CONTACTING THE PROFESSOR
office: PPHAC 314
office hours: Monday 12:30-3:00 p.m.
      Tuesday 11:30 a.m. – 1:00 p.m.
voice mail: 610-861-1415
e-mail: medwh02@moravian.edu

COURSE READING MATERIAL
ISBN: 0-07-282819-6

course outcomes
Through this course, students should gain an understanding of and appreciation for the following:
1. the scientific principles involved in the production and distribution of mass media
   What chemical and physical properties assist in the transmission of messages?
   How have they been applied and advanced as media has developed?
2. the historical development of mass media
   Why did media systems evolve as they did? What were the key historical and technological advances that have led to the current media scene? What lessons
can these developments convey about developments in the 20th Century? (e.g. What can the 19th century introduction of the telegraph teach about the 20th Century Internet?)

3. the effects of mass media upon modern society
   How does media content affect individuals and collective society? (e.g. How did the media present and help the nation cope with the events of September 11, 2001?) What is known about the effects of exposure to media? What ethical issues arise from the prevalence of media in society today?

Three non-cumulative quizzes are given in this course. The quizzes include short essay questions that focus upon information presented in the readings and gained through assignments. Approximately one-half hour of class time is devoted to each quiz. (See course schedule for specific dates.)

Students must also complete three unit assignments. These assignments require reflection upon and understanding of technical, historical, social, and moral aspects of the topics addressed in readings. Detailed information about these papers can be found in “Guidelines for Papers.”

Although attendance, itself, does not directly affect students’ grades in this course, each student receives a class participation/activities grade. The participation portion of the grade reflects students’ interactions in class. Each class during which an individual provides substantive contributions to class discussion or exercises increases this grade. IT IS NECESSARY TO ATTEND CLASS TO RECEIVE CLASS PARTICIPATION CREDIT. Conversely, disruption, a lack of effort, or obvious inactivity (including sleeping) lowers the grade. The activities portion of the grade reflects a student’s efforts toward completion of in-class assignments as well as performance on periodic “pop” quizzes.

To determine a course grade, the preceding factors are combined in the following manner.

<table>
<thead>
<tr>
<th>QUIZZES</th>
<th>39% (13% each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT 1 ASSIGNMENT</td>
<td>13%</td>
</tr>
<tr>
<td>UNIT 2 ASSIGNMENT</td>
<td>13%</td>
</tr>
<tr>
<td>UNIT 3 ASSIGNMENT</td>
<td>22%</td>
</tr>
<tr>
<td>CLASS PARTICIPATION/ACTIVITIES</td>
<td>13%</td>
</tr>
</tbody>
</table>

Course grades follow the letter-grade system. Please consult the Moravian College Student Handbook for description of the requirements for attaining each grade. The numerical ranges used in assigning each letter grade in this course are as follows.

<table>
<thead>
<tr>
<th>Letter</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92%-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90%-91.9%</td>
</tr>
<tr>
<td>B+</td>
<td>88%-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>82%-87.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80%-81.9%</td>
</tr>
<tr>
<td>C+</td>
<td>78%-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>72%-77.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70%-71.9%</td>
</tr>
<tr>
<td>D+</td>
<td>68%-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>62%-67.9%</td>
</tr>
<tr>
<td>D-</td>
<td>60%-61.9%</td>
</tr>
<tr>
<td>F</td>
<td>0%-59.9%</td>
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</tbody>
</table>
All policies listed in the college catalog that deal with withdrawal, cheating, plagiarism, and all other pertinent policies apply to this class.

It is the responsibility of the student to obtain information and distributed materials from any class the he or she misses. Students may not make up class activities that take place during classes for which they are absent.

Please make every possible effort to take exams and turn in papers on the scheduled dates. All missed quizzes are given at the end of the semester. Papers must be turned in on time (the beginning of class on the due date) to receive full credit. Late papers will be accepted with a five-point penalty for each overdue day (including weekends and holidays), beginning with the due date.

NOTE: The Course Schedule on the following page provides an anticipated schedule of topics and assignments. Please be aware that this schedule is subject to change based upon the progression of the term.
COURSE SCHEDULE

INTRODUCTION

▪Read the “Mass Media” handout (in class)
▪Read Issue 1 in Taking Sides (in class)
▪Establish groups for Unit 1 Assignment

UNIT 1 – TECHNOLOGICAL DEVELOPMENTS

January 24- Print and Radio Technology
▪Read the information found at the following websites

January 31 – Film and Television Technology
▪Read the information found at the following websites

February 7 – Internet Technology
▪Read the information found at http://computer.howstuffworks.com/internet-infrastructure.htm (Introduction through “Ports”)
▪Read excerpt (handout) from Campbell’s Media and Society

THE UNIT 1 QUIZ WILL TAKE PLACE AT THE BEGINNING OF CLASS ON FEBRUARY 14.

UNIT 2 – HISTORICAL ISSUES
All reading assignments for this unit can be found in Communication in History:Technology, Culture, Society, Fourth Edition.

February 14 – Effects of Print Media and Radio
▪Read Chapter 13, Chapter 14, Chapter 16, Chapter 29, Chapter 20, Chapter 31

February 21– Effects of Radio and Film
▪Read Chapter 32, Chapter 33, Chapter 23, Chapter 24, Chapter 26, Chapter 27

February 28 – Effects of Television
▪Read all of PART VII except for Chapter 27
March 7 – Spring Break
  • Rest and Relax

March 14 – Effects of the Internet
  • Read Chapter 41, Chapter 42, Chapter 43

THE UNIT 2 QUIZ WILL TAKE PLACE AT THE BEGINNING OF CLASS ON MARCH 21.

UNIT 3 – CURRENT SOCIAL ISSUES
Unless indicated otherwise, all reading assignments for this unit can be found in *Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society, Seventh Edition.*

March 21 – Concerns about Thoughts and Behavior/Concerns of Privacy
  • Read Issue 15, Issue 5, and Issue 17

March 28 – Easter Break
  • Eat chocolate candy

April 4 – Television Concerns
  • Read Issue 2 and Issue 4

April 11 – Internet Concerns
  • Read Issue 5, Issue 7 and “The Strange Case of the Electronic Lover”

THE UNIT 3 QUIZ WILL TAKE PLACE AT THE BEGINNING OF CLASS ON APRIL 18.

April 18 – Student Presentations and Critiques

April 25 – Student Presentations and Critiques

Exam Day (if needed) – Student Presentations and Critiques