

INTRODUCTION TO MASS COMMUNICATION

American University of Central Asia

Course	JOR 182 (6 credits) Fall 2016
Course Meetings	Tuesdays and Thursdays at 14:10-15:25
Location	TBD
Instructor	Dina Kassymbekova
Email	dina.kassymbekova@mail.com
Office Hours	Tuesdays and Thursdays at 12:30-16:00

Required Text

Campbell, R., Martin, C. & Fabos, B. (2012). *Media & Culture: An Introduction to Mass Communication 8th Ed.* Boston/New York: Bedford/St. Martin.

Course Description

In this course students will learn about print, electronic and multimedia history as well as about the current trends in mass communication. In addition we will examine how convergence and multimedia capability have changed the media landscape for both media professionals and audiences.

Course Goals/Objectives

By the end of this course, students will have demonstrated:

- An understanding of the history and cultural processes that shape mass media.
- Strategies for investigating the organization, politics, and economics of the mass media
- A grasp of the basic history of mass media, including newspaper, magazine, radio, film, TV, and Internet.
- An understanding of the current status of the media industry and the role played by new technology.
- An ability to be more discerning media consumers, cultural critics, and engaged citizens in life.

Course Requirements:

Class Participation

Good class participation involves regular attendance, consistent submission of assignments, contributing to the ongoing discussion of the class in an informed and responsible manner, being attentive to that conversation, and being respectful of the participants in it. Monopolizing discussion time, interacting aggressively with your classmates, and sleeping during class are examples of disrespectful behaviors and are not indicative of "good" class participation.

Written assignments (2)

During semester two, written assignments will be offered to provide an active participation opportunity for students who prefer to express their thoughts in written form. The work should be submitted via e-course before the deadline. Late work will not be accepted.

Presentation

Each student is expected to prepare a presentation on a topic assigned by the instructor. Presentations will be prepared and demonstrated in groups. If you miss your presentation, you will not be able to make up. Presentation dates can be changed in advance, provided you agree with another peer group to swap your presentation dates. Please email your Power Point slides to the instructor at least 48 hours before your scheduled date. Failure to meet this 48-hour rule means that you will not be allowed to present and you will lose your presentation points.

Essay

Each student is expected to write an essay during this semester. Essays should be submitted via e-course before the deadline. Late work will not be accepted.

Attendance/Punctuality/Participation

- Students are expected to attend all classes and complete assignments on time. Regular attendance for this course is mandatory. All students are also expected to be in class and in their seats at the beginning of each class period. Students who arrive more than ten minutes late for class, or who leave before the class has ended will be marked absent for that class, unless there is a legitimate excuse for doing so. If you have a compelling reason to be absent, or late, because of an illness or other emergency, please discuss it with the instructor.
- If you miss six or more classes, you will receive zero points for the class participation/attendance.
- You are expected to help keep this course stimulating and the discussions relevant by completing the assigned reading and written assignments. You are responsible for contributing to class discussions based on the readings.

Additional Course Policies

- Please turn off all cell phones/electronic devices before entering class. Students using any electronic devices without instructor's permission during class will be excused from the class.
- Please complete each reading assignment prior to the day it is assigned so you can take part in discussions in class and apply the techniques learned from reading.
- Students must respect people's diversity and to be aware of the various ways in which language can be discriminatory. Thus, everyone should avoid using biased language both in the class discussions and in written assignments.
- Important announcements, supplemental materials, etc. will be communicated via E-mail. Each student is expected to have a valid E-mail address and to check their E-mail often.

Plagiarism Policy

Please familiarize yourself with AUCA plagiarism policy as stated in the AUCA Student Handbook. If you plagiarize you will receive failing grade for the assignment AND for the course.

It may seem to be easy to recognize something that is plagiarized. However, there is growing blurry line about recognizing what plagiarism is. Typically, there are ten types of plagiarism. *TurnItIn* software outlines some common plagiarism practices. For example,

- (1) The act of changing key words or phrases but retaining the essential content of the source
- (2) Self-plagiarism. This is something when a student submits the same work to more than one class.
- (3) A mixture of copied material from several different sources without proper citation
- (4) A written piece that includes citations to non-existent or inaccurate information about sources
- (5) "Aggregator." This typically includes proper citation, but the paper contains almost no original work.

Grading Criteria

Class Attendance/ Class Participation	20%
Written assignments (2)	20% (10 % each)
Presentations	30%
Essays	30%
Total	100 %

Grade Appeal

If you disagree with a grade, please come speak to me so I explain why you got the grade. If still disagreement persists, then speak with your academic advisor about filing an appeal. There is no grade negotiation. Grades are earned not given

Grading Scale:

A 93-100 Excellent

A- 90-92 Excellent

B + 87-89 Good

B 83-86 Good

B- 80-82 Good

C + 77-79 Average

C 73-76 Average

C- 70-72 Average

D+ 67-69 Poor

D 63-66 Poor

D- 60-62 Poor

F 0-59 Failure

(TENTATIVE) COURSE SCHEDULE

Week 1

Thu, September 1. Course introduction. Syllabus, course objectives, grading criteria etc.

Week 2

Tue, September 6. Elements and processes of mass communication.

Thu, September 8. Role of mass media in the society. Why are mass media powerful?

Week 3

Tue, September 13 public holiday (Kurban Ait)

Thu, September 15. Recent years' changes. Modern media. Media convergence. Importance of media literacy.

Week 4

Tue, September 20. History of mass communication. Four stages.

Thu, September 22. History of mass communication. Continued.

Week 5

Tue, September 27. Mass communication models.

Thu, September 29. Preparation for group assignments. How to prepare a presentation and present successfully.

Week 6

Tue, October 4. Print media. Books, Newspapers, Magazines.

Thu, October 6. Radio.

Week 7

Tue, October 11. Film and television.

Thu, October 13. Internet.

Week 8

Tue, October 18. Review session.

Thu, October 20. Preparation for essay. How to write an essay.

Week 9

Tue, October 25. Media and culture.

Thu, October 27. Advertising and Commercial Culture.

Week 10

Tue, November 1. Framing the message.

Thu, November 3. Commercialization of Childhood.

Week 11

Tue, November 8. Fall Break. (No classes)

Thu, November 10. Fall Break. (No classes)

Week 12

Tue, November 15. Essay feedback.

Thu, November 17. Review session.

Week 13

Tue, November 22. Journalism. Media ethics.

Thu, November 24. Media research.

Week14

Tue, November 29. Media and democracy.

Thu, December 1. Theories of mass communication.

Week 15

Tue, December 6. Review session.

Thu, December 8 Course summary and reflexion.

Week 16

Tue, December 13.

Thu, December 15.

Note: The schedule is only tentative and subject to change. All changes will be announced in class and/or sent by email. Please check your AUCA email regularly for the most up-to-date information.