

**SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
ENGLISH AND GENERAL EDUCATION
FACULTY OF TECHNOLOGY**

SUBJECT OUTLINE

SUBJECT TITLE: **The Media of Mass Communications**

SUBJECT CODE: **SOC 203**

PROFESSOR: **Janet Symmons: Room 2095**
 E-mail: XXXXX

CREDIT STATUS: **An elective in the General Education**
 Department

PREREQUISITES: **EAC 149 English and Communications**

SEMESTER: **Fall 2005**

APPROVED BY: _____

John McIntyre, Chair
English and General Education

Subject Description

Through the media, we interpret the world around us. Through television, radio, Internet, print, music, films and theatre, we form opinions of people, places, politics and economics. We will examine who delivers their ideologies through the media and for what purpose. In addition, you will understand how the media affects democracy, the choices you make and the views you hold. The course will be delivered through a combination of lectures and presentations.

Learning Outcomes

Upon successful completion of this subject, students will:

1. Demonstrate their understanding of the integration of media and how it affects the information the public receives,
2. Describe how our lifestyle and our role in Canadian and global society is affected by the media we consume, and
3. Write medium and long essays that meet or exceed media industry standards.

Required Text

Vivian, J. and Maurin, P.J. (2003). *The Media of Mass Communication* (3rd ed.). Toronto: Allyn & Bacon.

Recommended Texts

Canadian Oxford Dictionary published after 1999.

Assignment One – Presentation

In groups of two or three, you will give a presentation on an aspect of mass communication to the class. The presentation will be 10 to 15 minutes in length. All presentations **MUST** include PowerPoint and one other presentation aid. In addition, you must hand in a peer evaluation for each member of your group. (See “Peer Evaluations” for details.)

Each topic is based on a small part of a chapter in the required textbook. Topics will be discussed on the first day of class

You will lose marks if you arrive late for your presentation or are not prepared to present when called upon.

Create a useful and insightful handout for the class. The handout should **not** be a copy of your presentation. Tips and checklists work well if they contain information that can be applied outside of the classroom.

Assignment Two – Critical Analysis

Each student will be given a unique topic/question to analyze. The paper will be two to three pages in length (Times New Roman, 12 point font, double spaced). You are not expected to do any outside reading for this assignment. I am looking for your opinions, thoughts and analysis of the topic. Please use the assignment question as the title of your paper.

The topic assignment will be given out on the first day of class. The topic for Assignment Two and three must **NOT** be the same or similar.

Assignment Three – Mass Communication Paper

Working with the same group as the presentation assignment, you will write a paper on a medium and one of the following topics:

1. Children
2. Censorship
3. Criminal Justice
4. Culture
5. Education
6. Election Campaigns
7. Environment
8. Ethics Relations
9. Gender

10. Government
11. Minorities
12. Peace
13. Propaganda
14. Public Opinion
15. Race Relations
16. Sports
17. Technology
18. Terrorism
19. Women
20. Youth

Once you have chosen a topic that interests you, you must **narrow it down** so it is specific and manageable. This research assignment should **not** contain your opinions on the topic. You must submit to the professor your specific topic and reason for choosing the topic. This will be submitted in lesson/week four. The due date for your paper is the beginning of class on week 12. All topics must be based on Canadian media.

The paper will be between 9 and 11 pages, double-spaced, in Times New Roman, 12-point font. You must also add appropriate references and citations using either MLA or APA style. A minimum of four references, from sources other than the textbook, is required. If you have writing problems, please take your paper to the Writing Centre (in the Learning Commons) to ensure that your work is error free.

Please remember to use headings and sub-headings. This will make it easier for you to identify and focus on your key elements. Headings also help guide the reader through your paper.

Assignment Four – In-Class Essay

From the following list, choose a topic to write about:

1. The importance of the ethnic press in Canada
2. Big business' influence on artist development in the music industry
3. The CRTC's impact on the radio industry
4. How major Canadian networks hold onto their audience despite speciality channels
5. How media conglomerates control the news we see on TV
6. The importance of internal public relations
7. The problems with self-regulation of advertisers
8. How publication bans ensure fairness in criminal trials

Using the sheet on page 12 of this outline as a guide, you will write an essay in class. You are allowed to use the completed sheet and a dictionary for the essay. **Please bring your own dictionary to class.** You will be given 40 minutes to write the essay. It is strongly recommended that you prepare in advance for the essay. You will be marked on content and organization in addition to spelling and grammar. You should read beyond the textbook for this assignment. It is a good idea to find two other sources of material for you to draw ideas from.

The essay will be five paragraphs in length. In the first paragraph, give your thesis statement and, in two or three sentences, tell the reader why this topic is important. In the second paragraph, provide a topic sentence, which is linked back to your thesis. Develop your idea and provide support. You must also clearly answer two questions: what does this paragraph have to do with my thesis and how does this paragraph enhance the reader's understanding of the topic. Paragraphs three and four are similar to the second paragraph. Start with a topic sentence, develop the idea, support the idea and answer the two questions. The final paragraph is your conclusion. Do not introduce new ideas here. Simply recap the key points and thesis statement. You may wish to add why the topic is important to media consumers or how it will impact Canadians in the future.

In-Class Tests

Ten short in-class tests are scheduled. You must write the test on the scheduled day during regular class time. Students will not be allowed to write a make up test if an in-class test is missed. Two of the lowest marked test will not count toward the final mark. Only your eight best tests will count towards your grade. Tests are based on the entire textbook chapter we study each week.

Late Assignments

Peer evaluations, critical analysis and the mass communications paper are all due during class on the specified date. Late assignments will be penalized two marks per day. Assignments that are a week or more late will not be accepted.

Because of the nature of the presentation, you must present it on the due date. A presentation that is not presented on its due date will be marked as zero.

If you are unable to write the in-class essay on the assigned date, you may write it either the day before or the day after in the Test Centre. It is the responsibility of the student to contact the professor no less than 72 hours prior to the due date so that arrangement with the Test Centre can be made.

Modes of Evaluation

Presentation		10%
Content:	4%	
Presentation skills:	3%	
Handout:	3%	
Mass Communications Paper		20%
Content:	10%	
Understandability/logic:	6%	
Organization:	4%	

Critical Analysis		10%
Focus/content:	5%	
Understandability/logic	3%	
Organization:	2%	
In-Class Essay		10%
Introduction/thesis:	2%	
Body point #1:	2%	
Body point #2:	2%	
Body point #3:	2%	
Conclusion:	2%	
Eight In-Class Tests		40%
Participation		5%
Professionalism		5%

Spelling/Grammar

In this course there are several assignments that 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.

Presentational Aids/Audio Equipment

Students are required to make their own arrangements for presentational aids or audio equipment. Prepare a back-up plan in case of non-delivery of equipment or equipment failure.

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

Participation

Consistent attendance is required for success in this course. If you are absent from class for any reason, please e-mail me and explain why. Attendance will be taken at the beginning of each class. If you have been marked absent from four or more classes, you will receive a zero mark for attendance. The attendance sheet will be compared to the in-class tests, which will end each

class. **You must sign the attendance sheet at the beginning of the class and write the test at the end of the class to be marked present for the class.**

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.

Peer Evaluations

Working in groups can be stressful, but is a key to your success in the communications field. If you have ANY concerns about other members in your groups, please talk to the professor. Peer evaluations are a required element of the course. Under no circumstance will the professor take into consideration excuses and explanations **after** the peer evaluations have been submitted.

All participants in a group receive the same grade for each assignment. To be eligible to pass the course, each member of a team must evaluate his or her teammates individually and submit confidential, comprehensive evaluations (see attached evaluation form) to the professor with the completion of each assignment. In addition, the professor will take into account the peer evaluations when determining each participant's final mark. A participant's final mark may be adjusted by three marks (PLUS or MINUS) on the basis of the peer evaluation.

Please make **two copies of a blank peer evaluation** for each member in your group. Hand in one completed evaluation with your presentation. The second completed evaluation is due with your Mass Communications Paper.

If you do not hand in your peer evaluations, you will be deducted three marks.

Class Outline

Date	Topic
September 6	Review course outline and assignment and form groups Lecture: What is media and how it affects consumers
September 13	Topic: Print Team 1 Presentation: magazines Test #1
September 20	Topic: Music Team 2 Presentation: the Canadian music scene Film: Money for Nothing Test #2
September 27	Topic: Radio Team 3 Presentation: radio formats Test #3 Due: Mass communications topic
October 4	Topic: Television & moving images Team 4 Presentation: Canadian movies and TV Test #4
October 11	Topic: The Web Team 5 Presentation: Evaluating the Web Test #5
October 18	Topic: The news Team 6 Presentation: Variables affecting the news In-class essay
October 25	Study week – NO CLASS
November 1	Topic: Public relations Team 7 Presentation: media relations Test #6
November 8	Topic: Advertising Team 8 Presentation: pitching messages and plans Test #7

- November 15 Topic: Public relations versus advertising
Team 9 Presentation: measuring audience size
Test #8 (media research)
- November 22 Topic: Similarities and differences of the media
Team 10 Presentation: copyright in Canada
Test #9 (media law and ethics)
Due: Mass communications paper with peer evaluations
- November 29 Topic Media effects
Team 11 Presentation: media depicted violence
- December 6 Subject review
Test #10

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 an administrator of English and General Education and delivered by the student to the Registrar by the deadline. The Summer 2005 deadline is Friday, July 15, 2005.

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.

Cheat 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 English and General Education.

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.

**Seneca College
School of English and General Education
Grading Criteria**

90 – 100 A+

- Exceptional writing in all respects
- Contains original creative thoughts
- Very well organized and expressed
- Sound critical evaluation
- Clear command of techniques and principles of the discipline
- Publishable where applicable
- Consistently exceeds expectations
- High level of synthesis
- New understandings
- Extension of content

80 – 89 A

- Excellent writing
- Well organized with few errors
- Shows clear understanding of concepts and evidence of critical thought
- Ability to differentiate and interpret relevant issues
- High level of analytic treatment of content
- Synthesis: able to make connections among disparate details or ideas
- Evaluation of ideas and contents
- Manipulation and interpretation of data
- Concepts and understandings grounded in real applications

75 – 79 B+

- Very good writing with some errors
- Meets some of the above criteria
- Shows basic competence in synthesis and critical thinking
- Some analytic treatment of content
- Shows competent grasp of writing and reference styles
- Adheres to proper references and grammatical styles
- Very well organized in a logical manner

70 – 74 B

- Acceptable writing
- Shows comprehension of course content
- Pulls together information in a coherent, understandable fashion
- Retrieval of information with some synthesis of concepts
- Grammatically correct writing
- Logically organized

65 - 69 C+

- Adequate writing
- Some grammar and spelling errors
- Some integration of concepts
- Basic retrieval of information
- Identification of key elements recognition of basic facts knowledge and recall
- Little synthesis of concepts and key elements

60 – 64 C

- Baseline writing
- Descriptive treatment of content
- No synthesis or analysis of information
- Some key elements or basic facts
- Basic integration of concepts

In-Class Essay Outline

Essay Title: _____

I. Thesis. Clearly state, in one or two sentences what you will argue or “prove.”

II. Paragraph 1. In one sentence, state the main idea of your first paragraph.

Support. In *point form*, list examples, detail and/or quotations.

Paragraph 2. In one sentence, state the main idea of your first paragraph.

Support. In *point form*, list examples, detail and/or quotations.

Paragraph 3. In one sentence, state the main idea of your first paragraph.

Support. In *point form*, list examples, detail and/or quotations.

III. Conclusion

SENECA COLLEGE
PEER EVALUATION FORM*
SOC 203 – The Media of Mass Communications

*Please complete one form for each team member. You may use a separate sheet of paper to record your comments on each section. Insert the appraisal form and the sheets in an envelope, sign the **outside**, and return it on the due date to your professor.*

Your name: _____

Team member's name: _____

Please rate your team member in each category using the five-point scale.

A. CREATIVITY/INITIATIVE:

1	2	3	4	5
Offered comments which were not pertinent to the discussion. Comments focussed on own area of interest.		Although willing to explore new ideas, limited success in including them in discussion.		Often suggested new ideas or creative solutions. Encouraged and built on the input and expertise of other team members.

COMMENTS: _____

B. FACILITATION:

1	2	3	4	5
Little sensitivity to the team's process or to team members' needs.		Occasionally attended to the process and others' needs.		Consistently aware and concerned with process and others' needs.

COMMENTS: _____

* Adapted from the University of Toronto, Department of Health *Team Contribution Appraisal Form* Fall 1995.

C. TASK ORIENTATION:

1	2	3	4	5
Impeded the team's problem-solving activities through non-constructive comments and behaviours.		Demonstrated use of some aspects of problem-solving in addressing the task.		Constantly used and understood approach for solving the assigned task and/or problem.

COMMENTS: _____

D. ADVANCE PREPARATION:

1	2	3	4	5
Has not come to all team sessions with the advance work completed and prepared to work on the team task.		Demonstrated completion of the advance work prior to all sessions and attended all team sessions fully prepared to complete the team task.		Completed all advance work and consistently showed evidence of pursuing new ideas and information to assist in completing the team task.

COMMENTS: _____

E. Please rate your team member's overall contribution to the team.

1	2	3	4	5
Poor	Fair	Good	Very Good	Excellent

COMMENTS: _____

Price of Admission

Due date: Class Two

Using full sentences, answer the following four questions.

1. What do you expect to get out of this course?
2. How will you help yourself be a successful learner?
3. How do you expect your professor to help you?
4. What do you expect from your classmates?

In addition, you must sign the following learning contract. You must adhere to the contract throughout the course.

I, _____, agree to the following:

1. I will listen to my classmates and professor during discussions
2. I will not interrupt my classmates or professor
3. I will raise my hand and wait for acknowledgement when I want to share my thoughts with the class
4. I will respect the opinions of others, even if I do not agree with them
5. I will arrive on time for class and leave when the class is dismissed
6. I will participate in class discussions and activities

I understand that acting in a professional, business-like manner is essential to receive a good mark in this course. I agree to act according to this contract.

Sign: _____ Date: _____