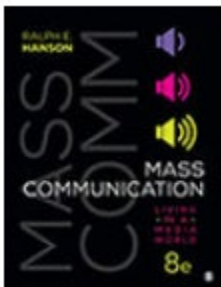# MDIA 101 Media & Society

3 Credit Hours

Course Description

Examines the relationship between media, culture and society, with emphasis on the history, structure, and organization of the mass media.

Pre-Requisite

None.

Required Textbook

Hanson, R. (2021) *Mass Communication: Living in a Media World. (8th ed.).*
ISBN: 9781544382999
eBook version

Recommended Textbook

American Psychological Association. (2019). *Publication manual of the American Psychological Association (7th ed.)*. Washington, DC: American Psychological Association.

Additional APA resources can be found at Purdue University's Online Writing Lab (OWL).

Additional readings may be assigned with each unit.

Course Schedule

Week	Topics
1	Introductions & Orientation Week Unit 1: Living in a Media World: An Introduction to Mass Communication Unit 2: Mass Communication Effects: How Society & Media Interact Unit 3: The Media Business: Consolidation, Globalization & the Long Tail Unit 4: Media Law: Free Speech & Fairness
2	Unit 5: Media Ethics: Truthfulness, Fairness & Standards of Decency Unit 6: Print Media: Books, Magazines, Newspapers & the News Business Unit 7: Audio: Music & Talk Across Media Unit 8: Movies: Mass Producing Entertainment
3	Unit 9: Television: Broadcast & Beyond Unit 10: Online & Mobile Media, Social Media & Video Games Unit 11: Advertising: Selling a Message Unit 12: Public Relations: Interactions, Relationships & the News

Course Learning Outcomes

Upon completion of MDIA 101, students will be able to:

- Examine the structure and organization of the various mass media industries, including international consolidation and conglomeration trends.
- Identify the functions of the mass media in Western and non-Western societies.
- Chart the historical development of the mass media in the United States.
- Understand the principals and laws of the First Amendment.
- Analyze the mass communication process.
- Recognize mass communication theories and the possible effects they predict in society.
- Identify ethical issues of mass media content, including representations of diversity.
- Demonstrate an awareness of coding in journalism.
- Incorporate current events to raise awareness of internet, cyber law and ethical issues.
- Demonstrate an awareness of and critical thinking around tech development and related diversity issues.
- Demonstrate an awareness of audience measurement techniques and methods as a media consumer and producer.

Assignments

In this course, students will be assessed in two ways: quizzes and discussions.

Quizzes

Students will complete six (6) quizzes during this course. All quizzes are timed (60 minutes). You must complete and save your answers within 60 minutes of starting the quiz. *Please Note: The timer will not stop if you close the quiz or exit the course!*

Once the quiz is started, questions will be presented to you one at a time. Once an answer is selected and saved, the navigation button will allow you to advance to the next question.

Technology problems are not an acceptable reason to miss a quiz deadline. Students are responsible for ensuring that their computer is properly configured. Prior to attempting the first quiz, review the **Quiz Instructions**. These instructions can also be found in the Unit 2 Module. This document covers two important quiz-related items:

- Supported browsers and browser setting configurations
- Quiz settings set by the system

Quiz Settings

After opening a quiz, you will see the following list of settings under the Instructions section of the page:

- **Timed Test** - Students have one hour (60 minutes) to complete the quiz once they click the Begin button.
- **Time Settings** - The test will save and submit automatically once time expires if the student did not properly save and submit prior to the deadline.
- **Force Completion** - Students can leave the quiz and re-enter/resume, however, the timer continues to run, and the student is held to the one-hour time limit.
- **Due Date** - The date and time the quiz must be completed and submitted. The quiz cannot be started after this date and time.

Once the Begin button is selected in the bottom-right corner of the screen, the quiz begins, and the 60-minute timer is initiated.

If you experience an unexpected issue (such as a power outage) that prohibits you from completing and submitting a quiz once the timer has started, contact your instructor immediately.

Quizzes are due before 11:55 p.m. Eastern Time on the dates listed on the course schedule.

Discussions

The discussion board is one of the most valuable and interactive aspects of our online course. It offers us an opportunity to share diverse insights, reflect and collaborate on the course concepts. The discussion board is an outlet for exploratory learning and expressing ideas and perspectives beyond the readings and course assignments.

We will begin the course with an introductory discussion and then engage in six (6) graded discussions throughout the semester in Units 1, 3, 5, 7, 9 and 11.

During each graded discussion, you will be required to:

Remain active on the discussion board throughout the week and maintain a constructive dialogue — as you would in a face-to-face classroom discussion.

Post one (1) substantive original response to the weekly question/prompt. **Your original response is due by Monday at 11:55 p.m. ET.** The format of this post must

be in written form and have properly cited sources. Ensure your post is well constructed, concise, free from errors in grammar or mechanics and posted to the discussion board.

Post a minimum of four (4) substantive responses to your classmates' discussion posts **by Wednesday by 11:55 p.m. ET. One of your four response posts must be either in audio or video format.** Submitting all of your four required responses in audio or video format is allowed.

Using the audio or video features in Harmonize to reply to classmates does not excuse you from lacking substance or quality in your work. To get the best possible grade for your audio or video responses, before recording and posting, make a draft or outline of your thoughts and main points for your responses so that you can reference your notes as you record.

All posts should contribute something meaningful to the discussion. Each post should demonstrate your understanding of and reflection on the topic(s) covered in the weekly lesson and readings while building on the ideas of other students and/or digging deeper into the prompt offered by the instructor.

You should avoid posts that merely compliment (e.g., "Interesting post...") or support (e.g., "I agree with you...") another student's work. You should also avoid posting all of your responses in a single session and/or just before the Friday deadline. To make the most out of discussions and earn the highest grades, you should read all discussions posted by your classmates and post your responses on both Thursday and Friday of each graded discussion week.

Important: You may not be given credit for discussion posts that do not meaningfully contribute to the discussion or expand the conversation, as determined by the instructor's assessment. It's critical that you actively engage in discussion with both your instructor and the other students in the class. Your grade on each discussion will reflect your engagement throughout that discussion week, as well as on the content and quality of your posts.

Any written post must be made within the discussion platform, not by attaching a Word document to your post. Students are encouraged to compose their work in a word processor (such as Microsoft Word), run the grammar and spell-check tools and then copy their work and paste it into the discussion.

You should not post to any graded discussion board more than a week before the discussion is scheduled to begin unless you have made arrangements with the instructor to post early due to extenuating circumstances.

For more information on how your discussion participation will be assessed, please review the Discussion Board Grading Rubric.

Due Dates for Discussion Postings & Quizzes

Please see the Course Schedule for discussion posting and quiz deadlines, as well as a listing of the weekly topics.

Grades

There are a total of 300 points possible in this course. Points will be allocated as follows:

- 6 quizzes worth 30 points each (totaling 180 points)
- 6 discussions worth 20 points each (totaling 120 points)

Grading scale

There are 300 total points possible in the course, and the grading scale is as follows:

Grade Earned	Minimum Pts.	Maximum Pts.
A+	293	300
A	278	292
A-	269	277
B+	260	268
B	248	259
B-	239	247
C+	230	238
C	218	229
C-	209	217

D	**179**	**208**
F	**0**	**178**

Course Policies

Please carefully read the following policies:

Instructor Availability
Unless otherwise noted by the instructor during the first week of class, the instructor is best reached via e-mail and will respond to student communications within 24 hours, Monday – Friday, or within 48 hours on weekends.

Instructor Grading Timeline
Instructors are expected to provide customized, individual feedback to each student in a timely manner to ensure that they can improve performance in subsequent assignments/discussions.

Written Assignment Grading Standards

- Grades and feedback must be submitted through the Homework Dropbox at least 24 hours prior to the next graded assignment deadline.

Discussion Grading Standards

- Grades and feedback are to be submitted through the Grade Center at least 24 hours before the next graded discussion begins.

Late Work
Students are expected to submit all work in the course by the communicated deadlines. Quizzes must be completed and submitted before the established deadline. One-time exceptions to the late policy may be made in rare cases with extenuating circumstances, but they are limited to one time per student and requests must be initiated within 24 hours of the original deadline. Approval is not guaranteed and supporting documentation may be required. Previewing the quiz questions and returning to complete the quiz at a later time is never permitted.

Discussions take place in real time and students are required to participate during the active periods of discussion. No late discussion posts or responses will be accepted for any reason.

Course Performance

If at any time during the term you experience circumstances that negatively affect your performance in the course, you are responsible for notifying the instructor immediately via email so that reasonable accommodations may be made. Students waiting until the end of a term to claim a hardship will not be accommodated.

Incomplete Grades

A final grade of "Incomplete" is not assigned in any online undergraduate course. There are no exceptions to this policy.

Class Civility Statement

When communicating online, it can be easy to overlook the fact that you're talking with and about other human beings in a public forum. Though I hope and expect that we will have spirited discussion and debate in this course, personal attacks of any kind will not be tolerated. Exactly what constitutes a personal attack is left solely up to the discretion of the instructor.

Students who engage in personal attacks will be subject to one of two courses of action: 1) a score of zero for the week's discussion for the first offense; and 2) a letter grade of "F" and/or dismissal from the class for the second offense. If you have an issue with a classmate, please contact the instructor rather than confronting the student directly.

WVU is committed to providing students, faculty, staff and job applicants with a work and educational environment free from all forms of sexual harassment. Therefore, sexual harassment, in any manner or form, is expressly prohibited.

For more information on "netiquette," please review this information complied by the Reed College of Media Online Programs.

Interruption of Service

Should an event occur that severely limits the ability of the program to conduct classes (e.g., Blackboard or network failure, a natural disaster), students should wait to be contacted by their instructor or a member of the College of Media Online Programs administrative team for instructions on how to proceed.

Academic Integrity Statement

The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore,

instructors will enforce rigorous standards of academic integrity in all aspects and assignments of their courses. For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the West Virginia University Academic Standards Policy (http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification). Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see your instructor before the assignment is due to discuss the matter.

Academic Standards Policy, including Academic Dishonesty

The WVU Catalog contains the full Academic Standards Policy. http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification/.

College of Media Statement on Plagiarism & Fabrication

As future journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. If you are caught cheating, or engaging in plagiarism or fabrication, meaning the invention of any fact, quote or source, you could receive an "F" for the course, or an "F" for the assignment. You could also receive an "Unforgivable F" on your academic transcript.

College of Media Statement on Plagiarism

Students are expected to understand that such practices constitute academic dishonesty regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed. Plagiarism includes, but is not limited to, the following:

1. Submitting as one's own work the product of someone else's research, writing, artistic conception, theme, thesis, dissertation, commercially prepared paper, musical piece or other written, visual, oral or electronic/computerized material that has been copied in whole or in part from the work of others, whether such source is published or unpublished.

2. Incorporating in one's submission, without appropriate acknowledgment and attribution, portions of the works of others; that is, failing to use the conventional marks and symbols, such as quotation marks, to acknowledge the use of verbatim and near-verbatim passages of someone else's work or failing to name the source of words, pictures, graphs, etc., other than one's own, that are incorporated into any work submitted as one's own.
3. Obtaining without authorization an examination or any part thereof.
4. Submitting materials developed for one assignment/class and using them in another assignment/class without instructor knowledge/permission.
5. Note that the College of Media includes fabrication of quotes as a form of cheating. Any student who presents work that knowingly, and without instructor approval, fabricates quotes of sources can be found guilty of cheating.

College of Media Statement on Cheating

Cheating includes, but is not limited to:

1. Obtaining help from another student during examinations.
2. Knowingly giving help to another student during examinations, taking an examination or doing academic work for another student, or providing one's own work for another student to copy and submit as his own.
3. The unauthorized use of notes, books, or other sources of information during examinations.

Refer to the University Academic Standards Policy and/or consult your professor for more information. http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification/.

Sale of Course Materials

All course materials, including lectures, class notes, quizzes, exams, handouts, presentations, and other materials provided to students for this course are protected intellectual property. As such, the unauthorized purchase or sale of these materials may result in disciplinary sanctions under the Campus Student Code.

Violations of the Academic Integrity and Responsible Conduct Policy will be handled by the instructor, the Student Code Administrator, and the Student Conduct Board, as appropriate pursuant to West Virginia University Board of Governors Policy 31. Please see the WVU Conduct Code.

Reed College Diversity and Inclusion Statement

The Reed College of Media is committed to maintaining a respectful and inclusive environment for students, faculty, staff and visitors that is free of all forms of discrimination and harassment. We embrace the notion of an academic community that is enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. Discriminatory, derogatory and threatening language or behavior to any member of the College or University community will not be tolerated.

We strive to create a learning environment for students that supports a diversity of thoughts, perspectives and experiences and honors self defined identities, while also providing an atmosphere of learning that is representative of those perspectives. The diversity that students bring to our classrooms will be viewed as a resource, strength and benefit by not just our instructors, administrators and staff, but also by our students, who agree to engage in discussion with care and empathy for the other members of their class.

Through its faculty and student work, the Reed College of Media is actively committed to presenting diverse viewpoints to a general audience and to seeking, nurturing and maintaining ties to diverse sources. In public relations and advertising, the college equates excellence in campaigns to representing and communicating with diverse clients and audiences. In news storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences.

Individuals who may have been illegally discriminated against by any member of the university community at West Virginia University may file a complaint with the Division of Diversity, Equity, and Inclusion (https://diversity.wvu.edu/).

Individuals who may have experienced violence or harassment of a sexual nature, by a stranger, friend, or partner, or by any member of the university community can find more information about resources through the WVU Title IX Office (https://diversity.wvu.edu/equity-assurance/title-ix) and may file a complaint with the Division of Diversity, Equity, and Inclusion (https://diversity.wvu.edu/).

eCampus Assistance

For course-specific assistance, submit a form through the "Technology Support" link in the main course navigation. Your issue or question will be handled by the College of Media's course support team.

For WVU ITS Service Desk assistance related to WVU passwords, network connectivity issues, software issues, etc., please call 1.877.327.9260 or visit https://wvu.atlassian.net/servicedesk/customer/portal/5.

Questions

If you have any questions about this document, please contact me at the email address included at the beginning of this syllabus.