

## Syllabus: J201 Media and Society

## VITALS

---

Course No.:	J201
CRN	41336
Term:	Summer 2019: 8/19 – 9/15/2019
Time & Day:	12 PM – 1:50 PM, Monday - Friday
Location:	Lillis Business Complex, Room 185
Texts:	Readings will also be made available in Canvas. Purchase two green books, available for purchase at the Duckstore. Sign up for the New York Times Morning Briefing for class discussions: <a href="https://nyti.ms/2BdIsKa">https://nyti.ms/2BdIsKa</a>
Instructor:	Jared Macary
Office	Museum Marché café at Jordan Schnitzer
Office Hours:	10 AM-11:50 AM Mondays (and by appointment)
Email:	<a href="mailto:jmacary@uoregon.edu">jmacary@uoregon.edu</a>
Note:	Email responses by instructor: Weekdays within 12-24 hours. Emails received on Saturday/Sunday will be responded to the next business day.

## COURSE DESCRIPTION

---

Course Purpose:	The course aims to stimulate reflection, discussion and analytical thinking with the goal of enabling a critical understanding of the interconnected relationships and functional interplays between media, content production and interconnected communities. This course will examine how the media emerge within specific social and historical contexts and how new media technologies in turn shape modern society by acting as sources of information, entertainment, and persuasion.
Course Overview:	This course is structured with lecture and interactivity. Students will be expected to write, read, work in groups, analyze thoughtfully, and participate in class. Students will be exposed to major areas of communication and media research as well as related professional fields.
Skills Developed:	Students will flex critical thinking skills related to social theory and specific to media, which are seminal to understanding how contemporary societies operate. In addition, students become empowered in how to interpret social phenomena.
Note:	This course is extremely fast-paced. It requires that you manage your workload to stay on schedule. Read all readings/viewings and take notes.

## EXPECTED LEARNING OUTCOMES

---

1. Gain an understanding of key media studies concepts: media, meaning, power, etc.
2. Receive an introduction to media theory and its frameworks.
3. Unpack the role of the media in social, cultural and political contexts and reflect on the power relationships that are formed as a result.
4. Understand, analyze, and critique the ways in which meaning is manufactured, reproduced, and managed by the media industries.
5. Communicate intelligibly and thoughtfully, in both verbal and written forms, about media and media theories.

## ESTIMATED STUDENT WORKLOAD

---

- This is an intensive five days a week course and requires daily class attendance, reading of assigned materials and completion of every assignment on time.
- Readings will be posted on Canvas BUT lecture slides will not.
- All assignments will be accepted through Canvas and not to be handed in personally (via Microsoft Word)
- Be prepared to stay the entire duration of the class (1 h 50 min)
- Readings and assignments outside of class will be approximately 8-10 hours a week.
- Make sure you read because not all readings will be discussed in class BUT readings will be included in the exams.

## COURSE ASSIGNMENTS

---

Overview:



## Details:

- **Exam 1: Mid-term:** The mid-term exam will encapsulate all materials discussed and presented prior to the day of the exam. This includes materials in the first 2 weeks of course like readings, videos, lectures, etc. *Open book*; you may use your notes BUT only handwritten or printed notes; no use of notes on electronic devices. *Bring a green book, available for purchase at the Duckstore.*
- **Exam 2: Final:** The final exam will encapsulate all materials in the second half of the course as well as key topics from the first two weeks of the course like readings, videos, lectures, etc. *Open book*; you may use your notes BUT only handwritten or printed notes; no use of notes on electronic devices. *Bring a green book, available for purchase at the Duckstore.*
- **Quizzes:** Short quizzes with up to five questions. Given TWICE. Will be related topics discussed in class. *Closed book. No notes of any kind.*
- **Paper: News Analysis:** You, along with the instructor, will select a topic of recent news coverage. You will then select six different news organizations based on the ideology of their readership. Any alternative sources of news are to be cleared by the instructor. You will analyze the framing of the selected news topic reported by each of the three news organizations at one point in time. You will compare words and language used in the news story, discuss use of visual images, and think critically about what was not discussed in news reporting. You must also explain your choice of news organizations you selected. The goal is a rich and deep analysis. Throughout the analysis, you are to relate to ideas, key terms, and definitions discussed in class. Five double-spaced pages minimum. A strong paper will be longer. 12-pt. Times New Roman font. First draft due any time before September 9, 2019 by 11:59 p.m. The instructor will read what you've provided and give you feedback. You have the option of revising what you wrote for a better grade. Revised draft due on September 15 by 11:59 p.m. See the NEWS ANALYSIS handout on Canvas for a detailed guide.
- **Paper: Digital Detox:** You will do the most terrifying thing imaginable: not consume any media for eight consecutive hours. No email, phone, texting, Internet, radio, television, magazines, newspapers, books, music, etc. Imagine you are alive in an earlier era when none of these things existed or were much more difficult to obtain. You must do this exercise during your free time (i.e. when you are not at work, studying, or in class, etc.). You must be awake and conscious. At the end of your eight hours, write about your experience. Paper must be a minimum of 3 pages. A strong paper will be longer. 12-pt. Times New Roman font. Respond to the following questions:
  - How did you feel about this assignment going into it?
  - Which media were the most difficult to avoid? Why? Was that what you expected?
  - How did you feel midway through the exercise?
  - Which media did you miss the most during the exercise?

- How did you occupy your time? What differences did you notice in your body and your brain during this exercise? Be detailed, specific, and complete in your timeline of what you literally did during this exercise.
- How did you feel when this was over? Describe your range of emotions and feelings. What did you do when it was over, and why?
- **IMPORTANT:** Please plan a time when you know you can do this assignment completely, such as when you will not have immediate work due for other classes or other commitments. Be sure to plan and tell family and friends that you are doing this assignment so they are not alarmed if you do not communicate through usual channels -- a fact which should cause you to reflect on the nature of the assignment. See the **DIGITAL DETOX** handout on Canvas for a detailed guide. *Due any time before September 9 by 11:59 p.m. There are no revisions for this paper.*
- **Engagement:** This is mainly class participation, which includes contributing to discussions in class, working well in groups assigned or chosen. This is where and how you demonstrate that A) you are struggling to understand concepts discussed, and B) you are thinking critically. See “class policies” for specifics about professionalism.

Tips for Success:

- **Set up a calendar** (e.g., Google Calendar, iCal, etc.) to map all assignments, their due dates and times, and method of submitting each assignment. A small amount of effort can reduce headaches of what needs to get done by what time and where. Don’t wait until the last minute to do assignments.
- **Take advantage of the News Analysis revision.** Revisions are critical to your progression as a thinker and writer. Putting ideas together take time and work.
- **Read and take notes.** Take notes for all lectures, readings, and visual assignments. Notes will be critical to the mid-term and final exam.
- **Office hours.** You can email me questions, but better is to visit me during my office hours.
- **Start early and be thorough:** Get on managing your papers now. Figure out when you’re going to do reading and writing. Plan the detox!

**GRADING CRITERIA**

Scale & Meaning	Excellent	Work that is well-organized, written leanly and clearly. All ideas and their expression fully communicated. Requires almost no additional editing.
	A+ (97.0 – 100%)	
	A (93.0 – 96.9%)	
	A- (90.0–92.9%)	
	Good:	Work could be raised to higher quality without extensive editing. It is grammatically correct but may lack polish and organization, or vice versa. Still would need revision.
B+ (87.0 – 89.9%)		
B (83.0 – 86.9%)		
B- (80.0 – 82.9%)		
Average:		

C+ (77.0 – 79.9%) C (73.0 – 76.9%) C- (70.0 – 72.9%)	Work has issues in at least one or two basic areas, like grammar, spelling or weak critical thinking. It is an adequate first draft, but needs significant revision.
Not at Standards: D+ (67.0 – 69.9%) D (63.0 – 66.9%) D- (60.0–62.9%)	Work is inadequate. Writing contains multiple basic errors and/or ideas are not fully articulated or confusing. The work may show limited use of critical thinking.
Failure: F (< 60%)	Work is not completed in a professional or timely way. It often demonstrates low critical thinking and poor attention to grammar and paper organization.

**Assessing Your Grade** Final grades will be posted in Canvas. Grading for this course is straightforward; you should be able to determine your own grade at any point in the term. You may speak with the instructor at any point in the term about your grade and your progress in the course.

**No Grade Rounding** Grades are not rounded. An 89.99 is a B+.

**COURSE POLICIES**

**My Grading:** Be sure and review the rubrics for the papers to be clear on what’s expected of you and what you’ll be graded on.

**Attendance:** This is an accelerated course – 10 weeks of a regular term squeezed into just 4 weeks. You are allowed one excused absence. Speak with the instructor.

Please note that only the following will meet the definition of an excused absence: A) University-sanctioned events with proper documentation presented in the first week of the term; B) Physician-verified illnesses; or, C) Emergencies verified in writing by the Office of Academic Advising. There are no exceptions to this policy.

**Assignments:** Readings on Canvas assigned prior to a class are to be completed before the class. In-class assignments are due by the end of the class in which they’re assigned. No make-ups are allowed for in-class assignments. Writing assignments due on Canvas are to be uploaded to Canvas by the times specified. Late work receives a penalty of *one letter grade per day*. The drop in one letter grade starts the minute after the assignment deadline. So, if an assignment is due by 11:59 PM and you submit on 12:00 AM, you have a drop one letter grade. Professionals meet deadlines and you can start an assignment any time you like in advance following discussion with me.

**Integrity** University of Oregon’s rules on academic dishonesty (e.g., cheating, plagiarism, reporting false information, etc.) which are listed on the University of Oregon Student Conduct Code is strictly enforced in this course. There is zero tolerance regarding academic dishonesty and every case of suspected

cheating and plagiarism will be report to the Office of Student Conduct. Visit <http://dos.uoregon.edu/conduct> for more information.

- Plagiarism Students should properly acknowledge and document all sources of information (e.g., quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes plagiarism, it is a student’s obligation to clarify the question with the instructor before using it in an assignment. There are many good online resources that can help you determine whether you are possibly plagiarizing someone else’s work. Here’s one source: <http://researchguides.uoregon.edu/citing-plagiarism>.
- Technology: Lecture slides will not be posted to Canvas. If you do need to use your phone, step outside into the hall. You’ll have to fill in the gaps for material missed during your call. Do not use your phone to text during class. If you do, you will be asked to step into the hall. If you need to use your device, go into the hall on your own. You can use computers for taking notes but not for social media use.
- Equity & Inclusion The University of Oregon affirms and actively promotes the right of all individuals to equal opportunity in education and employment at this institution without regard to race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity, gender expression or any other extraneous consideration not directly and substantively related to effective performance. As a federal contractor, the University of Oregon is committed to affirmative action in employment as a means of ensuring equality of opportunity. For more information, please visit: <http://aaeo.uoregon.edu/>.
- Accessibility University of Oregon is committed to creating an inclusive learning environment. Please speak with me immediately if there are aspects of the course that result in disability related barriers to your participation. I also encourage you to connect with the Accessibility Education Center in 164 Oregon Hall. The Center’s website is <http://aec.uorgeon.edu>
- Title IX The UO is committed to providing an environment free of all forms of prohibited discrimination and sexual harassment (sexual assault, domestic and dating violence, and gender or sex-based bullying and stalking). If you have experienced any form of gender or sex-based discrimination or harassment, know that help and support are available. UO has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, etc. For more info: <https://safe.uoregon.edu/services>. You can also call 541-346-SAFE to be connected to a UO confidential counselor.

COURSE SCHEDULE				
<i>Note: This schedule can be changed. Announcements will be made in class.</i>				
<i>Quizzes can happen at any time!</i>				
Week	Date	Topic	Reading/Viewing Due	Assignment Due/Quiz
1	Mon. 8/19	Introduction; Connecting media and society		
	Tues. 8/20	News, framing, agenda-setting	Entman, 1993; <a href="https://pewrsr.ch/2Kuv8pP">https://pewrsr.ch/2Kuv8pP</a>	
	Wed. 8/21	Media effects and public opinion	Ch.1: Meaning, Representation & Power (pp. 13-27)	
	Thurs. 8/22	Intro to critical theory	Ch.1: Meaning, Representation & Power (pp. 27-38)	
	Fri. 8/23	Guest Lecture (media and mental health)		In-class quiz
2	Mon. 8/26	Encoding/decoding	Ch.2: The Industrial Production of Meaning (pp. 39-49)	
	Tues. 8/27	Understanding hegemony		
	Wed. 8/28	Political economy and global information economy	Merchants of Cool: <a href="https://youtu.be/ctC56owCBJg">https://youtu.be/ctC56owCBJg</a>	
	Thurs. 8/29	The commodity audience; Exploitation	Merchants of Cool: <a href="https://youtu.be/ctC56owCBJg">https://youtu.be/ctC56owCBJg</a>	
	Fri. 8/30	Mid-term exam		
3	Mon. 9/2	No class – Labor Day		
	Tues. 9/3	Manufacturing consent; Propaganda	Ch.12: Public Relations and Framing the Message	
	Wed. 9/4	Culture, myth, and identity	Ch.8: Producing and Negotiating Identities	

	Thurs. 9/5	Subculture and social movements		
	Fri. 9/6	Environmental communication	Trumbo, 1996	In-class quiz
4	Mon. 9/9	Cognition, emotion, and social media (w/ special guest star: The Commodity Audience)	1 <sup>st</sup> : <a href="https://bbc.in/2XU2N3W">https://bbc.in/2XU2N3W</a> , 2 <sup>nd</sup> : <a href="https://bit.ly/2Tvw00f">https://bit.ly/2Tvw00f</a>  Ch.2: The Industrial Production of Meaning (pp. 49-57)	Digital Detox by 11:59 PM**  Draft News Analysis by 11:59 PM**
	Tues. 9/10	Love, sex, and technology	1st: <a href="https://bit.ly/2YON4o8">https://bit.ly/2YON4o8</a> , 2nd: <a href="https://bit.ly/2XY3dWR">https://bit.ly/2XY3dWR</a>	
	Wed. 9/11	Consumer culture and branding		
	Thurs. 9/12	Guest Lecture (media and democracy)	Habermas, 1964	
	Fri. 9/13	Final exam		
	Sat. 9/14	No class		
	Sun. 9/15	No class		Revised News Analysis by 11:59 PM

*\*\*You can hand in these assignments at any time prior to these dates. The dates listed above are the final dates when items are to be submitted.*