

SURVEY OF PROFESSIONAL MEDIA

COM 13000 - Lindenwood University - Fall 2016

MEETING TIMES, DAYS AND PLACE

9 a.m. - 9:50 a.m.

Monday, Wednesday, Friday

4185 Spellmann

10 a.m. - 10:50 a.m.

Monday, Wednesday, Friday

4185 Spellmann

TEXTBOOK AND OTHER READING

- *Media & Culture* by Campbell, Martin and Fabos, Bedford/St. Martin's, 10th Edition
- Various Reading Assignments

INSTRUCTOR

John S. Forrester

email: jforrester@lindenwood.edu

twitter: @johnsforrester

website: johnsforrester.com

Office Hours: By Appointment Only.

COURSE DESCRIPTION

From the advent of the printing press to the social media revolution, this course offers an introductory exploration into the ways that media impacts society, business, the world and ourselves. By examining the ways that humans communicate, and the reasons why they use the channels they do, it is hoped that students successfully completing the course emerge with an understanding of the way mass media works, ethical and legal frameworks to abide by, and with information on career paths.

COURSE OBJECTIVES

Develop an understanding of media history, approaches to communication research, the various forms of media and how they work and provide a look at the challenges and controversies of mass media.

ATTENDANCE

Attendance is taken every class and represents 10% of your grade. While points are not awarded for being present, you will lose 30 POINTS for EACH unexcused absence.

If you must miss class, EMAIL the instructor BEFORE the day of the class to make arrangements to make up assignments or tests. If you do not inform the instructor BEFORE the

day of class that you miss, you are not allowed to make up assignments or tests. Be PROACTIVE in communicating absences to keep your grades high.

STUDENT RESPONSIBILITIES

Show up. Be honest in your words, actions and work. Do your work on time. Be respectful of each other and the instructor.

DEADLINES

Deadlines given for assignments are iron clad. If you can't respect and live up to deadlines, you probably shouldn't be entering the communications field. Assignments turned in late receive an automatic "F". However, if you realize you are going to miss a deadline, the instructor may grant an extension if you ask for one BEFORE the deadline. Please email if you have circumstances preventing you from finishing the assignment on time.

GRADING

1000 TOTAL POINTS

- Major Exams (4) - 40% of final grade - 400 points total, 100 points each
 - One per unit, including an in-class written essay discussing items from the unit's course materials.
- Current Events Quizzes (10) - 10% of final grade - 100 points total, 10 points each
 - Every Friday. If you have to miss class, make arrangements with professor at least 48 hours prior to quiz date.
- Content Quizzes (10) - 10% of final grade - 100 points total, 10 points each
 - Students will be regularly quizzed on their knowledge of the course material.
- Written Assignments (10) - 20% of final grade - 200 points total, 20 points each
- Major Papers (2) - 5% of final grade - 25 points each, 50 points total
- Media Topics Paper & Presentation (1) - 5% of final grade - 50 points total
- Attendance - 10% of final grade - 100 points total

Grades are based on percentages of total points awarded in class. Grades are not rounded up, so, for example a percentage of 88.999 will earn a "B."

A = 100-89 percent of total points in class

B = 88.9-79 percent

C = 78.9-69 percent

D = 68.9-59 percent

F = 58.9-0 percent

CHANGES IN COURSE SYLLABUS

The course syllabus is subject to change if the instructor deems it necessary in order to accomplish the course objectives. Students will be notified in writing of all substantive changes to the course syllabus.

ACADEMIC INTEGRITY AT LINDENWOOD UNIVERSITY

Lindenwood University students belong to an educational community invested in the exploration and advancement of knowledge. Academic integrity is a critical part of that investment: all students have a fair opportunity to succeed, and as such, all students owe their classmates,

instructors, administrators and themselves the duty of scholarly and creative work untainted by plagiarism, dishonesty, cheating and other infringements of academic integrity. In turn, instructors, staff and administrators will also uphold these policies in order to promote student intellectual development and preserve the integrity of a Lindenwood degree.

As part of this educational community, students are expected to familiarize themselves with the university's policies on Academic Honesty in the Lindenwood University Student Handbook and to adhere to these policies at all times. Students are also encouraged to consult the resources of the university library and the Writing Center/Academic Success Center for assistance in upholding the university honesty policy.

Academic Dishonesty includes plagiarism, cheating and lying or deception.

- Cheating is giving or receiving unauthorized aid on an examination, assignment or other graded work - e.g., cell phone, crib sheet, or another student - it qualifies as academic dishonesty
- Lying/Deception refers to dishonest words, actions or omissions directed at University personnel by a student in order to improve the academic or financial standing of any student at the University.
- Plagiarism is the fraudulent presentation of another person's ideas or work as the student's own.
 - When a student, whether by accident or design, does not properly acknowledge sources in any academic assignment where original work is expected, that student is stealing the ideas and the effort of another.
 - For all assignments completed entirely or in part out of class, the instructor reserves the right to interview the student about the work to verify authorship. A student who is unable to demonstrate a basic understanding of the submitted work will be reported for academic dishonesty and an appropriate penalty will be applied.

CONSEQUENCES OF ACADEMIC DISHONESTY

The penalty for the first reported offense of academic dishonesty will be determined by the instructor and may result in a reduced or failing grade penalty. Upon a first report of dishonesty, the student is also required to complete an online Academic Integrity Tutorial. A charge for the tutorial will be applied to the student's Business Office account. For undergraduate students, a second offense will result in the failure of the class, and a third offense will lead to expulsion from the university. Graduate students will be expelled after a second offense is reported.

Any questions concerning this policy should be directed to the Associate Provost, who maintains confidential records of academic dishonesty reports. These records are accessible only to the Provost and Associate Provost and are not linked to the student's academic or financial records by the University.

STUDENTS WITH DISABILITIES

If you have a disability or believe you may have a disability that requires reasonable accommodations for participation in this course, you must contact Jared Conner,

Student Support and Accessibility Coordinator, at (636) 949-4510 or jconner@lindenwood.edu and notify your professor during the first week of class so that accommodations can be made. Reasonable accommodations will be made to ensure that students with disabilities have a fair opportunity to perform at their potential. Students are responsible for providing the instructor with a Campus Accessibility Faculty Notification Form specifying classroom accommodations. Your academic advisor can also help with this process.

RECORDING AND ELECTRONIC DEVICES

During classroom instruction and testing, the use of cameras, video audio taping devices, or any other kinds of electronic devices (including telephones, tablets, Bluetooth devices, etc.) is allowed only after obtaining permission from the instructor; otherwise the use of such devices is prohibited.

Electronic devices used for prosthetic or accessibility purposes may only be used after the faculty member has received a signed accommodation letter from the Accessibility Officer. Any recordings made may not be redistributed to anyone not a member of the class without the express written permission of the instructor and all student subjects of the recording.

COPYRIGHT POLICY

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Students may not distribute copies of copyrighted materials to other students. This includes PowerPoints, handouts, podcasts, etc.