Syllabus Spring 2013
Journalism 141: Introduction to Journalism & Mass Communication

Class: TR 08:00 AM – 9:30 AM
Instructor: Dr. Shu-Yueh Lee
Office: 3605 Sage
Office Hours: TR 3:00- 5:00 PM or by appointment
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Course Description

This class is an introduction to mass communication and mass media. This class will focus on the development and impact of journalism and mass media. You will study the institution, history, economics, and social role of each major medium, including traditional and new media. You also will study mass communication theories and the regulations and social effects of mass media.

1. Students will gain an understanding of journalism and mass communication at macro and micro levels.
2. Students will obtain broad knowledge of the developments, operations, impacts, and economics of mass media.
3. Students will develop the awareness of the trend of converging media in terms of the applications and the potentials.

Textbooks

Required textbook:

The Dynamics of Mass Communications: Media in the Digital Age, 12th Edition, by Joseph R. Dominick.

Policies and Responsibilities

Attendance

Class attendance is necessary for you to meet the requirements of this class. You are expected to attend all class meetings. There will be several unannounced quizzes based on the textbook and class materials throughout the semester. These cannot be made up in cases of absence or lateness. It is each student's responsibility to come to each class in case a pop quiz or exam is held. If you miss a class, it is your responsibility to obtain information covered. Do not e-mail or ask the instructor to give you notes, PowerPoint slides, handouts…etc if you miss the class.

A tentative course schedule is provided. Your instructor reserves the right to make changes to the syllabus as needed during the course.

Grading Scale

Your grade is not negotiable

A	**92-100**
A-	**90-91.9**

B+	**88-89.9**
B	**82-87.9**
B-	**80-81.9**
C+	**78-79.9**
C	**72-77.9**
C-	**70-71.9**
D+	**68-69.9**
D	**62-67.9**
D-	**60-61.9**
F	**Less than 60**

Class Requirements

Required Reading

1. The Dynamics of Mass Communications: Media in the Digital Age, 11th Edition, by Joseph R. Dominick.
2. In addition to the required textbook, your instructor will distribute handouts of articles that are pertinent to the course throughout the semester. Students are responsible for this material on quizzes and exams.

Exams (85%)

There are four exams in this class, 100 points per each. The lowest exam score will be dropped. The top three exam scores count toward the final grade. The exams **cannot** be made up in cases of absence, except for students who have scheduled UW-O activities that take them away from campus. If you will be away from campus due to UW-O activities, please provide the documentation ahead of time to get my approval. Make-ups are not allowed for family emergencies, personal emergencies…etc. unless otherwise defined as acceptable by the university or received my approval in advance. **If you are late, you may not enter the exam/quiz area if someone has already left the room.**

The format of exams includes multiple choice and true/false. The material on the exam will cover any class discussions, notes, handouts, and textbook readings. The total of your exam scores will be the average of your top three exam scores multiplied by 85 percent.

Quizzes (15%)

There are four unannounced quizzes during the course, 5 points per each. The lowest quiz score will be dropped. The quizzes will cover recent readings and/or lectures. Quizzes **cannot** be made up in cases of absence or lateness. Your total quiz scores will be the sum of top three quiz scores.

Reading Assignments

Students are responsible to read the assigned materials prior to the class meeting.

Academic Honesty

You are expected to be aware of the academic codes recognized by this university

and the university system. Giving or receiving assistance on an exam will not be tolerated, and will result in a grade of zero on the exam.

UWO Academic Integrity Policy:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work, for the appropriate citation of source, and for respect of others' academic endeavors." (UWS 14.01, Wisconsin Administrative Code)

Students are subject to disciplinary action for academic misconduct, which is defined in UWS 14.03, Wisconsin Administrative Code. Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined I Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code 2000-01.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

UWO Accommodations for Individuals with Disabilities

"The University of Wisconsin Oshkosh is committed to providing reasonable accommodations for students with disabilities. Please contact Disability Services [Dean of Students Office 125 Dempsey Hall 424-3100 (voice) 424-1319 (TTY)] for the University's accommodation request form and documentation requirements. Information related to an individual's accommodation request and/or arrangements will be confidential and will be shared with relevant University personnel or offices on a 'need to know' basis."

Course Outline and Class Schedule:

This class schedule is provided to permit you to plan your learning and assignments effectively. The instructor, however, reserve the right to make changes as the needs of the class requires.

Jan. 29	Introduction to class Assessment exam	
Jan. 31	Communication	Dominick chapter 1
Feb. 5	Perspectives of communication	Dominick chapter 2
Feb. 7	Communication historical and culture context	Dominick chapter 3
Feb. 12	The internet and social media	Dominick chapter 4
Feb. 14	Newspapers	Dominick chapter 5
Feb. 19	Review	
Feb. 21	**Exam 1**	
Feb. 26	Magazines	Dominick chapter 6
Feb. 28	Book	Dominick chapter 7
Mar. 5	Radio	Dominick chapter 8
Mar. 7	Sound recording	Dominick chapter 9
Mar. 12	Review	
Mar. 14	**Exam 2**	
Mar. 19 & 21	**Spring Break**	
Mar. 26	Motion Picture	Dominick chapter 10
Mar. 28	Broadcast TV	Dominick chapter 11
Apr. 2	Cable, Satellite, and Internet TV	Dominick chapter 12

Apr. 4	News gathering & reporting	Dominick chapter 13
Apr. 10	Public relations Guest Speaker: PR & Social Media	Dominick chapter 14
Apr. 12	Review	
Apr. 17	**Exam 3**	
Apr. 19	Advertising	Dominick chapter 15
Apr. 24	Formal controls	Dominick chapter 16
Apr. 26	Media and diversity	Assigned reading
May 1	Media System	Dominick chapter 18, 11th edition
May 3	Social effects	Dominick chapter 18
May 8	Review	
May 10	**Exam 4**	