

Course Syllabus
JOU 1303 – Fall 2019
Introduction to Mass Communication
Section N1 – 9:30 – 10:45 a.m. – Castellaw 245
Section N2 – 11 a.m. – 12:15 p.m. – Castellaw 245

Instructor: Mr. Kevin Tankersley
E-mail: Kevin_Tankersley@baylor.edu
Office Hours: Monday: 10-11 a.m.; 2:30-4 p.m.
Tuesday: 1:30-3 p.m.
Wednesday: 1-4 p.m.
Thursday: 8:30-9:15 a.m.; 1:30-3 p.m.
Other times and locations TBA and by appointment
Office Location: Castellaw 271

Required Texts: Readings in this course will come from handouts and links to online sources.

Welcome to JOU 1303. This course is designed to acquaint you with the world of communications – both the mass media of newspapers, magazines, books, radio, film, television, the recording industry – and the interactive media of the Internet, including wireless, computers, information services and others.

The challenge is to teach these things while they are constantly integrating and converging and changing. What used to take weeks and months to accomplish in communications can now be done in days and hours and minutes. The more you understand why and how those changes are happening in mass communication, the better off you'll be in this information-dominated world.

Goals: In this class, you should:

- Learn about the concept of an information-driven society and its economic, political and social implications;
- Understand the essentials of both the communications media and the fast-growing information technologies and industries;
- Understand the process and effects of media convergence and be a critical, informed consumer of media;
- Understand and be critically aware of the effects of communications media on both yourself and others, as well as social institutions and societies;
- Learn about possible careers in communications.

Also, since this is a New Student Experience class, we'll talk about many topics dealing with making the transition from high school to college; living on your own for the first time; getting involved on campus; and other areas. However, I want to talk about what *you* want to talk about. What do *you* want to know about Baylor, Waco, college, etc?

Procedures: You should read any assigned links or handouts before coming to class and take notes on the readings. Questions on tests and the final exam can come from readings, lectures, Power Points and video or music clips played in class. We'll have guest speakers occasionally. Take good notes. Their talks could also generate test questions.

Occasionally, we'll spend an entire class period on one film or news clip, TV show, reading or person of importance in the world of communication. If I devote this much time to one subject, then I obviously believe that it's an important topic and several test questions could come from that subject.

During class, do not use your computer for anything other than taking notes. (You'll do better if you take notes on paper anyway.) **Do not use your phone in class.**

Attendance: Attendance at all class sessions is strongly suggested and students should be punctual. **It is your responsibility to get any notes or handouts from a missed class.** Also, **students missing more than five class meetings will automatically fail this course.** Sign the roll sheet at the beginning of class each day. That is how I keep track of attendance.

Grading: The course will be graded on the following scale:
A: 230 points (and up); B+: 222-229; B: 205-221; C+: 197-204; C: 180-191; D: 155-179; F: 154 (or fewer). **NOTE: Total points only**
Three tests – 50 points each
Essay – 10 points
Comprehensive final exam – 100 points

All test and exam questions will come from lectures, PowerPoint presentations, film, TV or music clips, lectures and handouts. All tests will be Scantron tests. There may also be some opportunities for extra credit this semester.

Communication: My primary means of communication with you is via email, so check your email account frequently. Also, clean out your inbox occasionally during the semester as well. If I ever call you and leave a message, please call me back.

Academic Success: Every student who has been admitted to Baylor can be successful. Take advantage of the many resources available for academic success, including coming to see me during my office hours. Students who regularly utilize the great resources in the Paul L. Foster Success Center – www.baylor.edu/successcenter -- are among the most successful students. If your academic performance in this class is substandard, I will submit an Academic Progress Report to the Success Center so that the team of coordinated care professionals can ensure that you get the help you need.

Academic Integrity: Plagiarism or any form of cheating involves a breach of student-teacher trust. This means that any work submitted under your name is expected to be your own, neither composed by anyone else as a whole or in part, nor handed over to another person for complete or partial revision. Be sure to document all ideas that are not your own. Instances of plagiarism or any other act of academic dishonesty will be reported to the Honor Council and may result in failure of the course. Not understanding plagiarism is not an excuse. As a Baylor student, you are expected to be intimately familiar with the Honor Code at: www.baylor.edu/honorcode/.

Students Needing Accommodations:

Any student who needs academic accommodations related to a documented disability should inform me immediately at the beginning of the semester. You are required to obtain appropriate documentation and information regarding accommodations from the Office of Access and Learning Accommodation (OALA). Contact Information: (254) 710-3605 - Paul L. Foster Success Center, First floor on the East Wing of Sid Richardson; or www.baylor.edu/oala.

Title IX Office – Title IX Coordinator:

Baylor University does not discriminate on the basis of sex or gender in any of its education or employment programs and activities, and it does not tolerate discrimination or harassment on the basis of sex or gender. If you or someone you know would like help related to an experience involving sexual or gender-based harassment, sexual assault, sexual exploitation, stalking, intimate partner violence, or retaliation for reporting one of these type of prohibited conduct, please contact the Title IX Office at (254)710-8454 or report online at www.baylor.edu/titleix.

The Title IX office understands the sensitive nature of these situations and can provide information about available on- and off-campus resources, such as counseling and psychological services, medical treatment, academic support, university housing, and other forms of assistance that may be available. Staff members at the office can also explain your rights and procedural options if you contact the Title IX Office. You will not be required to share your experience. If you or someone you know feels unsafe or may be in imminent danger, please call the Baylor Police Department (254-710-2222) or Waco Police Department (9-1-1) immediately. For more information on the Title IX Office, the *Sexual and Gender-Based Harassment and Interpersonal Violence policy*, reporting, and resources available, please visit the website provided above.

Diversity:

The Baylor University Journalism, Public Relations & New Media Department values domestic and global diversity and strives to foster an environment that reflects society. Baylor JPR&NM is committed to a policy of inclusiveness, understanding and acceptance regardless of race, ethnicity, religion, disability, sexual orientation, gender and age. Our goal is to foster the development of a new breed of journalists, PR professionals and mass media communicators whose work represents a much broader range of perspectives than in the past when the voices of underrepresented groups were ignored and misrepresented in the mainstream news media.

Tips and Stuff:

Your professors usually know people in the field in which we teach. So when you're looking for an internship or a job, we can sometimes be a big help. You want your professors to remember your name when you're asking for a recommendation, but you want to be remembered for the right reasons.

During class, please resist the temptation to read the *Lariat*, talk to your neighbor, text your friend, check Facebook, Twitter, Instagram, email or anything else. It's distracting to other students, and teachers hate when you do this. If you take part in behavior like this, we'll have a private conversation after class.

When *any* professor suggests that you "might" need to do something or "thinks" it would be a good idea to read a particular passage, consider that suggestion, very strongly.

If you miss a class, don't ask your teacher, "Did I miss anything important?" If I didn't think it was important, I wouldn't be using class time to talk about it. Also, don't ask, "Is this going to be on the test?" Just assume that *everything* you see, hear and read will be on the test.

Read the assigned readings *before* you come to class. Every time.

Turn off your cell phones *before* you enter the classroom. A ringing phone, followed by, "Oops. Sorry," is still quite distracting.

Please don't eat during class. Eat a granola bar or fruit between classes. (Stay healthy).

Check your final exam schedule early in the semester. If you have three exams on one day, you can petition the Dean of the College of Arts & Sciences to change one of them, but this needs to be done well in advance of the final, not a couple of days beforehand.

Please check your syllabus before emailing me with a class question. I'll be happy to answer questions when I can, but don't be offended if it takes me a while to get to your email (as you'll see from the Power Point, I, just like you, have interests outside of this class, and don't be offended if my email says, "Check your syllabus for that information."

Bring pen and paper (or laptop/tablet)* for taking notes to class every day. **Do not take notes on what is on the Power Point. Take notes on what I say about the Power Point.** All the slides shown in class will be on Canvas.

* "...those who wrote out their notes by hand had a stronger conceptual understanding and were more successful in applying and integrating the material than those who used took notes with their laptops."

~~ *Scientific American*; June 3, 2014

Tentative Course Outline

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I'll try to stick to this schedule as closely as possible. All dates are subject to change. I will not move test dates up without giving you adequate notice (at least a few days). It's unlikely that test dates will change, but there's always the possibility.

Aug. 27	Course introduction
Aug. 29	Media and Culture
Sept. 3	Media and Culture, continued
Sept. 5	Media Effects
Sept. 10	Books
Sept. 12	Books, continued
Sept. 17	Newspapers
Sept. 19	Newspapers, continued
Sept. 24	Magazines
Sept. 26	Magazines, continued
Oct. 1	Test 1
Oct. 3	Music
Oct. 8	Music, continued
Oct. 10	Radio
Oct. 15	Radio, continued
Oct. 17	Film
Oct. 22	Film, continued
Oct. 24	Television
Oct. 29	Television, continued
Oct. 31	Television, continued
Nov. 5	Television, continued
Nov. 7	Test 2
Nov. 12	The Internet and Social Media
Nov. 14	Advertising and Public Relations
Nov. 19	Advertising and Public Relations, continued
Nov. 21	Law and Ethics
Nov. 26	Law and Ethics, continued
Nov. 28	Thanksgiving holiday
Dec. 3	The Future of Mass Media
Dec. 5	Test 3

Final exam (comprehensive)

For the 9:30 a.m. class (JOU 1303-N1) 4:30-6:30 p.m., Thursday, Dec. 12

For the 11 a.m. class (JOU 1303-N2) 9-11 a.m., Friday, Dec. 13

By signing below, I acknowledge that I have received, read and understand
the syllabus for JOU 1303 for Fall 2019.

(Printed name)

(Signature)

(Date)

(Phone number)