



**COMM 2643 MEDIA LITERACY
Fall 2016**

Instructor:	Dr. Jennifer Erdely
Section # and CRN:	Z01 - 13548
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Office Hours:	Tuesday and Thursday 2-6pm (Or By Appointment)
Mode of Instruction:	Online
Course Location:	Online Instruction Only
Class Days & Times:	Online Instruction Only – See schedule for due dates and times
Catalog Description:	In this course, students develop their appreciation and analysis of creative artifacts in a variety of media, such as film, television, new media, social media, and so forth. Clips, screenings, and other examples familiarize students with a variety of cultures; prompt students' consideration of different points of view; and provide a basis for critical, creative, and innovative written, oral, and visual communication about works of art.
Prerequisites:	none
Co-requisites:	
Required Texts:	<p>Potter, W. James. <i>Introduction to Media Literacy</i>. Thousand Oaks, Sage. 2016.</p> <p>eText: ISBN-13 9781483379579</p> <p>Print: ISBN-13 9781483379586</p> <p>Author(s): W. James Potter Publisher: SAGE Publications, Inc Copyright year: © 2016</p> <p>Purchase your textbook using this link: https://www.vitalsource.com/products/introduction-to-media-literacy-w-james-potter-v9781483379609</p>

Student Learning Outcomes:

1. *Theory*: To develop an improved understanding of the principles of interpersonal functioning.
2. *Application*: To experience directly the elements inherent in a positive interpersonal communication environment.
3. *Analysis*: To learn strategies for examining individual, family, group, and social communication processes critically and analytically.
4. *Awareness*: To increase sensitivity to the nature and implications of interpersonal communication skills such as verbal and nonverbal messages, perception, decision making, and conflict management.

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Write clearly, precisely, and in a well-organized manner	1, 3	Communication
2	Demonstrate critical thinking, reading, and viewing skills on required projects	2, 3, 4	Communication Critical Thinking
3	Research, develop, evaluate, and present arguments grounded in research-based knowledge	1, 2, 3, 4	Communication Critical Thinking
4	Apply analytical, precise, and elaborated terms and concepts for talking and	1, 2, 3, 4	Critical Thinking

	writing about media and the ways in which they communicate meaning		Social Responsibility
5	Demonstrate how images are constructed via specific formal and technical elements and how those images construct meaning about national and global communities	1, 2, 3, 4	Communication Critical Thinking Social Responsibility
6	Interpret media texts (film, television, etc.) to expand experience and understanding of the self and society	1, 3	Communication

Major Course Requirements

Presentation—online visual element that helps explain your self-concept

Exams – written tests designed to measure knowledge of presented course material

Exercises – written assignments designed to supplement and reinforce course material

Class Participation – online presence and participation in class discussion board

Method of Determining Final Course Grade

Course Grade Requirement	Value (points)	Total (percentage)
1) Discussion Exercises (12 exercises @ 5pts each)	60	30%
2) Who am I? Online Response	10	5%
3) Exams (6 @ 25pts each)	150	50%
4) Class Participation (6 responses to classmates' postings @ 5pts each)	30	15%
Total:	250	100%

Grading Criteria and Conversion:

A = 180-200pts
 B = 160-179pts
 C = 140-159pts
 D = 120-139pts
 F = less than 119pts

Detailed Description of Major Assignments:

Grade Requirement	Description
Discussion Board Posting Exercises	On the discussion board, there are 12 activities/questions/postings for you to complete and post your findings/conclusions. Each posted response is worth 5 points. Each response should give detailed examples, cite the textbook (including author and page number), be 5-7 sentences long, and be grammatically correct. You cannot get credit if you use the same example as a classmate or one that's listed in the textbook. Do not start a new thread; responses in new threads will not be graded. The discussion board responses are worth 30% of your grade combined. The due dates are listed on the schedule. Every assignment is due at 11pm. I cannot accept it if it is 11:01pm or later. Prepare accordingly.
Class Participation	You are expected to read and respond to your classmates' discussion board posts 6 times (for 5 points each). To get credit, you must name the classmate(s) to whom you are responding. Your class participation grade is worth 15% of your grade. There are no due dates for the responses to your classmates' posts, but they must be done by December 1st at 11:00pm to get course credit.
Exams	You will have one exam for every three chapters. Each exam is worth 25 points. You will have 120 minutes to take each exam, and 2 attempts. Combined, the exams are worth 50% of your grade. They must be completed by the date listed on the syllabus by 11:00pm.
Who am I?	In this posting you will demonstrate who you are to the class. Reply to the appropriate discussion board thread by the due date, August 25, 2016 at 11:00pm. Do not create a new thread. You will be graded on your ability to articulate who you are in a creative, clear, and concise way. Feel free to respond

to your classmates' postings as well. You should give detailed examples, your post should be 5-7 sentences long, and be grammatically correct. As a part of your response, feel free to answer any of the following questions: Where are you from? Why did you choose to come to college? Why are you at PV? What are your interests? Skills? Goals? Late responses will not be accepted.

Course Procedures

Taskstream

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. One of your assignments will be considered an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.

Submission of Assignments:

Submission of Assignments: ALL discussion board postings and exams must be submitted/completed via eCourses by their specified date and time. Make sure you pay attention to the dates assignments are due so that you do not miss exams or your online presentation. Postings and tests submitted after 11:00pm will not be graded.

Make-up and Late Work: NO MAKE-UP OPTIONS ARE PROVIDED. I do not accept late work under any circumstance. I will not accept late assignments, presentations, exams or discussions under any circumstance.

A note about online courses: To be successful in this class, you must keep up with your assignments, reading, and tests. This includes buying the book on (or before) the first day and reading each chapter as it is assigned. There is a link to purchase the textbook on eCourses. You can work ahead, but you will not get credit for work turned in late. It is also strongly recommended that you type and save all assignments in Word before copying and pasting them into the forum on eCourses. This will allow you to check grammar, spelling, and ensure you have a backup copy if eCourses has unanticipated issues. You are still responsible for posting assignments by 11pm.

Other Instructor Policies: COURSE ASSIGNMENTS AND GRADING: Your grade in this course is based on the completion of the course assignments including all readings discussion board posts, exams and class participation.

Extra Credit: No extra credit opportunities will be provided.

POLICIES AND COURSE PROCEDURES

The following sections outline specific policies and procedures that govern this class. If you remain in this class after the **2nd day of classes**, you signal your agreement with the policies and procedures governing this course to the professor and the university. If you have questions about the policies and procedures please ask me. I am always happy to discuss the class with you. If at any time you decide not to continue in this course, you are responsible to drop this course with the registrar.

Class is conducted online. Class involvement via the online discussion boards is an essential aspect of the course. A percentage of the final grade is based on your participation. The remainder of your grade is determined based on your performance on exams. Feel free to use eCourses to email me.

Citation: All sources used to complete assignments on the discussion board should follow the *Chicago Turabian Style Guide* unless otherwise noted in writing by your professor. All sources must be acknowledged! The penalty for plagiarism is failing the class and may result in expulsion from the university.

Exam Policy

Exams open on the first day of class and close at their due date and time. Be sure to pace yourself so that you have ample time to finish each exam. Exams close at 11pm without exception. Do not wait until the last minute, or you may not finish. No makeup examinations will be allowed under any circumstances.

Classroom Etiquette: In order to make our virtual environment as productive as possible, it is important that we follow standard netiquette guidelines. Refrain from using all caps when typing because this denotes yelling. Do not respond in a disrespectful or hostile manner. It is okay to disagree with someone as long as you remain respectful. Any students found not abiding by standard netiquette will not be allowed to participate in the discussion boards and your grade will reflect that lack of participation. As the instructor of record, I will issue a single warning for disruptive behavior. After a warning is issued, I will disable your posting privileges.

Student Responsibility: As the student it is your responsibility to keep track of your assignment and course grades, what is assigned and the due dates in this syllabus as well as for additional information announced via PVAMU email, on-line resources, and eCourses. It is your responsibility to ask me if you need clarification.

	Pay attention to due dates and times. You can work ahead , but no makeups or extensions will be given. Refer to “Detailed Description of Major Assignments” on page 2 for instructions to complete the assignment correctly and receive credit.
Week 1	
Topic	Introducing the Viewer/Consumer/Critic
Assignment	Purchase the Textbook
Topic	Introducing the Viewer/Consumer/Critic
Assignment	Who Am I? DUE August 25th by 11PM
Week 2	
Topic:	Introduction: Why Increase Media Literacy?
Readings:	Chapter 1
Assignments:	Read Ch. 1, Discussion board posting #1 DUE September 1st by 11PM
Week 3	
Topic:	How to Think About Media Literacy
Readings:	Chapter 2
Assignments:	Read Ch. 2, Discussion board posting #2 DUE September 7th by 11PM
Week 4	
Topic:	How to Think About Media Literacy
Readings:	Chapter 2
Exam:	EXAM Chapter 1 & 2 Due September 12th by 11pm
Topic:	Mass Media Industries: Historical Perspective
Readings:	Chapter 3
Assignments:	Read Ch. 3, Discussion board posting #3 DUE September 14th by 11PM
Week 5	
Topic:	Mass Media Industries: Historical Perspective
Readings:	Chapter 3
Assignments:	Read Ch. 3, Discussion board posting #4 DUE September 19th by 11PM
Topic:	Mass Media Industries: The Economic Game
Readings:	Chapter 4
Assignments:	Read Ch. 4, Discussion board posting #5 DUE September 21st by 11PM
Week 6	
Topic:	Mass Media Industries: The Economic Game
Readings:	Chapter 4
Exam:	EXAM CH. 3-4 DUE September 26th by 11PM
Topic	Mass Media Audience: Industry Perspective

Readings:	Chapter 5
Assignments:	Read Ch. 5, Discussion board posting #6 DUE September 28th by 11PM
Week 7	
Topic	Mass Media Audience: Industry Perspective
Readings:	Chapter 5
Assignments:	Read Ch. 5, Discussion board posting #7 DUE October 3rd by 11PM
Topic:	Mass Media Audience: Individual Perspective
Readings:	Chapter 6
Assignments:	Read Ch. 6, Discussion board posting #8 DUE October 5th by 11PM
Week 8	
Topic:	Mass Media Audience: Individual Perspective
Readings:	Chapter 6
Exam:	EXAM CH. 5-6 DUE October 10th by 11PM
Topic	Mass Media Content
Readings:	Chapter 7
Assignments:	Read Ch. 7, Discussion board posting #9 DUE October 12th by 11PM
Week 9	
Topic	Mass Media Content
Readings:	Chapter 7
Assignments:	Read Ch. 7, Discussion board posting #10 DUE October 17th by 11PM
Topic	Mass Media Content
Readings:	Chapter 7
Assignments:	Read Ch. 7, Discussion board posting #11 DUE October 19th by 11PM
Week 10	
Topic	Mass Media Content
Readings:	Chapter 7
Exam:	EXAM CH. 7 DUE October 26th by 11PM
Week 11	
Topic	Mass Media Effects
Readings:	Chapter 8
Assignments:	Read Ch. 8, Discussion board posting #12 DUE October 31st by 11PM
Exam:	EXAM CH. 8 DUE November 2nd by 11PM
Week 12	
Topic	Springboard
Readings:	Chapter 9
Assignments:	Read Ch. 9, Discussion board posting #13 DUE November 9th by 11PM
Week 13	
Topic	Springboard

Readings:	Chapter 9
Assignments:	Read Ch. 9, Discussion board posting #14 DUE November 16th by 11PM
Week 14	
Topic	Springboard
Readings:	Chapter 9
Assignments:	Read Ch. 9, Discussion board posting #15 DUE November 23rd by 11PM
Week 15	
Topic	Springboard
Readings:	Chapter 9
Assignments:	Final Exam Chapter 9 Due November 30th by 11pm

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/> Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas

Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

TECHNICAL CONSIDERATIONS

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)

- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.