

COM 200 ON: Media & Culture

Your Instructor: Fred Hathaway, Jr.

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Course Dates: March 11 – April 27, 2019

Credit Hours: 3

Prerequisite: COM - 101

Course Delivery: Online via Moodle

Course Website: 2019SP Media and Culture (COM-200--ON) lms.peace.edu

Office Hours: by appointment – phone or virtually Zoom Video Conferencing

Course Description

This course provides the big picture, broad overview of the many media that make up "the media." The subject matter is as familiar as our car radio and as fresh as last night's Web surfing. Examining the Internet, magazines, Hollywood moviemaking and lots of other industries, the course is aimed at consumers and potential practitioners of the media. Various perspectives, including historical, cultural, legal, and economic, are explored.

Course Goals and Learning Objectives

Upon completion of this course, students will be able:

- to understand the concepts of "culture" and "media" and how they co-constitute and reproduce each other
- to understand the importance of work in the field of communication (the field that directly integrates media and culture) as work that tries to solve the world's most pressing problems
- to critically consider contemporary problems in communication in terms of media and culture using various, deeply theoretical perspectives
- to read, interpret, and begin to produce your own writing in academic genres

Course Materials

Required Texts:

Campbell, Martin, & Fabos. (2015). *Media Essentials: an Introduction* 3rd Edition. MacMillan Learning. ISBN: 978-1-4576-9376-2

Additional required readings: Throughout the course, additional items will be assigned in the associated weekly modules in Moodle.

Online Courses

All online courses in the School of Professional Studies (SPS) are delivered fully through the Moodle learning management system (LMS). You can complete this course without ever visiting campus. All course readings, activities, and assignments are organized in a weekly format in Moodle. You should expect to spend on average 10-15 hours per week on an individual 3-credit course. You should expect to log into the course daily, and make at least 3 forum posts on at least 3 different days per week.

Assignments and Grading

In an accelerated online course, timely feedback is vital to student learning. For this reason, my goal is to return your graded assignments **no later than 5 days after the due date**, unless there are extenuating circumstances noted in an Announcement. In the rare event I am unable to meet this turnaround time, I will contact those of you whose assignments warrant the most feedback within the first 5 days and all others as soon thereafter as possible.

If you submit your assignment early, you will receive your feedback more quickly, however no feedback will be returned until after the due date. I try to provide scoring rubrics for all graded assignments that will identify the criterion and levels of performance to achieve the maximum number of points. Please use these rubrics as you plan and prepare assignments.

Guidelines for Assignments: All written assignments must be submitted electronically using MS Word (.doc or .docx format) unless specified otherwise. You must have your name clearly indicated on a cover page and in the file name. Unless otherwise noted, papers should be typed, double-spaced in 12-point font with 1" margins, with all sources cited in APA format. Proofread papers carefully for spelling and grammatical errors. Please see the APA resources located in the Course Orientation Book.

For all assignments, I prefer you to use a file naming convention that includes your first and last name, course number, and title of assignment, as in FirstLastName--COM200--Title of Assignment. For example, I'd use **FredHathaway--COM200--Music&CultureAnalysis**.

Grade scale for all graded assignments (out of 100 possible points):

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: 0-59

Assessment Type	Percent
Weekly Participation	25%
Paper/Assignment #1	15%
Midterm Exam	15%
Paper/Assignment #2	15%
Term Project/Presentation	20%
Final Exam	10%
Total Possible	100%

Course Elements

Weekly Participation: Your weekly participation grade includes timely completion of all weekly activities listed on the course website and regular participation in the Forums. Your discussion postings should be substantive --- that is, meaningful and with substance. For each forum, you are required to make one (1) original post of 200 words and at least two (2) replies to your classmates' posts with a well-thought out response. **3 Posts on 3 Separate Days is the base expectation; greater participation is strongly encouraged.** This is the guideline to earn higher participation points, however you are encouraged to post as much as you would like. In your replies, please do not simply agree with what someone has said, as this does not generate or add anything new to the discussion. Instead, try to add a few sentences about how someone's post made you think differently, or sparked new ideas or memories of learning.

Music vs Culture Analysis: You will write a 500-word minimum report on the relationship between modern Music and Culture. You will explore questions including: What is the impact music is having in providing commentary on our social issues? What is missing? What aspects do you like? What are the barriers? Is there a corresponding impact culture is having on music? What should artists do to make it better? How should the conversation evolve? See full assignment details in Moodle.

Comics and Superheroes Analysis: You will write a 500-word minimum report on the relationship between this genre and Culture. You will explore questions including: What is the impact the genre is having in providing commentary on our social issues? What is

missing? What aspects do you like? What are the barriers? Is there a corresponding impact culture is having on the genre? What should the artists and entertainment industry do to make it better? How should the conversation evolve? See full assignment details in Moodle.

Project: During this course, you will write a Major Paper and deliver it as a Presentation. Each student is required to write a 6-8 page *extended definition* of a concept from our readings this semester (book or supplemental text) with a *historical or contemporary example* of the concept and, finally, an evaluative critique of the concept based on your example. Is the concept a good tool to think with? Does it need to be revised or amended?

Your Major Paper is Due 2 Weeks Before You Present it as a Final Product.

During the two weeks, you and I will “tweak” your paper into the framework for a 5-minute Presentation. The Paper itself counts 50% of the Project grade; the Presentation the other 50%.

Full details of this project will be posted in Moodle.

Midterm and Final Exams: The Midterm counts 15% of your course grade; the Final 10%. The Midterm will cover the required reading for weeks 1, 2, and 3 and will occur during week 4, and the Final will occur during the final-exam period. Late exams will not be given. There are several options for proctoring for online students. Please be familiar with the proctoring policy found in the Course Orientation book in the course website.

Attendance Policy

William Peace University students are expected to attend all classes for which they are registered, as regular attendance and participation are an essential part of a student’s educational program. In online learning, attendance is not taken as in the classroom, and instead is measured by regular class participation. (see next section). To succeed in online learning, each student assumes the responsibility to “attend” the course regularly.

I strongly suggest that you log into the course every day, or at least 4-5 days per week, to participate in discussions and submit assignments by the due dates found in the Course Calendar. In Week 7, I will ask **you to assess your level of participation** using a Self-Assessment that will help me to determine your final participation grade.

Class Participation

This class is designed to foster discussion and interaction between you and me and your classmates. You are expected to complete all readings and activities and come to our “classroom” prepared to discuss the questions posed by that week’s Discussion Leader(s).

Our weekly schedule **begins on Monday and ends on Sunday night at 11:55pm each**

week. I recommend that you print a copy of the Course Calendar to keep up with what deliverables are due each week. I highly recommend that you **complete your readings early** and post your original 200 word discussion **by Tuesday 11:55 pm** so that you have a few days to reply to at least two classmates' posts, and as a courtesy to acknowledge those who have commented on your post. Do not wait until Sunday to post and reply, as late participation will result in 50% or less of the point value for that week.

Late Assignments

Late assignments will not be accepted for full point value. Students with serious, mitigating circumstances that prevent them from completing assignments on time should contact the instructor as soon as possible --- **prior to the assignment deadline**. Students who find themselves in this situation should be prepared to provide documentation/verification of the circumstances that prevent them from submitting work on time. In these cases, a contract will be established outlining the conditions for an extension.

Missed Work / Late Work Policy

Upload your assignments to the Assignment links located in Moodle. If the link does not appear to work, please contact me to make alternate arrangements to turn in your work. Assignments are **considered late if they are not turned in by 11:55pm on the day they are due**. For each day that the assignment is late, there will be a 20% reduction in your grade (i.e. one day late = 20% reduction; two days late = 40% reduction; and three days late = 60% reduction). Assignments received after the fourth day of the original due date will receive a grade of zero for that particular assignment. **Assignments will not be accepted after the last day of class. There are no exceptions.**

Incompletes

An Incomplete is appropriate for a student that has been making steady, successful progress in a course and has an unexpected, verifiable mitigating circumstance at the end of the semester, which precludes them from completing the last assignment or exam. Poor time management is not an appropriate reason to request an Incomplete. All incomplete grade requests must be approved first by the Instructor, and then by the Director of Online Programs. If the Incomplete is approved, the student will have up to six additional weeks to complete the work, as determined by the Instructor. If the student does not complete the final work, the Instructor will assign the appropriate letter grade for work completed or the grade will revert to an "F."

Email/Communication Policy

The two primary communication tools used in the course are the **course website** and your William Peace University **email account**. If you have questions about navigating the

course content or assignments, please post them in the **Questions and Help** forum in Moodle. If you know the answer to a question posed by a classmate, please feel free to jump in and help– this is a learning community after all!

My preferred method of communication is email --- fghathaway@peace.edu. I will usually respond to your email within a few hours, however it could be between 24–48 hours. If you have a quick question, on a limited basis, you may text me at (919) 270-9491. I expect that you will answer my email within a reasonable time as well, within 24–48 hours.

Proctoring Policy for Online Courses

All online courses at William Peace University require two (2) proctored exams or activities. Any student who fails BOTH proctored exams/activities will receive an automatic failing grade in the course, regardless of any other grades received. For more information on proctoring options, please see the Proctoring Options For Online Exams document in Moodle.

Course Evaluations

Around the middle of the course, I will send out a short midpoint evaluation to check in with you to assess how you are enjoying the course and get feedback about the level of work and any recommendations to improve it while there is still time! Also, in Week 7, you will receive an email from WPU to complete the course evaluation to provide feedback about this course. Please take time to provide your input – it matters! Thank you 😊😊

Academic Integrity

William Peace University seeks to develop both the intellect and character of its students. All members of the University are expected to promote a culture of academic integrity, and all students are expected to inform themselves of the University's policies and procedures related to the Honor Code.

All forms of academic misconduct are violations of the University's Honor Code. These include, but are not limited to:

- Cheating: Using or attempting to use unauthorized materials, information, or study aids in academic work or in working with others on academic requirements (tests, assignments, etc.)
- Plagiarism: Representing the words or ideas of another as one's own in any academic work, whether intentional or not
- Falsification: Falsifying or inventing any information or citation in academic work
- Facilitating academic dishonesty: Helping or attempting to help another student to commit an act of academic dishonesty

- Lying: Misrepresenting information that is relevant to the classroom or academic performance

If a faculty member suspects academic misconduct has taken place, s/he will complete an Honor Code Violation Report and meet with the student to discuss. A student may accept or decline to accept responsibility. If a student accepts responsibility, s/he will be subject to the penalty determined by the faculty member. If a student declines to admit responsibility, the case will be turned over the Honor Board for adjudication. A complete summary of the Honor Code and Honor Board policy can be found in the 2018-2019 Academic Catalog.

Disability Services

Disability Services are available to all WPU students who require reasonable accommodations due to any cognitive, physical, or psychological disability, in order to provide equal access to the educational environment. Students will need to be certified with the Disability Services Office and provide appropriate documentation to receive an Academic Accommodation Plan. For more information or to become certified, please contact a counselor in the Disability Services Office, which is located on the 1st Floor of Joyner House. You may reach Disability Services via email at Disability@peace.edu.

Tutorial Services

The Office of Tutorial Services is located on the 2nd floor of Finch Library, open Monday-Thursday from 9am-7pm, and Friday 9am-4pm. Tutoring is free of charge, and students are encouraged to make individual appointments in the sign-up binder located on the bookshelf next to the elevator. Tutoring is offered in most all subjects, including anthropology, biology, business, chemistry, criminal justice, history, math, political science, psychology, simulation and game design, and writing. Free workshops are also offered each semester, as well as free resources on studying, citation, grammar, and other academic topics. For more information, contact Margaret Herder-Hill, Coordinator of Tutorial Services at (919) 508-2080 or maherder-hill@peace.edu.

Course Calendar – COM 200 ON –March 11 – April 27, 2019

This calendar is subject to change. Updates will be available on Moodle.

Week	Topics	Required Reading	Activities & Assignments
Week 1	Introduction to Media & Culture	<ul style="list-style-type: none"> Read: Introduction and Chapter 1 of Marshall McLuhan's Understanding Media. PDF: http://robynbacken.com/text/nw_research.pdf Read: Harold Innis 	Forum Posting
Week 2	Print media, Literacy & Music	<ul style="list-style-type: none"> Read: Chapter 1, ME Read: Chapter 2, ME Read: Walter Ong excerpt, "Orality and Literacy" Read: Chapter 5, ME 	Forum Posting Paper #1
Week 3	Film, Radio	<ul style="list-style-type: none"> Read: Chapter 3 ME Read: Chapter 4 ME Read: Chapter 6 ME 	Forum Posting Midterm
Week 4	Gaming & Online	<ul style="list-style-type: none"> Read: Chapter 7 ME Read: Raymond Williams excerpt, "Flow" Read: Chapter 9 ME Read: Chapter 10 ME 	Forum Posting Paper #2
Week 5	Streaming Television	<ul style="list-style-type: none"> Read: Pierre Levy Excerpt, "Collective Intelligence" Read: "The Smugglers," by Jamie Warren Paper Workshop 	Forum Posting Major Paper
Week 6	Ideas into Presentations	<ul style="list-style-type: none"> Paper Workshop 2 Read: Excerpt, John Durham Peters, "Speaking into the Air" 	Forum Posting Presentation
Week 7	Study Guide	<ul style="list-style-type: none"> Study For Final! 	Final Exam