

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
SCHOOL OF COMMUNICATION ARTS
FACULTY OF INFORMATION ARTS & TECHNOLOGY**

SUBJECT OUTLINE

PROGRAM:	Media Fundamentals (Pre-Media)
SUBJECT TITLE:	Media & Communications
SUBJECT CODE:	MFD 203
PROFESSOR:	Janet Symmons
E-MAIL:	XXXXX
OFFICE LOCATION:	SCA, room 2080 D
OFFICE HOURS:	Tuesdays: 10:45 to 11:30 Wednesdays: 11:40 to 12:25
CREDIT STATUS:	Pre-Media (Media Fundamentals) Certificate Program
PREREQUISITES:	EAC 149 – English and Communications MFD 102 – SCA Program Preparation PSY 203 – Creative Problem Solving
COREQUISITES:	EAC 152 – English and Presentation Skills MFD 204 – Professional Presentation Skills
SEMESTER:	Winter 2009

Subject Description

This “hands-on” subject will introduce students to print, radio, television and advertising. Students will be introduced to the key elements of each medium and the audiences they serve. There is a strong emphasis on learning to write clearly and concisely in a variety of styles, which meet industry standards. Through a combination of discussion, class activities, written

assignments and team presentations, students will develop a solid understanding of the media's role in Canadian society.

Learning Outcomes

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

1. Describe the difference of the media and its role in Canadian society,
2. Demonstrate their understanding of the key elements of writing for print, radio, television and advertising
3. Demonstrate their understanding of the integration of media and how it affects the information the public receives.

Recommended Text

Canadian Oxford Dictionary published after 1999. Students are expected to read, watch and listen to a variety of media to complete assignments and to understand lesson objectives.

Assignments

All assignments must be original and written entirely by the student. Students may not use quotes or information from other sources.

Assignment Format

All written assignments must have a cover page with the following information: Title of the assignment, your name, date and class code and section. Number all the pages of your assignment and **staple the pages** together. All assignments must be double-spaced, in Times New Roman, 12-point font. This includes all titles and subtitles. DO NOT hit the “enter” or “return” key twice at the end of a paragraph – once is enough. This is good journalistic and academic practice. (Hint: This outline has the proper spacing and font.)

Finally, if you hand in two copies of the assignment, one copy will be marked and returned to you along with a mark sheet. If you hand in only one copy, your assignment will not be returned to you, but you will receive a completed mark sheet. If you e-mail an assignment to me (see “Late Assignments”), then you will not receive your assignment back, but only a completed mark sheet.

Late Assignments

All assignments are due during class on the specified date. Assignments may be submitted up to 5 PM on the due date without a penalty. Assignments must be submitted either in person or via e-mail. **DO NOT LEAVE ASSIGNMENTS AT RECEPTION, IN MY MAILBOX OR UNDER MY OFFICE DOOR.** If you submit an assignment by e-mail, please remember that I can open only Word documents files (the file will end in .doc, NOT .docx). Please do not submit WordPerfect or other files, as I will not open them. Late assignments will be penalized two marks per day. Assignments handed in over five days late will not be accepted. Because of the nature of the presentations, you must present on the due date. A presentation that is not presented on its due date will be marked as zero for all members of the presentation team.

Modes of Evaluation

Media release		14%
Content	6.5%	
Style	2.5%	
Professionalism	1%	
Creativity	2.5%	
Spelling/grammar	1.5%	
Newspaper article		15%
Content	8%	
Style	2%	
Professionalism	2%	
Creativity	1.5%	
Spelling/grammar	1.5%	
Quiz		10%
Radio assignment		13%
Content	7.5%	
Organization	1%	
Time:	1%	
Professionalism	2%	
Spelling/grammar	1.5%	
Television presentation		13%
Content	7.5%	
Organization	1%	
Time:	1%	
Professionalism	2%	
Spelling/grammar	1.5%	
Communications Project		25%
Media release	5%	
Newspaper article	5%	
Radio ad	4%	
Billboard	4%	
Presentation	4%	
Spelling / grammar	3%	
In-class activities & professionalism		10%

All assignments emphasize your writing skills. Regardless of which field of media you are interested in pursuing, spelling, grammar, punctuation and writing skills are very important.

Thus, you will lose marks for poor grammar and spelling. Do not rely on your computer's spellchecker as it is not always reliable and may miss simple mistakes. Proofread everything – twice! You must use **Canadian spelling**. If in doubt, refer to a Canadian Oxford Dictionary published after 1999. You may wish to have a learning partner who will proofread your paper in return for your proofreading services. **If your work contains copious amounts of spelling and grammar mistakes, you will receive a failing grade on the assignment regardless of the mark breakdown.**

Grading policy

		<u>GPA</u>
A+	90% - 100%	4.0
A	80% - 89%	4.0
B+	75% - 79%	3.5
B	70% - 74%	3.0
C+	65% - 69%	2.5
C	60% - 64%	2.0
D	55% - 59%	1.0
F	0% - 54%	0

In-class activities

Each class will have an activity to reinforce the topic presented that day. Participation in these activities will give the students a hands-on opportunity to be creative and receive feedback about their understanding and application of the topic. Participating in such activities will most probably result in a higher grade for assignments based on these activities. Therefore, it is very important that students participate in the activities to help them better understand the material.

Professionalism

A professional, business-like attitude is essential to succeed in today's highly competitive job market. Professionalism means having a positive attitude in class, demonstrated by excellent attendance, attentiveness in class, punctuality, participation and courtesy.

Dropping a Subject

It is the responsibility of the student wishing to drop this subject to notify the professor and the Office of the Registrar on/or before the deadline stated in the Student Handbook. A "Timetable Change Form" must be completed and signed by the MFD coordinator and delivered by the student to the Registrar by the deadline.

Student/Faculty Consultation Outside Classroom Hours

Students are encouraged to consult the professor with subject-related questions outside class time. To arrange a consultation at a mutually agreeable time, students should speak with the professor during regularly scheduled classes or in the professor's office or via e-mail.

Academic Regulations

Students are responsible for being aware of college regulations in the Academic Policy Handbook.

Cheating and / or Plagiarism

Section 8.9 - Seneca College Academic Policy

Cheating and/or plagiarism are offences that will not be tolerated by the College. Such offences occur when a student violates the procedures governing the administration of examinations, tests or other means of evaluating student achievement in a subject or program.

Student Appeals

Section 11 - Seneca College Academic Policy

You have the right to appeal academic decisions of the College. The procedures for informal and formal appeals are outlined in the College Academic Policy.

Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a **complete** file is submitted at the time of the appeal. **A lost assignment is no excuse.**

If a student disagrees with the evaluation of an assignment or with a final grade, **the student must first discuss the matter with the professor** in an attempt to resolve the disagreement. If the matter is not resolved, the student should discuss the problem with the chair of the School of Communication Arts.

For further information on appeals, please consult the Academic Policy Handbook.

As a student at Seneca College, you are expected to read the College Academic Policy and your College Student Handbook. Please note that this information is very important.

Student Rights and Responsibilities

Students should be aware of their rights and responsibilities. They should consult the Student Handbook.

Discrimination and Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from The Centre for Equity and Human Rights. For more information on Student Rights and Responsibilities, please consult the Student Handbook.

Class Outline

Date	Topic
January 14	Review course outline and assignments News elements, news values and writing leads
January 21	Public relations – Effects on media
January 28	Writing the message Organizing a story, organizational styles
February 4	Newspapers – Understanding formats and headlines Due: Media release
February 11	Newspapers – Understanding audiences Legal and ethical issues
February 18	Magazines – Understanding audiences Due: Newspaper article
February 25	Electronic media writing Print vs. electronic, writing for radio Test
March 4	Study week – NO CLASS
March 11	Television – Writing for TV Due: Radio presentation
March 18	Television – Advertising
March 25	Print advertising Due: TV presentation
April 1	Print advertising Part II
April 8	Writing for the Web and subject review Due: Communications project parts 1, 2 and 3
April 15	Due: Communications project parts 4 and 5