked in live television production serving in every capacity from camera operator through electronic graphics designer to directing news and remote field productions.*

**Student Learning Outcomes:**

To be successful in this course, you must reach several goals:

- Develop an understanding of mass media, specifically radio, television, films, the recording industry, and newspapers, and the related fields of advertising and public relations by looking at a number of issues ranging from historical development of these media to their impact on today's society.
- Examine and analyzed these mass media as vehicles for the delivery of information, entertainment, and persuasion.
- Improve your critical thinking abilities related to the analysis and evaluation of messages presented in mass media.
- Become a more media-literate consumer of mass media.
- Become familiar with various technological effects (including the impact of the Internet on mass media) for the different forms of mass media in today's society.
- Developed an appreciation for a number of ethical issues related to mass media.

*Through the attainment of the course outcomes, you will have demonstrated growth toward achieving School of Design Program Level Objectives:*

**#1 Students will think critically and actively engage in problem solving**

**#2 Students will gain an appreciation of historical and theoretical contexts of our subject**

**#3 Students will communicate more effectively**

### **Behavior Guidelines, Communication and Expectations:**

I want you to be successful in this class, in your other classes, and in your life. I want the theories and concepts discussed to have immediate value to you as you develop your own improved communication skills. To create a successful classroom experience and achieve the stated goals, we must all uphold certain principles and expectations:

1. Respect For each of us to receive a valuable education in this class, we will all need to listen openly and discuss ideas respectfully.
2. Attendance You are expected to attend classes and arrive on time.
3. Responsibility **Late work will only be accepted within one week of the original due date; a 50% penalty will be assessed to the late work.**
4. Commitment Doing well in this class requires you to keep up with the readings, assignments, and class work. If you need to miss a class, contact a classmate for assignments and notes. You are responsible for the material you miss.
5. Digital Devices **If you like to take notes on a laptop, tablet, or your smart phone, that's great!** Otherwise, if you feel that you need to be "otherwise engaged" during class time, please do so, silently, on a back row, so that your activity does not bother others. NOTE: If someone's "digital activity" is disturbing you during class, it is your responsibility to inform the instructor. PLEASE BE CONSIDERATE OF OTHERS!

### **Student Correspondence:**

All email correspondence for this course should be sent from your Stephens College email account to my Stephens College email account. I will not be responsible for answering your questions if your email does not come from your Stephens College email account. Additionally, I will only email you at your Stephens email account.

### **CANVAS Course Site:**

You are required to check our CANVAS Course Sundays through Thursdays **AFTER 9:00 PM** for any class updates (e.g., quizzes, syllabus changes, etc.).

### **College Policies:**

*Students are responsible for knowing the academic requirements, policies and procedures presented in the Stephens College catalog located on the Stephens College website. <http://www.stephens.edu>.*

### **Code of Conduct:**

*The Stephens College learning community embraces the free exchange of ideas and opinions with civility and respect. Students and faculty have a shared responsibility to embrace the pursuit of learning and to foster a commitment to academic integrity. All members of the campus community also share an obligation to challenge obstacles to that pursuit and remedy violations of that commitment. For sanctions and process please consult the Stephens College Campus Life code of conduct located on the website at <http://www.stephens.edu>.*

### **Academic Honesty:**

Academic honesty must be paramount in a community devoted to learning and the exchange of educational information. Academic dishonesty refers to behaviors that violate the academic standards of the College. The Stephens Honor Code and full definition of academic honesty may be found on the Canvas site and on the Stephens website ([http://www.stephens.edu/campuslife/handbook/Ivy\\_AcademicLife.php](http://www.stephens.edu/campuslife/handbook/Ivy_AcademicLife.php)). **The penalty for academic dishonesty is a zero on the relevant project or exam. A second incident of academic dishonesty will result in you failing the course.** Each student will be expected to complete all portions of individual projects and quizzes on her own. Enlisting help from others will be considered academic dishonesty and may result in a failing grade on the project or quiz. It is fine to work together but do your own work unless a project is specifically group oriented.

**ADA Accommodations:**

Stephens College has five specific policies that pertain to ADA Accommodations: Attendance, Service Animals, Flexible Deadlines, Extenuating Unforeseen Circumstances, and a Grievance Procedure. **Full copies of these policies are available on the course Canvas site** as well as Within the Ivy. Please read these in full at the beginning of the semester. Any student with a disability who needs academic adjustments or accommodations should alert the professor as well as the ADA/Section 504 Coordinator at the beginning of the semester. All discussions will remain confidential.

**If you need help ...**

Please contact the professor immediately in class, during office hours or via email with questions. Email is checked continuously. I will respond quickly to questions via email unless they are sent after 8 p.m. in which case I will respond the next morning.

Beyond that, the Student Success Center provides free support to Stephens College residential undergraduates who want to improve their academic skills. SSC tutors may see students individually or work with them in small groups. Hours and specific services are posted on the SSC's website (see Academics on Stephens Home Page). The SSC is an excellent resource that is willing to help students that need extra attention.

**Stephens College Mission Statement**

*“Historically committed to meeting the changing needs of women, Stephens College prepares students to become leaders and innovators in a rapidly changing world. Stephens engages lifelong learners in an educational experience characterized by intellectual rigor, creative expression and professional practice, in an environment supported by accomplished faculty and dedicated alumnae. Graduates of Stephens are educated in the liberal arts, professionally prepared and inspired by our tradition of the Ten Ideals as core values that enrich women’s lives.”*

## Assignments

The course grade will be based on a 500-point **maximum**, made up of the following:

- **Chapter Quizzes - 75 points.** There will be a quiz over the reading for most weeks, which will be available via Canvas... Details in class. (If it still seems that readings are not being done before class, I will assign written responses to every chapter.)
- **Exams - 50 points each x 2 - 100 points**  
The course will include two (2) exams. Exams will consist of true-false and multiple choice questions as well as some questions requiring problem solving and/or short written answers. Exam 1 will cover approximately the first one-third of the course; Exam 2 will be over material covered since the previous test.
- **Final Exam - 100 points**  
The final exam will have a maximum value of 100 points and will be graded on a straight scale. The final will be a cumulative exam, covering material from the entire semester. Details on the final exam will be provided near the end of the semester. The final exam for this class is **Wednesday, December 14 from 12:30 pm - 2:30 pm. No exceptions will be made to this schedule**, so make travel and other plans accordingly. If you have four exams on that day, contact the office of the Vice President of Academic Affairs.
- **Hot Topic Presentation - 25 points**  
You will give an **around 7 minute** presentation about media topics in the news. These should complement our recent class discussions when possible. Also, I hear we have an election this fall ;^)
- **Participation / Response Questions - 80 points** (2 points for each of 40 class sessions)  
Regular class attendance and participation are expected. Class attendance will be recorded and up to 80 points will be available for the semester. Two open-ended questions (i.e., "What of importance have you learned in class this week?" and "What would you like to know more about?") will be asked at the end of each week's discussion. Responses to these questions are also considered a part of your participation grade.
- **Personal Media Project - 120 points TOTAL**  
**OPTIONS**  
Create A NEW Blog (Tumblr, Wordpress.com, etc.)  
- A *minimum* of 3 posts per week  
PLUS  
- A *minimum* of 10 photos or 2 videos per week (OR 5 photos PLUS 1 video) to support your posts.  
**SIGN-UP DEADLINE - September 16th**  
You choose the platform for this project and content it covers, but, it must be ON-LINE by the beginning of class on the day of the midterm update (i.e., the week of October 17th).  
**Part 1 - MIDTERM UPDATE, the week of October 17<sup>th</sup> - 40 points.** At the time of the midterm update, you must spend **4 minutes** explaining your personal media project, its origins, where it is headed and how you will promote it. **NOTE: Expanding your base of followers is part of this assignment.**  
**Part 2 - FINAL REPORT, the week of December 5<sup>th</sup> - 80 points.** At the time of the final report, you must spend **4 minutes** explaining the success or failure of your personal media project, how you evaluated your project, what you have learned, and how you might change it if you were to recreate it in the future.

### Expectations

- **Deadlines** – All projects will be submitted at the start of class on the due date. Late submissions will not receive full credit. Students who fail to submit all required projects will not receive a passing grade in the course. Since an important part of work in media fields is meeting deadlines, late work will not be accepted unless you contact me in advance with a legitimate, documented reason (for example, serious illness would be an acceptable excuse; having work due in another class would not). Time management is an important skill for success in the communication field.
- **Attendance** – I expect you to be in class on time. Excessive absences will result in the lowering of your grade. **Because college-sanctioned activities can sometimes cause you to miss class, absences may be excused if you discuss the activity (in advance, if possible) with the instructor.** If you cannot reach me, please leave a message with the School of Design office (573-876-7233, Ext. 4233). The decision about whether or not to excuse an absence rests with the instructor.

Grades will be assigned according to the following scale:

A = 100-92.5%	B+ = 89.49% - 86.5%	C+ = 79.49% - 76.5%	D+ = 69.49% - 65.5%
A- = 92.49% - 89.5%	B = 86.49% - 81.5%	C = 76.49% - 71.5%	D = 65.49% - 61.5%
F = 59.99% and below	B- = 81.49% - 79.5%	C- = 71.49% - 69.5%	D- = 61.49% - 60.0%

***This grade scale shall be strictly observed. For example, an 89.5 is a A-, but an 89.45 is a B+. THANKS! - Dr. J***

**ADA:** *If you require reasonable disability-related accommodations, please register your official ADA-approved documentation with Sady Mayer Strand, ADA/504 Coordinator at the Student Success Center ([smayer@stephens.edu](mailto:smayer@stephens.edu); 573-876-7240). After you have registered with the ADA/504 Coordinator for the semester and have arranged to have your accommodations letters sent to your instructors, please meet with me (your instructor) regarding your accommodations as soon as possible. Retroactive accommodations will not be provided.*

*Additionally, please inform me immediately if you need to disclose emergency medical information or need to make arrangements in the event the classroom and/or classroom building must be evacuated.*

COURSE SCHEDULE (may be revised to meet the needs of the class...)

DATE	READINGS / HOT TOPICS	IN-CLASS ACTIVITY
<b>Week 1</b>		
August 22		Introduction / Send Hello To: <a href="mailto:jdailey@stephens.edu">jdailey@stephens.edu</a>
August 24		<b>HOT TOPIC SIGNUPS</b>
August 26	<b>Intro To Tumblr / Wordpress</b>	
<b>Week 2</b>		
August 29	Introduction & Chapter 1	<i>Mass Communication: A Critical Approach</i>
August 31		<i>Mass Communication: A Critical Approach</i>
September 02	Chapter 5	<i>Sound Recording and Popular Music</i>
<b>Week 3</b>		
September 05	<b>LABOR DAY - NO CLASS</b>	
September 07		<i>Sound Recording and Popular Music</i>
September 09	<b>HOT TOPICS 1-5</b>	
<b>Week 4</b>		
September 12	Chapter 6	<i>Popular Radio and the Origins of Broadcasting</i>
September 14		<i>Popular Radio and the Origins of Broadcasting</i>
September 16	<b>HOT TOPICS 6-10</b>	<b>PERSONAL PROJECT SIGNUP DEADLINE</b>
<b>Week 5</b>		
September 19	Chapter 7	<i>Movies and the Impact of Images</i>
September 21		<i>Movies and the Impact of Images</i>
September 23	<b>HOT TOPICS 11-15</b>	
<b>Week 6</b>		
September 26		<i>Movies and the Impact of Images</i>
September 28	<b>Exam #1 - NO CLASS</b>	<b>ONLINE (Canvas)</b>
September 30	Chapter 8	<i>Television, Cable, and Specialization</i>
<b>Week 7</b>		
October 03		<i>Television, Cable, and Specialization</i>
October 05	Chapter 9	<i>The Internet and New Technologies</i>
October 07	<b>HOT TOPICS 16-20</b>	
<b>Week 8</b>		
October 10		<i>The Internet and New Technologies</i>
October 12	Chapter 3	<i>Newspapers</i>
October 14	<b>BREAK DAY - NO CLASS</b>	
<b>Week 9</b>		
October 17	<b>PROJECT UPDATES</b>	
October 19	<b>PROJECT UPDATES</b>	
October 21	<b>PROJECT UPDATES</b>	
<b>Week 10</b>		
October 24		<i>Newspapers</i>
October 26	Chapter 4	<i>Magazines in the Age of Specialization</i>
October 28	<b>HOT TOPICS 21-25</b>	
<b>Week 11</b>		
October 31		<i>Magazines in the Age of Specialization</i>
November 02	<b>Exam #2 - NO CLASS</b>	<b>ONLINE (Canvas)</b>
November 04	Chapter 11	<i>Advertising and Commercial Culture</i>
<b>Week 12</b>		
November 07		<i>Advertising and Commercial Culture</i>
November 09	Chapter 12	<i>Public Relations and Framing the Message</i>
November 10	<b>HOT TOPICS 26-30</b>	

SCHEDULE (Cont.)

**Week 13**

November 14

Chapter 13

*Journalism: Values, Ethics, and Democracy*

November 16

*Journalism: Values, Ethics, and Democracy*

November 18

**HOT TOPICS 31-35**

**Week 14**

November 19-27

**THANKSGIVING BREAK**

**Week 15**

November 28

Chapter 14

*Legal Controls and Freedom of Expression*

November 30

*Legal Controls and Freedom of Expression*

December 02

**HOT TOPICS 36-39**

**Week 16**

December 05

**PROJECT FINAL REPORTS**

December 07

**PROJECT FINAL REPORTS**

December 09

**PROJECT FINAL REPORTS**

**Finals Week**

**12:30 - Wednesday, December 14th**

**FINAL EXAM**