

**Course Title:** Media Literacy

**Course Prefix:** COMM

**Course No.:** 2643

**Section No.:** P01

**Department of Languages and Communications**

**College of Arts and Sciences**

**Instructor Name:** Dr. Victoria L. Godwin

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**Office Hours:** TR 12:30pm – 1:00pm, TR 5:00pm – 5:30pm, W 10:00am - 5:00pm

**Virtual Office Hours:** n/a

**Course Location:** Hilliard 126

**Class Meeting Days & Times:** 11:00am -12:20 pm

**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/ Co-requisites :** Prerequisites: ENGL 1123 Freshman Composition

**Required Text:** Potter, W. James. *Media Literacy*. 6<sup>th</sup> ed. NY: SAGE Publications, 2012.

**Recommended Text/Readings:**

**Access to Learning** PVAMU Library: phone: (936) 261-1500;

**Resources:** web: <http://www.pvamu.edu/pages/3585.asp>

University Bookstore: phone: (936) 261-1990;

web: <https://www.bkstr.com/Home/10001-10734-1?demoKey=d>

**Course Goals or Overview - - At the end of this course, the student will:**

1. Apply communication concepts and theories.
2. Communicate ideas effectively and with sensitivity to a variety of audiences.
3. Demonstrate effective use of a variety of communication tools and styles.
4. Demonstrate communication proficiency appropriate for meeting personal and professional needs.

**Course Outcomes/Objectives - At the end of this course, the student will:**

1. Write clearly, precisely, and in a well-organized manner (Communication);
2. Demonstrate critical thinking, reading, and viewing skills on required projects (Critical Thinking);
3. Research, develop, evaluate, and present arguments grounded in research-based knowledge (Critical Thinking);
4. Apply analytical, precise, and elaborated terms and concepts for talking and writing about media and the ways in which they communicate meaning (Critical Thinking, Communication, 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 (Social Responsibility, Critical Thinking, Social Responsibility);
6. Interpret media texts (film, television, etc.) to expand experience and understanding of the self and society (Critical Thinking, Social Responsibility);
7. Work effectively in teams and groups to make presentations on media texts (Teamwork).

### Course Requirements & Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Group Presentations:** Students will create their own media artifacts (such as 30-60 second pre-recorded video presentations) which demonstrate their **communication** and **teamwork** skills and **social responsibility**.

**Exams** – Students will use **communication** skills to demonstrate knowledge of course material

**Projects** – Students will submit essays (approximately 800-1,300 words) analyzing specific media artifacts in order to demonstrate **communication**, **critical thinking**, and **social responsibility**.

**Class Participation** – Students' daily attendance and participation in class discussions will demonstrate **communication** and **teamwork**.

*(instruments will vary slightly depending on the instructor)*

### Grading Matrix

| Your grade will be determined by the following: | Instrument          | Max Points  | Percent     |
|---|---------------------|-------------|-------------|
| Essays #1-2                                     | Projects            | 200         | 20%         |
| Group Presentations #1-2                        | Group Presentations | 200         | 20%         |
| Tests #1-2                                      | Exams               | 200         | 20%         |
| Midterm   | Mid Term Exam       | 200         | 20%         |
| Final Exam                                      | Final Exam          | 200         | 20%         |
| Total Points:                                   | <b>Total:</b>       | <b>1000</b> | <b>100%</b> |
|   |                     |             |             |
|   |                     |             |             |

### Grade Determination:

A = 90 – 100%

B = 80 – 89%

C = 70 – 79%

D = 60 – 69%

F = 59% or below

### Professional Organizations and Journals

National Communication Association (NCA) <http://www.natcom.org/>

Western States Communication Association <http://westcom.org>

Southern States Communication Association <http://ssca.net/>

Eastern States Communication Association

[http://associationdatabase.com/aws/ECA/pt/sp/p\\_Home\\_Page](http://associationdatabase.com/aws/ECA/pt/sp/p_Home_Page)

Organization for the Study of Communication, Language and Gender <http://www.osclg.org>

Association for Education in Journalism and Mass Communication (AEJMC)

<http://www.aejmc.org/>

Check with the library for communication, media, cultural studies, and other relevant journals.

## **Course Procedures and Other Instructor Policies:**

**Submission of Assignments:** All assignments must be typed and submitted via eCourses by the deadline. Late work will not be accepted or graded, and will receive a grade of zero.

**Formatting Documents:** Microsoft Word is the standard word processing tool used at PVAMU. If you use other word processors, be sure to use the “Save As” tool to save the document in either Microsoft Word (.doc, .docx), Rich-Text (.rtf), or plain text (.txt) format. **Assignments saved in other formats will not be accepted or graded, and will receive a grade of zero.**

Unless otherwise noted, any written assignment must be typed, double-spaced, 12 point font, standard 1 inch margins, in MLA format. Don’t lose points needlessly because you don’t know what the *Modern Language Association Manual of Style* (MLA Handbook) (7<sup>th</sup> Edition) requires. You will be held accountable for the rules of citation, reference, title and page format, spelling, and grammar whether you know them or not. Likewise, “the computer formatted it that way” is not a valid excuse. It is your responsibility to format all documents correctly.

**Citation:** All sources used to complete assignments, exams, speeches, presentations, or other work follow the *Modern Language Association Manual of Style* (MLA Handbook) (7<sup>th</sup> Edition) format. ALL SOURCES ALWAYS MUST BE ACKNOWLEDGED, both in-text and in a list of Works Cited! Even a small amount of uncited material can result in an automatic zero for the entire assignment. Plagiarism also may result in expulsion from the university.

**Exam Policy:** Exams should be taken as scheduled. No late make-up examinations will be allowed except under documented emergencies (See Student Handbook). If you cannot document your emergency under the university guidelines, you will not be allowed to make-up the exam.

**Make-up, Late Work, and Extra Credit:** I do not accept late work under any circumstances. No extra credit will be offered. I do not accept makeup work. Emergencies do happen. However, you have all due dates and policies, so in the face of a true emergency or university-excused absence, you should be able to turn in your assignment via classmate, e-mail, or eCourses by or before the start of class on the day any work is due. For example: If an extracurricular event will take you out of town when an assignment is due, it is your responsibility to submit that assignment in advance of the deadline, not after it. Do not wait until the last minute to work on assignments, tests, etc., and you should be able to avoid many problems.

**Grade Concerns:** I am happy to discuss your work and performance with you. In order to protect your privacy I will not discuss your grade in the presence of other students, faculty, or staff. If others are present when you attempt to engage in a conversation about your grades I will ask them to leave or ask you to wait until such time as your privacy can be maintained. In general, I require a 24-hour reflection period before discussing grading concerns. After the reflection period has passed, you may submit your concerns in writing. Make sure that in your email you include:

- (a) Your name, the title of the course and meeting time
- (b) The name of the assignment
- (c) A clear discussion of your issues or concerns, using correct spelling and grammar.
- (d) Your suggestion(s) for resolving the issue(s).

If you continue to have questions after you have received and read my written response(s) to your concern(s), we will find a suitable time to meet and discuss your concern(s). **Use ONLY**

**your pvamu.edu email account** to discuss grade concerns. Anyone can claim to be "you@gmail.com," so I will not reply to messages from non-pvamu.edu email accounts.

**Student Responsibility:** You are responsible for any additional material covered in class meetings, via on-line resources such as eCourses and True Outcomes, and/or assigned as homework. This includes but is not limited to books, journal articles, films, television series, and other cultural artifacts. You are expected to be fully knowledgeable of the contents of this syllabus, and of your rights and responsibilities as a student of the University, as stated in the University Catalog and the Schedule of Classes. *You also are responsible for your grades and course information.* If you check your grades often on eCourses, you shouldn't have any last-minute surprises at the end of the semester. You can calculate your own average at any time during the semester using returned graded assignments, grades posted on eCourses, and basic math. Your average for the semester so far also is available on eCourses.

If you have problems with e-mail, eCourses, etc., it is your responsibility to contact IT (x2525) immediately to document and/or to fix the problem. I can't fix IT problems for you. If you have IT problems, it is your responsibility to find a computer lab, public library, etc., and/or to submit any assignments physically in class by or before the deadline. Late work will not be accepted or graded.

It is the student's responsibility to be present and prepared, and to acquire and/or to arrange required resources. For example, "I didn't have a ride" is not an excused absence. "I didn't have the book" or "I couldn't get on-line" is not an excuse for not submitting work or taking tests. It is the student's responsibility to solve problems, not to make excuses.

If you remain in this class you signal your agreement with the policies and procedures governing this course. If at any time you decide not to continue, you are responsible to drop this course with the registrar.

**Attendance:** Arrive on time for every class meeting. If you miss class, you will be held responsible for all information and in-class activities whether you were there or not. You will not be permitted to make up any assignments completed in a class for which you are absent. If you miss class (whether for university activities, illness, or any other reason), it is your responsibility to do the following:

- Ask classmates for notes on missed material

- Review the syllabus and eCourses for any assignments made that day

- Obtain and review missed materials (screenings, etc.) from classmates, libraries, etc.

- Turn in any assignments by or before the start of class on the day they are due

Please don't ask me if we did anything important, or if you missed anything; assume that it was and you did. Tardiness will be factored into final grades as well as absences. If you are late to class, it is your responsibility - at the end of the class - to check in with the instructor to make sure you are marked tardy instead of absent.

**Participation:** Be prepared for every class. Participation includes the quality of your contributions to class discussions, your attentiveness, your effort, and your attitude. The first step in participating is reading your textbook. You should be prepared to discuss examples of course concepts, applications for them, and so forth. **You should read and take notes on assigned material before class** discussion begins, so you can contribute to class discussions. If you have not been exposed to the material prior to class discussion then you will be more likely to be confused. Class discussion should be your second, not first, exposure to the material. Active

participation is critical to learning; passive learning is forgotten quickly and does not facilitate your understanding of the course material. Be prepared. Take notes. Participate. The student claim "I can remember everything without taking notes" has been shown to be false repeatedly. Take notes.

Students are graded on **the quality as well as the quantity of their class participation.**

Attendance with a few brief comments all semester is average participation, and earns a C. Side conversations and/or outbursts that contribute to an unacceptable noise level and disrupt the class count against participation grades. Off-topic questions, comments, and/or examples demonstrate a lack of understanding of course material, disrupt the class, and count against participation grades. Frequent absences, tardiness, and/or early departures count against participation grades. Failure to take notes counts against participation grades. (Passive listening is not participation. You must engage with material actively in order to determine what notes to take.) Regular frequent questions, comments, and/or examples that demonstrate an understanding of course material, contribute to the class topic, seek additional knowledge relevant to the class topic, etc. count towards participation grades.

**Classroom Etiquette:** In order to make each class session as productive as possible:

Please refrain from whispering, conversing, reading, doing homework unrelated to class, or other disruptive behaviors during class.

Turn off cell phones and other electronic devices when in class. Do not send and receive e-mail, text messages, instant messages, or other forms of computer mediated communication during class. This is highly disruptive and disrespectful.

Unless you are ill, you should not walk in and out of class when class is in progress. Take care of bathroom breaks before or after class. Please do not walk in front of or behind a speaker. This is very distracting to the speaker and the audience.

Please wear appropriate classroom attire.

**Research Requirement:** Your assignments should demonstrate your ability to conduct college-level research and to present your findings effectively. Students should not bypass research when writing essays, filming videos, or making presentations. Students can use relevant popular press articles, interviews, etc. to supplement their research, but these do not carry the same weight as scholarly peer-reviewed articles. All assignments **MUST** cite relevant scholarly sources: outside (not from your assigned textbook or other readings) books or scholarly peer-reviewed journals to support your own original work. Anonymous, amateur, and other such cursory commentaries (Wikipedia, About.com, eHow, "Free Essay" or "Great Speech" websites, etc.) are **NOT** acceptable college-level sources, and will count against your research requirements.

**Group Work:** Group membership is not assigned. If members do not contribute to group work, they may be removed from the group (possibly leading to a group of one if no other group agrees to accept the ousted member due to valid concerns over quality of participation and work). If group membership changes during the semester, it is the student's and/or the group's responsibility to perform any work required to catch up to the rest of the class, even though this work will not receive a grade. (Removal from a group, or the unexpected loss of a group member, is not an opportunity for "late work" or to "make up" missed work.) In certain circumstances, a group of one student will be permitted.

# University Rules and Procedures

## **Disability statement (See Student Handbook):**

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

## **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.

## **Attendance Policy:**

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or an assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

## **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 for Online and Web-Assist Courses

## Minimum Hardware and Software Requirements:

- Pentium with Windows XP or PowerMac with OS 10
- Wireless or network access
- Internet provider with SLIP or PPP
- 8X or greater CD-ROM
- 256 MB Ram
- Hard drive with 40MB available space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Microsoft Internet Explorer ver. 5.0 /plug-ins, Mozilla Firefox
- Participants should be proficient in the following:
  - Sending and receiving email
  - Internet searching
  - Microsoft Word
  - Acrobat PDF Reader
  - Windows or Mac O.S.

**Netiquette (online etiquette):** students are expected to participate in all discussions and virtual classroom chats when directed to do so. Students are to be respectful and courteous to others in the discussions. Foul or abusive language will not be tolerated. When referring to information from books, websites or articles, please use APA standards to reference sources.

**Technical Support:** Students should call the Prairie View A&M University Helpdesk at 936-261-2525 for technical issues with accessing your online course. The helpdesk is available 24 hours a day/7 days a week. For other technical questions regarding your online course, call the Office of Distance Learning at 936-261-3290 or 936-261-3282

## Languages and Communications Department Guidelines

One of the primary goals of the Languages and Communications Department (LCOM) is to nurture a dynamic environment of higher learning, where each student is expected to develop critical skills, learn to communicate effectively, engage in a higher level of academic inquiry, seek and obtain knowledge, and prepare for a productive career or for further pursuits of post-graduate studies. Behavior that impedes teaching and learning and creates obstacles to the fulfillment of this goal is considered disruptive and may result in disciplinary action. In this regard, the ultimate goal of instituting official academic sanctions against unacceptable student misconduct in the classroom is to create and protect the best possible learning experience while preserving the classroom as a place where learners can pursue knowledge freely, share educational experiences candidly, and engage in an intellectual discourse in an atmosphere of tolerance and respect. Thus, students have the responsibility of fully complying with all University procedures pertaining to student conduct in the classroom. Equally, faculty has a professional responsibility to conduct their instruction in an atmosphere conducive to maximum learning, of which treating students with dignity, respect, and understanding is paramount.

The standards, governing the LCOM Code of Student Conduct in the Classroom, which is enumerated below, have been designed with the above statement of mission in mind. Therefore, all students taking classes in the Languages and Communications Department are to pledge full compliance with these standards, affirming that any violation of the standards will subject them to some disciplinary action as appropriate. To this end, the student and the instructor of record in each class are to sign their respective name at the bottom of this page during the first week of class each semester. The instructor's signature will serve only as a confirmation of the student's consent to abide by the standards.

### **LCOM Student Expectations;**

1. All work must be turned in on time – **NO LATE WORK IS ACCEPTED**
2. You are always expected to come to class on time.
3. You should not leave before class is over, or leave and reenter the classroom when the class is still in progress. If you must leave early, notify the instructor before the class begins, sit by the door, and exit quietly.
4. During the class periods, all phones, pagers, and other electronic devices will be turned off.
5. Do not talk to other students during lecture. If you have a question or a comment on the subject being discussed, address it to the instructor directly.
6. Walk quietly through the hallways, classes in other rooms may still be in session.
7. Such practices, as eating, drinking, sleeping in class, using profanity, and engaging in any form of horseplay in the classroom are disruptive and unacceptable behavior.
8. Be respectful, civil, polite, and considerate when dealing with your professors as well as your fellow students.
9. Always dress properly, particularly when making presentations in class, attending sessions that involve outside guests, as required by the faculty.
10. You must purchase textbooks for your class. Effective learning, in addition to the lecture material in class, requires reading textbooks. In order to maximize your potential in the learning process, you are expected to own textbooks for each class, the most important resource assets in scholarly pursuits; both scholars and students cannot fulfill their obligations without textbooks.
11. You must review and fulfill the requirements defined in your course syllabus. The professor has an obligation to provide you with a syllabus that outlines the requirements of the course, based on the university standards and expectations.

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Name of Student

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Signature

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Date



### SEMESTER CALENDAR

|                            |  |
|----------------------------|--|
| Week 1<br>Jan. 16 – 20     | Chapter 1: Living in the Message-Saturated World<br>Chapter 2: Media Literacy Approach   |
| Week 2<br>Jan. 23 – 27     | Chapter 3: Individual Perspective  |
| Week 3<br>Jan 30 - Feb. 3  | Chapter 4: Industry Perspective on Audience  |
| Week 4<br>Feb. 6 – 10      | Chapter 5: Children as a Special Audience<br><b>Essay 1 Due</b> (Tues.)  |
| Week 5<br>Feb. 13 – 17     | Chapter 6: Development of the Mass Media Industries<br><b>Test 1</b>   |
| Week 6<br>Feb. 20 – 24     | Chapter 7: The Economic Game<br><b>Group Presentation 1 Due</b> (Tues.)  |
| Week 7<br>Feb. 27 – Mar. 2 | Chapter 8: The Current Picture   |
| Week 8<br>Mar. 5 - 9       | Chapter 9: Mass Media Content and Reality<br>Chapter 10: News<br><b>Midterm Exam</b><br>Thurs., March 8- Sat., March 10: Mid-Semester Examination Period |
| Mar. 12 – 16               | Mar. 12 - 16: Spring Break - No classes  |
| Week 9<br>Mar. 19 – 23     | Chapter 11: Entertainment<br>Chapter 12: Advertising   |
| Week 10<br>Mar. 26 – 30    | Chapter 13: Interactive Media<br>Chapter 16: Who Owns and Controls the Mass Media?<br><b>Essay 2 Due</b> (Tues.)   |
| Week 11<br>Apr. 2 – 6      | Chapter 17: Privacy<br>Chapter 18: Piracy<br><b>Test 2</b>   |
| Week 12<br>Apr. 9 – 13     | Chapter 19: Violence<br>Chapter 20: Sports<br><b>Group Presentation 2 Due</b> (Tues.)  |
| Week 13<br>Apr. 16 – 20    | Chapter 14: Proactive Perspective on Media Effects   |
| Week 14<br>Apr. 23 – 27    | Chapter 15: Broadening Our Perspective on Media Effects  |
| Week 15<br>Apr. 30 – May 4 | Fri., May 4 – Wed., May 9: Final Examination Period<br><b>Final Exam</b>   |