

COMM 2253.1: Media and Society

Professor: Aaron Adair, Ph.D.
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If you decide to email me, please include the following in the subject line: Last Name/Media and Society

Office Phone: 580.745.2886

Office Hours: My office is in VPAC 131.

Course URL: blackboard.se.edu

Semester Calendar: [Spring 2019](#)

Textbook: Potter, W.J. (2016). Introduction to Media Literacy. ISBN 978-1-4833-7958-6

Overview of the Course:

This course introduces you to the study of media and its cultural impact. This survey explores the history, structure, organization, and cultural role of the major forms of mass media. By taking a close look at the media's historical development, cultural influence, aesthetic qualities, and future developments, you will gain an understanding of the increasingly important role the media have in shaping us as individuals, as a society, and as a culture.

Learning Objectives:

Upon successful completion of this course, the student will be able to:

- Summarize the impact and influence of the major forms of mass media on American culture, society, and the individual.
- Apply media literacy skills and a critical perspective to the consumption of mass media.
- Analyze media consumption patterns and their influence on behavior.

Alignment of Objectives with External Standards: None Exist

TECHNICAL REQUIREMENTS

Internet Access

If this is an Internet-based course, access to reliable Internet is required. It is the student's responsibility to ensure access to a reliable Internet port. The student should be aware that wireless and dial-up connections are not always reliable. Working from a phone or a tablet may not be reliable.

Software

You should save your materials as MS Word files, pdf files, and .rtf files.

CLASS POLICIES

Netiquette

Be respectful. Be cooperative. Be thoughtful. Seek to Understand.

Course Attendance and Participation Policy:

This is an online course. After you read the syllabus, and look through the course, you will know your responsibilities (every assignment and due date/Sunday at 11:59 pm). I will make NO changes to the syllabus. During the first week of class you must meet the course assignments by the stated early due dates to be considered attending the course.

All assignments are due on the dates specified. Late assignments are not accepted, and, excepting official university absences, make-up assignments will not be scheduled. You should contribute to discussions throughout the week.

Method of Grade Determination:

All assignments are due on the date specified. Late assignments are not accepted, and, excepting official university absences, make-up assignments will not be scheduled.

In this course, an "A" reflects truly outstanding work, a "B" reflects very good work, a "C" reflects average work, a "D" reflects barely passing work, and an "F" reflects failure. Assignments will receive letter grades with the following point correspondences (C, D, and F grades will follow the same format):

A+	100 points	B+	88 points
A	95 points	B	85 points
A-	92 points	B-	82 points

Course Grades

5 Tests	(12% each)	60%
Discussion		10%
YouTube Assignment		10%
Concept Sheets 1		10%
Concept Sheets 2		10%

I will submit grades five days following the due date on assignments.

Library Information

www.se.edu/lib

Student Conduct and Academic Honesty

All students shall adhere to the Code of Student Conduct regarding academic dishonesty, including acts of cheating and plagiarism. Copies of the code are available in the Dean of Students office or <http://homepages.se.edu/student-life/files/2009/10/student-handbook.pdf>

Student Accommodations

Counseling Center: *Any student experiencing mental or emotional issues who desires free, confidential, clinical counseling is encouraged to contact the SE Counseling Center at (580) 745-2988 to schedule an appointment during normal working hours Monday-Friday, 8:00AM to 5:00PM. For after-hours mental health emergencies, please call SE Campus Police at (580) 745-2911 or the Mental Health Crisis Hotline at 1- (800) 522-1090.*

Disability Accommodations: *Any student needing special accommodations due to a disability should contact the Office of Compliance and Safety, Administration Building, Suite 311 or call (580) 745-3090 (TDD# 745-2704). It is the responsibility of each student who anticipates or experiences barriers to their academic experience to make an official request for disability related accommodations in a timely manner.*

Equity and Non-Discrimination Statement: *Southeastern Oklahoma State University, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, sexual orientation, gender identity, or status as a veteran in any of its policies, practices, procedures, or programs. This includes, but is not limited to: admissions, employment, financial aid, and educational services. Inquiries regarding non-discrimination and equity policies may be directed to: Michael Davis, Director of Compliance and Safety & Title IX Coordinator, (580) 745-3090, or mdavis@se.edu.*

Compliant Title IX Disclosure I

Equal Opportunity Statement. In Compliance with Title VI of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education

Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, and other Federal Laws and Regulations, Southeastern Oklahoma State University does not discriminate on the basis of race, color, national origin, sex, sexual identity, sexual orientation, age, religion, handicap, disability, or status as a veteran in any of its policies, practices or procedures, this includes but is not limited to admissions, employment, financial aid, and educational services.

Compliant Title IX Disclosure II

Notice of Non-discrimination on Basis of Sex. Title IX of the Education Amendments of 1972 (20 U.S.C. § 1681) states: No person in the United States, shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance..." Southeastern Oklahoma State University does not discriminate on the basis of sex in its education programs or activities, in compliance with Title IX and the U.S. Department of Education's regulations at 34 C.F.R. §§ 86.1 et seq. Individuals who believe they have been discriminated against on the basis of sex may contact S.E.'s Title IX Coordinator at 580-745-3090, 580-745-3090, titleix@se.edu, or PMB 2750.

Student Profile

In the years I have taught I have noticed a profile of those students who are successful. The student has a positive attitude toward learning, develops an interest in learning about communication issues, is willing to re-examine and challenge existing ways of thinking about communication problems, takes responsibility for himself/herself, views the instructor as an ally, listens carefully, attends class regularly, reads the textbooks, studies hard, participates fully in discussions, ask questions, and learns from mistakes.