

CONSORTIUM
of Adventist Colleges & Universities

SYLLABUS



AU JOUR 140 Media, Culture, and Society
Summer 2019

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Consortium of Adventist Colleges and Universities

Self-Paced Courses

This is a Self-Paced Full Term course which follows the Andrews semester schedule. Self-Paced Full Term courses have four important dates: 1) a start date, 2) a midterm completion date, 3) a final completion date, and 4) a course completion date. Please note that all module prior to the midterm must be completed BEFORE the midterm and all modules between the midterm and final must be completed BEFORE the final.

Instructor Contact

Please refer to course in Learning Hub for the teacher contact information.

Communication with the Instructor

It is important to remember that while the Internet is available 24 hours a day, your instructor is not. You can expect that your instructor will respond to e-mail message to you within *2 business days* during the week and may not be available to respond on weekends.

Other Assistance

Username and password assistance	helpdesk@andrews.edu	(269) 471-6016
Enrollment and withdrawal questions	sderegister@andrews.edu	(269) 471-6323
Technical assistance with online courses	dlit@andrews.edu	(269) 471-3960
Exam requests and online proctoring	sdeexams@andrews.edu	(269) 471-6566
Distance Student Services - any other questions	sdestudents@andrews.edu	(269) 471-6566

Part 1: Course Information

Course Description

Andrews University

A study of how media affects our popular culture and the lives we live. Beginning with the invention of mass communication and ending with the technology of the World Wide Web, students study each mass medium using culture as a thematic approach to critically assess the role of media in our lives.

Course Prerequisites

None

Course Learning Outcomes

Media, Culture, and Society seeks to give students and in depth understanding to the beginning of mass media. What we know today is an onslaught of social networking sites, e-books, phones that have combined television, music, and cameras into one along with a host of other products that have streamlined our world. This course will take us on a history trail marking the beginning of mass communication. The student will also explore the current digital realities of how we currently ingest media and the implications this has on culture. The goal of this course is to engage students to become well-informed media consumers that are able to present as media literate citizens capable of critically taking part in molding our vigorous world.

The specific course objectives are as follows:

1. To explain the roots and economics of each media industry and how media works.
2. To assess the implications of today's consolidated media ownership and how these industries have changed our digital world.
3. To confront the digital realities of how we consume media.
4. To describe through the use of stories the history of media, the digital revolution, and the ongoing approach to mass communication.
5. To provide students with a clear understanding of the historical and cultural contexts for each media industry.
6. To understand the impact mass media has on Christian values and beliefs.
7. To explore ways a Christian can use mass media while still maintaining a distance from worldly views and perspectives.

Required Text/Material

Media & Culture 10. (2016). Macmillan Learning. ISBN: 978-1457668739

NOTE: Purchase textbooks through any online bookstore, such as amazon.com, which can deliver within 2 days. If you need to use financial aid to purchase textbooks, order through bookstore.andrews.edu, then email sdestudents@andrews.edu to assist with the payment from your account and shipping from the campus Bookstore.

Credit Hour and Commitment

This is a 3 credit hour course. Three hours are allotted per week for reading and understanding of content. Outside of reviewing and reading the chapter, 6 to 9 additional hours should be allocated for Assignments and projects. You will have sixteen quizzes, four exams: one following every fourth chapter, a research assignment on a media conglomerate's ownership structure with a multimedia presentation, sixteen online journal entries relating specifically to the chapter. See class schedule. A rubric will be used for each journal entry, multimedia presentation, and the research assignment. In order to do well in this class you must read each chapter weekly, complete the quizzes, exams and all assignments. Suggested schedule(s) to accomplish this work are included in this syllabus.

Part 2: Course Methods and Delivery

Methods of Instruction

Methods of instruction include assigned readings from the textbook and the course material, maintain online journal, take online exams, quizzes, your research assignment, along with the multimedia presentation.

Course/Technical Requirements

- Internet connection (DSL, LAN, or cable connection desirable).

LearningHub Access

This course is delivered online through LearningHub at <http://learninghub.andrews.edu>

Your username and password are your Andrews username and password. You need to activate your username and password to access LearningHub.

Please do this online here:

<https://vault.andrews.edu/vault/pages/activation/information.jsp> if you haven't

already. (269) 471-6016 or email helpdesk@andrews.edu if you need assistance.

If you need technical assistance at any time during the course, or to report a problem with LearningHub, please email dlit@andrews.edu or call 269-471-3960.

Part 3: Course Requirements

Important Note: Activity and assignment details will be explained in detail within each learning module. If you have any questions, please contact your instructor.

Assessment Descriptions

Online Journal:

You will participate in 16 online Journal entries throughout the semester. The journals are to explore your interaction with media. Specific questions will be given to generate your thoughts and assist in your exploration of each chapter topic.

Research Paper:

You will submit a research paper at the end of the semester. The research paper will focus on a media conglomerate of your choice. You are to conduct extensive research on a media conglomerate's ownership structure and how this ownership impacts other elements of media and the public if applicable. (i.e. NBC is owned by Disney so therefore NBC is unable to report stories on Disney's mistreatment of animals).

Multimedia presentation:

The multimedia presentation will take the research paper and using an app such as Vidra to add voice, pictures, and text to deliver the research paper. The presentation will be 10 to 15 minutes long and include the most important elements of the research paper.

Video:

You are required to watch a video called *Media on the Brain*. This video should be viewed after chapter 13 to give an additional perspective on Mass media and its impact from a Christian perspective.

Written Response

In your response paper, you will need to write a formal assessment of *Media on the Brain*. Please include your personal reaction and the impression the video had on you based upon the notes you took while listening to the video.

Rubrics

Rubrics will be used to assess your online journal for clarity and understanding of the chapters and how elements of media have impacted your life and the culture in which we live. A Rubric will also be used for the multimedia presentation to clarify the objective of the blog. For the Research paper, a rubric will ascertain if the assignment was well thought out and planned in order to thoroughly explore a media conglomerate. Finally online exams are given after every fourth chapter. All rubrics are attached.

Quizzes

You are allowed 30 minutes to complete each quiz. Quizzes will follow each chapter as a way of reviewing important details about the chapter. Use of your textbook is allowed as you will be

given two attempts to complete the quiz. The highest score will be the final score. Each quiz must be completed once initiated.

Exams

There are no Exams for this course.

Schedule with start, midterm, final and completion dates in **RED**:

Modules	Lessons	Readings	Assignments	Couse Objectives Met
Intro	Introduction & Orientation	Orientation Writing Expectations	Submit: Tell About Me Journal assignment	
1 May 13 - May 19	Mass Communication: A Critical Approach	Chapter 1	Journal entry Chapter 1 Academic Honesty Quiz Chapter 1	CO1, CO6, CO3
2	The Internet, Digital Media, and Media Convergence	Chapter 2	Journal Entry 2 Quiz chapter 2	CO1, CO2, CO3, CO7, CO5
3	Digital Gaming and the Media Playground	Chapter 3	Journal Entry 3 Journal Entry Media conglomerate choice Quiz chapter 3	CO1, CO3, CO5, CO7 CO8
4	Sound Recording and Popular Music	Chapter 4	Journal Entry 4 Quiz chapter 4	CO1, CO3, CO5, CO8, CO9
5	Popular Radio and the Origins of Broadcasting	Chapter 5	Journal Entry 5 Quiz chapter 5	CO1, CO3, CO6, CO8, CO9
6	Television and Cable: The Power of Visual Culture	Chapter 6	Journal Entry 6 (include ideas for multimedia presentation) Quiz chapter 6	CO1, CO2, CO3, CO7
7	Movies and the Impact of Images	Chapter 7	Journal Entry 7 Quiz chapter 7	CO1, CO3, CO7, CO8, CO9
8 June 16 - June 20	Newspapers: The Rise and Decline of Modern Journalism	Chapter 8	Submit rough draft of research paper Journal Entry 8 Quiz chapter 8	CO1, CO3, CO4, CO7
9	Magazines in the Age of Specialization	Chapter 9	Journal Entry 9 Quiz chapter 9	CO1, CO3, CO4, CO5
10	Books and the Power of Print	Chapter 10	Journal Entry 10 Quiz chapter 10	CO1, CO2, CO4, CO6, CO7
11	Advertising and Commercial Culture	Chapter 11	Journal Entry 11 Quiz chapter 11 Submit final draft research paper	CO1, CO5, CO6, CO8, CO9
12	Public Relations and Framing the Message	Chapter 12	Journal Entry 12 Quiz Chapter 12	CO1, CO5, CO6, CO7
13	Media Economics and the Global Marketplace	Chapter 13	Journal Entry 13 Quiz chapter 13 Submit rough draft multimedia presentation	CO1, CO2, CO3, CO7, CO8, CO9
14	The Culture of Journalism: Values, Ethics, and Democracy	Chapter 14	Journal Entry 14 Quiz 14	CO1, CO3, CO4, CO7, CO8, CO9
15	Media Effects and Cultural Approaches to Research	Chapter 15	Journal Entry 15 Quiz 15	CO3, CO5, CO6, CO7, CO8, CO9
16 July 28 - August 1 (11:59 PM)	Legal Controls and Freedom of Expression	Chapter 16	Journal Entry 16 Quiz 16 Submit Final multimedia Presentation	

Completing Assignments

All assignments for this course will be submitted electronically through Learning Hub unless otherwise instructed.

Part 4: Grading Policy

Graded Course Activities

Points	Description
170 (17 Journal entries @ 10 points each)	Online Journal entries
320 (16 quizzes @ 20 points each)	Quizzes
300	Research Paper
110	Multimedia Presentation
100	Required Video/Written response
1000	Total Points Possible

Viewing Grades in Learning Hub

- Click into the course.
- Click on the **Grades** link in the Settings Box to the left of the main course page.

Letter Grade Assignment

Letter Grade	Points
A	930-1000
A-	900-920
B+	880-890
B	830-870
B-	800-820
C+	780-790
C	730-770
C-	700-720
D	600-690
F	590 & below

Part 5: Course Policies

Withdrawal and Incomplete Policies

The current withdrawal policy can be found online at <http://www.andrews.edu/distance/students/withdrawal.html>. The incomplete policy is found online at <http://www.andrews.edu/web/llmsc/moodle/public/incompletes.html>.

Maintain Professional Conduct Both in the Classroom and Online

The classroom is a professional environment where academic debate and learning take place. Your instructor will make every effort to make this environment safe for you to share your opinions, ideas, and beliefs. In return, you are expected to respect the opinions, ideas, and beliefs of other students—both in the face-to-face classroom and online communication.

Students have the right and privilege to learn in the class, free from harassment and disruption.

Academic Accommodations

Students who require accommodations may request an academic adjustment as follows:

1. Read the Andrews University Disability Accommodation information at <https://www.andrews.edu/services/sscenter/disability/>
2. Download and fill in the disability form at <http://www.andrews.edu/services/sscenter/disability/accommodationsreqform.pdf> . Preferably type answers. To save a digital copy, 1) print to file and save or 2) print and scan. Email the completed form and disability documentation (if any) to success@andrews.edu or fax it to 269-471-8407.
3. Email sdestudents@andrews.edu to inform the School of Distance Education that a disability has been reported to Student Success.

Commitment to Integrity

As a student in this course, and at the university, you are expected to maintain high degrees of professionalism, commitment to active learning, participation in this course, and integrity in your behavior in and out of this online classroom.

Honesty

Using the work of another student or allowing work to be used by another student jeopardizes not only the teacher-student relationship but also the student's academic standing. Lessons may be discussed with other students, tutors may help to guide a student's work, and textbooks, encyclopedias and other resource materials may be used for additional assistance, but the actual response must be the student's own work.

Exams must be completed in the presence of an approved supervisor without the assistance of books, notes, devices or outside help unless otherwise specified in the exam directions. The student should have no access to the exam either before or after it is taken. A student who gives information to another student to be used in a dishonest way is equally guilty of dishonesty.

Any violation of this policy will be taken before the Higher Education Academic and Curriculum Committee for appropriate punitive action