



Introduction to Communication and Media Arts
CMDA 110_02 | Spring 2017 | Mon & Wed 10:00–11:15am UN 1070

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Course Description (from NEST)

This course examines the crucial role media play in contemporary society and surveys the technological, social, cultural, economic, and political impact of communication codes, media, and their convergence. Topics include the histories of varied media (print, electronic, digital), media narratives and genres, the interplay between media products/industries and identity, and the evolving significance of emerging technologies.

Course Content & Scope

How has the history of mass communication shaped what we see, hear, and read today? What are the origins of the multiple media forms that surround us in our everyday lives, and how have they changed over time? In this course, you will gain a new understanding of a wide range of media and communication forms by exploring the key technological, business, policy, and aesthetic innovations that have contributed to their development. Beginning with newspapers and print, and continuing through movies, radio and television broadcasting, sound recording, the internet, and digital gaming, we will chart how the different elements of our modern media landscape have come into maturity. In addition, we will also examine the fields of advertising and public relations, two forms of persuasive communication that have been integral to the media throughout their history. By the end of the course, you will have gained unique historical perspectives of media and communication that will benefit a variety of industry careers, as well as help you become a more savvy and literate media consumer and creator.

Required Text & Technologies

TEXTBOOK

Campbell, R., Martin, C.R., and Fabos, B. (2016). *Media Essentials: A Brief Introduction, Third Edition*. Boston: Bedford St. Martins. ISBN: 978-1-4576-9376-2. Available for purchase or rental through the MSU Bookstore, Amazon, and other third-party booksellers.

*Make sure to obtain the third edition. The digital version is recommended. You will also need access to the online system LaunchPad in order to take the quizzes and exams, so make sure that LaunchPad is bundled with your order. **Most students purchase just Launchpad, as it automatically contains the e-book version.***

LAUNCHPAD

We will use LaunchPad learning management system (bundled with your course text if you purchased at the University Bookstore) for course announcements, quizzes, exams, and grade reporting. It will be fully integrated with Canvas, so you do not need to do anything differently than log into your Canvas course. You can find an introductory tutorial for LaunchPad here: <http://tinyurl.com/CMDAhowto>. Note that you can try out LaunchPad (including the e-Book version of the text and other digital content) for free for 21 days, after which you will need to purchase it in order to complete your assignments. *In the rare cases when Canvas is down, you can access LaunchPad directly via this link: <http://tinyurl.com/CMDALaunchPad>*

LAPTOP OR SMART DEVICE

This class is BYOD (bring your own device). It's essential that you have access to a web-enabled device *at the beginning of every class*, so that you can take the quizzes. Sharing devices is prohibited during quizzes and exams, but allowed for all other in-class activities. [Note that the Office of Information Technology offers laptop lending](#) through the Sprague Library in case you need it. *There are NO paper-based assignments in this course.*

TECHNOLOGICAL PROFICIENCIES

As expected for university-level study, basic computer proficiency is required to successfully participate in this course. This course teaches about the history and scope of media and communication. This course is *not* responsible for teaching you *how* to use media, how to access information on the Web, or how to communicate effectively. Therefore, it is assumed you have basic proficiency in the following:

- Appropriate online communication etiquette (You can find suggestions here: <http://tinyurl.com/CMDATips>)
- Sending and receiving email attachments—including configuring return receipt confirmation
- Taking screen shots and saving them to your computer (this is NOT the same as taking a picture of your computer screen with your phone)
- Uploading and downloading files to a web site
- Local and remote file management
- Proficiency in Microsoft Word, PowerPoint and Excel (or open source equivalents)
- Basic proficiency with social media platforms (i.e., Twitter, YouTube, Google Apps)

If you lack proficiency in any of the skills listed above, **it is your responsibility to acquire them on your own**. You can do this by enrolling in a course in the Computer Science department (i.e., CSIT 110), attending an OIT Workshop, or seeking additional online tutorials, as needed.

Assignments & Grading

POP QUIZZES (10% of course grade) To compel you to regularly attend class and contribute to the conversations, there will be 10 pop quizzes administered (5 points each) at the beginning of selected class sessions. The quiz for that day is only on the chapter assigned for that day. If you miss class, then you miss the quiz. *There are no make-up quizzes. No exceptions.* The best chance for success is therefore to consistently read your textbook and attend all class sessions. *50 total points possible.*

LEARNING CURVE EXERCISES (30% of course grade) These are adaptive game-like activities within LaunchPad that require you to reach a designated target activity score. You score points by answering multiple-choice and fill-in-the-blank questions. Harder questions are worth more points than easier questions, and you earn fewer points on a given question when you take hints or make incorrect guesses before answering the question correctly. You have access to hints, links to specific reference materials (such as e-book pages), and are given immediate feedback after each question. The goal of this assignment is active learning—rather than proving what you have learned. *Late submissions will not be awarded credit. 150 points possible*

EXAMS (60% of course grade)

There will be three equally weighted exams (100 points each) covering material from the assigned readings, in-class discussions, media screenings, and guest speaker presentations. Pay particular attention to any questions you may have missed on the quizzes. Be sure to take detailed notes in class, as the exams will include questions relevant to our discussions but not necessarily mentioned explicitly in the textbook. The exams are *not* cumulative; each exam covers a third of the course material. *300 points possible.*

I will calculate your final numerical score (total number of points) and weigh it against the 500 total points possible. I do not grade on a curve. However, I round up or down from the nearest whole number to calculate your final percentage based on the following scale:

94-100%= A	84-86%= B	74-76%= C	64-66%= D
90-93%= A-	80-83%= B-	70-73%= C-	60-63%= D-
87-89%= B+	77-79%= C+	67-69%= D+	59% or below= F

Class Attendance & Participation Policy

Given the student-driven, collaborative nature of courses within the communication-related major(s), there is an inherent need for you to be **consistently present and actively participate** in class. To this end:

YOU ARE ALLOTTED THREE (3) "FREE" ABSENCES, NO QUESTIONS ASKED.

- ❖ If you are absent on the day of a quiz, then you miss the quiz. Missing more than 30 minutes of a class session constitutes an absence. In other words, if you arrive to class later than 10:30am, you will have already missed the quiz and marked absent.
- ❖ Follow the "Don't Ask, Don't Tell" rule: I will neither ask you the reason for your absence nor do I want to know the reason. I do this to refrain from making judgments or creating unnecessary bias on my part as the instructor of this course. For this reason, do not report your absence to me electronically or otherwise.
- ❖ Refrain from submitting a doctor's note to substantiate your absence(s). It does not compensate for your lack of class participation. Your continuous in-class performance will speak on your behalf. Consult the course calendar, anticipate roadblocks, and plan your semester accordingly. *Hint: It is wise to save your 3 "free" absences for sudden illness or unavoidable emergencies.*

Class Attendance & Participation Policy (cont'd)

YOUR GRADE WILL AUTOMATICALLY DEFAULT TO AN "F" UPON YOUR FOURTH (4TH) ABSENCE FROM CLASS, *REGARDLESS OF THE REASON FOR YOUR ABSENCE.*

- ❖ In the case of extreme life circumstances, I recommend that you officially withdraw from the course so that you can tend to your personal wellbeing. Doing so will ensure that coursework is conducted at a time when full attention may be devoted to the learning experience.
- ❖ If you are experiencing personal trauma, please pay a visit to [Counseling and Psychological Services in Russ Hall](#). The services are both free and confidential.

IN THE CASE OF INCURRING AN ABSENCE, YOU ARE RESPONSIBLE FOR FINDING OUT WHAT YOU MISSED—JUST NOT FROM ME.

- ❖ There are no repeat performances of class sessions. If you happen to be absent, do not ask me: "Did I miss anything important in class?" because I will always respond with, "Yes, you missed *the most important session of the semester.*" Instead, ask a classmate to share notes with you and likewise share freely with them. Forming collaborative partnerships with your classmates will magnify your ability to successfully complete (and enjoy) this course.

Performance Expectations

LIMIT YOUR IN-CLASS USE OF DIGITAL TOOLS TO COURSE-RELATED TASKS.

It is required for you to bring your own device for completing weekly quizzes and exams. At the same time, know your strengths as well as your limitations. *The research on multi-tasking reveals that by simultaneously engaging in multiple activities, we do none of them well.**

I EXPECT YOU TO DO YOUR OWN WORK FOR THIS COURSE, WORK INDEPENDENTLY, AND ATTRIBUTE SOURCES FOR ALL MATERIALS YOU USE.

As a Montclair State University student, digital citizen, and a future professional in the workplace, you are responsible for knowing and adhering to the university policies on academic honesty, including citation of all source materials. You are responsible for citing/attributing the source of any work (including quotes, videos, images, and logos) that you use as part of your work in this course. Consult the 6th edition of the [APA Style Guide](#) on how to do this.

All students who engage in dishonest acts such as cheating and/or plagiarism will be subject to disciplinary action, which includes failure in this course and possible expulsion from the university. You are solely responsible for understanding what constitutes a violation of academic honesty. Consult the Student Handbook on the University website for additional information.

* As MIT neuroscientist Earl Miller explained in an interview with NPR, most people are actually quickly shifting their attention from one task to another when they think they are doing two or three or eight things at once. That constant change of focus makes our brain less functional, not more. Learn more at <http://www.digitalresponsibility.org/perils-of-multitasking>

Performance Expectations (cont'd)

IF YOU RECEIVE AN ASSIGNMENT BACK AND ARE CONFUSED OR DISAGREE WITH ASSIGNED GRADE, I ENCOURAGE YOU TO DISCUSS IT WITH EITHER MY TEACHING ASSISTANT OR WITH ME. I understand that grades can be a highly emotional topic for many students. For this reason I require that you wait at least 24 hours after a grade is posted (a "cooling period") before contacting my teaching assistant or contacting me so that the discussion can be beneficial for everyone.

MONTCLAIR STATE UNIVERSITY IS COMMITTED TO SUPPORTING THE NEEDS OF ALL LEARNERS. Any student with a documented physical, sensory, psychological, or learning disability requiring academic accommodations should make arrangements through the *Disability Resource Center* (Morehead Hall 305, 973.655.5431). **Only students with official accommodation forms are allowed to audio/video record class sessions.** Please notify me in advance if this applies to you.

MONTCLAIR STATE UNIVERSITY IS COMMITTED TO MAINTAINING AN ENVIRONMENT THAT IS INCLUSIVE AND FREE OF DISCRIMINATION, BULLYING, OR HARASSMENT. MSU welcomes persons from all racial, ethnic, social, cultural, and religious backgrounds. Behavior that violates the civil and statutory rights of any individual or group, or interferes with any individual or group's ability to benefit from, or contribute to, the employment, educational, and/or cultural opportunities provided by the University constitutes a violation of University policy and will not be tolerated.

Resources Available

PROFESSOR AVAILABILITY

General inquiries about course logistics should be directed to the teaching assistant, Marlee Wanamaker. Contact information and office hours are included at the beginning of this syllabus.

For inquiries about course content, as well as the disciplines of communication and media, you can reach me by email or phone during office hours. I usually respond within 24 hours Monday through Friday and you can also request an "after hours" Skype appointment during the week. Please allow 48 hours for a response over the weekend as I (like you) have a life outside of academia.

EMERGENCY COMMUNICATION TOOLS

In the event of a campus power outage or inclement weather, check the university web site home page for notifications prior to coming to campus or class. I also recommend that you download the RAVE app for emergency notifications (Go here: <https://www.montclair.edu/student-services/msu-cares/apps/>)

In the case of inclement weather, we will most likely hold class online (through Canvas) rather than endanger our safety by traveling to class. Plan accordingly for such cases.

EMERGENCY EVACUATION PLAN

There is a laminated floor plan posted in our classroom that outlines the safest route to evacuating the building in the case of emergency. Pay particular attention to which (preferably enclosed) stairwell to use in case of a building evacuation. If you see something (unusual or potentially dangerous) then say something.

Course Schedule

This schedule is subject to change. Any changes will be announced through Canvas. It is your responsibility to keep track of any changes that may occur. **Readings and LearningCurve activities should be completed *before* the class session listed. No late assignments are accepted.**

DATE	TOPIC & READINGS	ASSIGNMENT
Wed 1/18	Course Introduction Review Course Syllabus	Submit Survey
Mon 1/23	Looking Inward/Looking Outward: Media Autobiography	Access LaunchPad
Wed 1/25	Mass Communication: A Critical Approach (ch. 1)	LearningCurve 1
Mon 1/30	Books and the Power of Print (ch. 2)	LearningCurve 2
Wed 2/1	Newspapers to Digital Frontiers (ch. 3)	LearningCurve 3
Mon 2/6	Magazines in the Age of Specialization (ch. 4)	LearningCurve 4
Wed 2/8	Sound Recording and Popular Music (ch. 5)	LearningCurve 5
Mon 2/13	Review for Exam #1	
Wed 2/15	Exam #1	
Mon 2/20	Post-Script Exam #1	
Wed 2/22	Popular Radio & the Origins of Broadcasting (ch. 6)	LearningCurve 6
Mon 2/27	Movies and the Impact of Images (ch. 7)	LearningCurve 7
Wed 3/1	TV, Cable, and Specialization in Visual Culture (ch. 8)	LearningCurve 8
3/6 & 3/8	<i>Spring Break (no class)</i>	
Mon 3/13	Guest Speaker: Marc Rosenweig	
Wed 3/15	The Internet & New Technologies (ch. 9)	LearningCurve 9
Mon 3/20	Digital Gaming and the Media Playground (ch. 10)	LearningCurve 10
Wed 3/22	Guest Speaker: Michelle Ciulla Lipkin	
Mon 3/27	Review for Exam #2	
Wed 3/29	Exam #2	
Mon 4/3	Post-Script Exam #2	
Wed 4/5	Advertising and Commercial Culture (ch. 11)	LearningCurve 11
Mon 4/10	Public Relations and Framing the Message (ch. 12)	LearningCurve 12
Wed 4/12	Legal Controls & Freedom of Expression (ch. 13)	LearningCurve 13
Mon 4/17	Media Screening or Guest Speaker (TBA)	
Wed 4/19	Media Economics & the Global Marketplace (ch. 14)	LearningCurve 14
Mon 4/24	Social & Cultural Approaches to Media Research (ch. 15)	LearningCurve 15
Wed 4/26	Media Screening or Guest Speaker (TBA)	
Mon 5/1	Review for Exam #3 (last class)	
Wed 5/3	Reading Day (no classes)	
Mon 5/8	Exam #3	