

**MMC 1540**  
Introduction to Multimedia Studies  
**Dr. Kevin M. Petrich**

Term: Fall 2014

Course Number: MMC 1540

CRN: 80717

Number of Credit Hours: 3

Class Meeting Day, Time, and Location: M, 7:10-10:00PM, GS 109

Office: CU 205 (Boca Campus); LA 410 (Davie Campus)

Office Hours: M, 4:30-6:30PM (Boca Campus); T, 1:00-5:00PM (Davie Campus); and

W/TH, 11:30AM-12:30PM (Davie Campus); or by appointment

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**Catalog Description:** An introduction to the transformation of newspapers, magazines, film and video to digital multimedia platforms based on technological innovations and internet advertising strategies.

Prerequisites: Must have been admitted to Florida Atlantic University as a degree-seeking or transient student.

Requirements Met Through Course Completion: This course partially fulfills the requirements for the Core area of the Multimedia Journalism track within Multimedia Studies.

**Course Objectives:**

American Media, Society and Technology (MMC 1540) is the first class in the Multimedia Studies sequence and is a pre-requisite for a number of upper division classes in the sequence. One goal of this class is to introduce you to information about the history, development and current state of the media. A second equally important goal is to introduce you to a critical perspective that enables you to ask questions about the organization, operation and impact of the media and a critical understanding of media content.

**Required Materials to Purchase:**

Campbell, R., Martin, C.R., & Fabos, B. (2011). *Media and culture: An introduction to mass communication, with 2013 update* (8th ed.). New York: Bedford/St. Martin's.

*i>CLICKER 2*

We will be using the *i>Clicker2* in class. If you have not already acquired one, you can purchase one in the bookstore.

You are required to purchase an iClicker remote for in-class participation. iClicker is a response system that allows you to respond to questions I pose during class. Part of your class attendance/participation grade will be derived from your feedback to these clicker

questions. In order to receive this credit, **you will need to register your iClicker remote by August 26th**. You must have come to class at least once and voted on at least one question in order to complete this registration properly. Once you have responded to a question with your iClicker remote during the first class meeting on **August 26th**, log onto our class's Blackboard page. Click on the "Tools" tab. Look for the "iClicker remote registration" link, click on that link, and then follow the instructions to register. The remote ID is the series of numbers and sometimes letters found on the bottom of the back of your iClicker remote.

**iClicker will be used every day in class, and you are responsible for bringing your remote to every class meeting. The instructor will not accept handwritten notes, quiz answers, etc. in lieu of clicker responses. Please remember to bring your clicker remote to every class and be sure to maintain your clicker remote with fresh batteries. Otherwise, you will lose credit for attendance and participation.**

**As with grades for exams and any written assignments, iClicker data (i.e., attendance/participation) will be uploaded to Blackboard within a week of the relevant item's submission/completion by students. Students should check their grades on Blackboard each week. If a student suspects any entry is discrepant, it is their responsibility to contact the instructor within two weeks (14 days) of the item's submission/completion by students. Otherwise, the entry will be presumed correct and final.**

If you require further information, please visit [www.iclicker.com](http://www.iclicker.com) for FAQs and other resources.

### **Course Requirements:**

BLACKBOARD: Grades and many course materials will be posted on the Blackboard site (bb.fau.edu). Students should check Blackboard frequently for the latest course information. Students should also monitor their e-mail for course updates and late-breaking readings (e.g., timely and topical articles).

### Assignments

Exam #1	25%
Exam #2	25%
Exam #3	25%
Attendance/Participation/Clicker Questions	25%

**Exams (75%):** You will have three non-cumulative exams during the semester. They will be objective, consisting of several multiple-choice, true-false, and/or matching questions. The exams will cover course readings, class discussions, and other assignments. It is therefore advisable to stay current with course readings, class discussions, and other assignments.

***Attendance/Participation/Clicker Questions (25%):*** The participatory nature of this course makes regular attendance and participation essential to your success. But please note that attendance does **not** automatically constitute participation. Participation will be graded based on the **quantity** and **quality** of a student's contribution to classroom discussion, as well as to group activities during class.

For example, most class meetings will feature student groups presenting material relating to textbook readings. (Details concerning these presentations will be discussed in class.) The quantity and quality of each student's contributions to a group presentation on a given day will be part of their attendance/participation grade for the course.

In addition, there will be iClicker surveys throughout each class meeting. If you forget to bring your iClicker to class, you will not receive full credit for attendance/participation.

The following guidelines will be used to determine the attendance/participation grade:

#### A

1. In most every class, the student offers comments, answers questions, and engages in discussion by responding to comments about the material--comments by both the professor and other students.
2. In most every class, participation indicates excellent preparation. Comments, questions, and discussion reflect that student has done reading and understands key ideas and arguments, also going beyond the material in raising questions and offering additional insights that reflect an intellectual maturity.
3. In most every class, the student demonstrates a high level of engagement in activities, indicating an exceptional synthesis of the course material's theoretical and practical aspects.
4. Participates in no distracting sidebar conversations, text-messaging or other usage of cell phones or laptop computers, incidents of note-passing during class discussions, or any other activities (inside or outside of the classroom) that interfere with the educational mission within the classroom.
5. Qualifies for an "A" in attendance.

#### B

1. In a majority of the classes, the student offers comments, answers questions, and engages in discussion by responding to comments made about the material--comments by both the professor and other students.
2. In a majority of classes, participation indicates very good preparation. Comments, questions, and discussion reflect that student has done reading and understands key ideas and arguments.
3. In a majority of the classes, the student demonstrates a high level of engagement in activities, indicating an above-average synthesis of the course material's theoretical and practical aspects.
4. Participates in no distracting sidebar conversations, text-messaging or other usage of cell phones or laptop computers, incidents of note-passing during class

discussions, or any other activities (inside or outside of the classroom) that interfere with the educational mission within the classroom.

5. Qualifies for at least a “B” in attendance.

### C

1. In some of the classes, the student offers comments, answers questions, and engages in discussion by responding to comments made about the material--comments by both the professor and other students.
2. In most classes, participation indicates average preparation. Comments, questions, and discussion reflect that student has done reading but does not adequately grasp some of the key ideas and arguments.
3. In some of the classes, the student demonstrates engagement in activities, but at a level indicating inadequate synthesis of some of the course material’s theoretical and practical aspects.
4. Participates in no distracting sidebar conversations, text-messaging or other usage of cell phones or laptop computers, incidents of note-passing during class discussions, or any other activities (inside or outside of the classroom) that interfere with the educational mission within the classroom.
5. Qualifies for at least a “C” in attendance.

### D

1. The student rarely offers comments, answers questions, and engages in discussion by responding to comments made about the material--comments by both the professor and other students.
2. In most classes, participation indicates poor preparation. Comments, questions, and discussion reflect that student has not done reading or has done reading in such a way that few of the key ideas or arguments are grasped.
3. The student rarely demonstrates engagement in activities, indicating either a lack of interest or a lack of preparation.
4. Participates in no distracting sidebar conversations, text-messaging or other usage of cell phones or laptop computers, incidents of note passing during class discussions, or any other activities (inside or outside of the classroom) that interfere with the educational mission within the classroom.
5. Qualifies for at least a “D” in attendance.

### Grading Scale:

93-100 = A

90-92 = A-

87-89 = B+

83-86 = B

80-82 = B-

77-79 = C+

73-76 = C

70-72 = C-

67-69 = D+

63-66 = D

60-62 = D-  
0-59 = F

**Course Policies:**

Attendance: Roll will be taken at the beginning of each class meeting. But clicker surveys will be conducted throughout each class meeting as well, offering further opportunities to record attendance. If a student is late in arriving at a class meeting, then attendance/participation credit will be lost in proportion to the number of surveys missed for the class meeting. Likewise, if a student is present at the start of a class meeting but misses that class meeting's subsequent clicker surveys because the student leaves before that class meeting ends, then attendance/participation credit will be lost in proportion to the number of surveys missed for the class meeting.

If no clicker response from a student is recorded for an entire class meeting, then the student will be considered absent for that class meeting.

An absence will be excused only in the event of a religious observance or verification of a university-approved activity, medical reason, court appearance, or other emergency.

**AN ABSENCE IS NOT CONSIDERED EXCUSED WHEN A STUDENT SIMPLY NOTIFIES THE PROFESSOR THAT HE OR SHE IS GOING TO MISS CLASS, IS MISSING CLASS, OR HAS MISSED CLASS. THIS CONSTITUTES A COMMON COURTESY, BUT NOT AN EXCUSED ABSENCE. IT ONLY BECOMES AN EXCUSED ABSENCE WHEN, IN WRITING, THE PROFESSOR SAYS, "THIS IS AN EXCUSED ABSENCE." THE PROFESSOR WILL BE HAPPY TO PROVIDE A WRITTEN MESSAGE TO THIS EFFECT UPON REQUEST. SIMPLY E-MAIL YOUR REQUEST FOR A REPLY CONTAINING NOTIFICATION THAT AN ABSENCE HAS BEEN EXCUSED.**

For the **first two unexcused absences**, you shall lose the attendance/participation points for that day. Other than religious observance, the only other exception to this penalty is for a verified university-approved activity, medical reason, court appearance, or other emergency. If you provide verifiable documentation such as a physician's note, a letter from a court, etc. and the instructor approves this documentation, these will be considered **excused absences**. In such instances, the instructor has discretion as to how much attendance/participation credit will be awarded, given the credit's dual role (attendance and participation).

Whatever the reason for an absence, it's difficult to get around the reality that missing class meetings also means missing important elements of the course experience. Thus **three absences, whether excused or unexcused**, will also result in a deduction of one letter grade from the final course grade. So if you have three absences and your course grade otherwise would have been a "B," then your final course grade will be lowered to a "C." And each additional unexcused absence will result in an additional deduction of one grade level (e.g., from a "C" to a "C-") from the final course grade.

Make-up and Late Work: **No** make-up exams or survey questions will be given. Nor will any work be accepted late. For example, if an exam is offered as a take-home, the exam must be returned at the start of the class at which the exam is due. The **only** exceptions to this policy concerning make-up or late work will be in cases where an absence has been excused or a tardy arrival has been excused (in accordance with the same guidelines for excused absences).

Computer Use in Class: Students may not use laptop computers, smart phones, tablets, etc. during lectures, discussions, or presentations. The only exception to this policy will be during group activities during which use of such devices could be advantageous. Any non-class related use of the computer (i.e., use falling outside of the above parameters) is not allowed. Students found to be violating this rule during a given class meeting will be marked down for their participation during that class. If the activity is deemed disruptive, the student could be asked to leave class.

Cellular Phones: Cell phones are not allowed in class. Any visible cell phone will be taken and returned to the student at the end of class. If you have to make or receive an urgent text or call, then please leave the class to do so.

Eating in Class: No eating will be allowed during class.

Academic Dishonesty: Each student will be expected to do his or her own work. Academic irregularities are covered by Florida Atlantic University's (FAU's) academic policies, and will be dealt with as indicated in FAU's most recent undergraduate catalog.

At minimum, the professor considers academic dishonesty in this course ample justification for a grade of "F" on a specific assignment. And depending on the situation (e.g., extent of the offense, weight of assignment, past offenses, etc.), such a violation also could be grounds for a course grade of "F," as well as for referral for expulsion from the university.

Code of Academic Integrity policy statement: Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [http://wise.fau.edu/regulations/chapter4/Reg\\_4.001\\_5-26-10\\_FINAL.pdf](http://wise.fau.edu/regulations/chapter4/Reg_4.001_5-26-10_FINAL.pdf)

The FAU Code of Academic Integrity prohibits dishonesty and requires a faculty member, student, or staff member to notify an instructor when there is reason to believe dishonesty has occurred in a course/program requirement. The instructor must pursue any reasonable allegation, taking action where appropriate. Examples of academic dishonesty include, but are not limited to, the following:

(A) Cheating

1. The unauthorized use of notes, books, electronic devices, or other study aids while taking an examination or working on an assignment.
2. Providing unauthorized assistance to or receiving assistance from another student during an examination or while working on an assignment.
3. Having someone take an exam or complete an assignment (including in-class iClicker questions) in one's place.
4. Securing an exam, receiving an unauthorized copy of an exam, or sharing a copy of an exam.
5. Having another student use your iClicker.

(B) Plagiarism

1. The presentation of words from any other source or another person as one's own without proper quotation and citation.
2. Putting someone else's ideas or facts into your own words (paraphrasing) without proper citation.
3. Turning in someone else's work as one's own, including the buying and selling of term papers or assignments.

(C) Other Forms of Dishonesty

1. Falsifying or inventing information, data, or citations.
2. Failing to comply with examination regulations or failing to obey the instructions of an examination proctor.
3. Submitting the same paper or assignment, or part thereof, in more than one class without the written consent of both instructors.
4. Any other form of academic cheating, plagiarism, or dishonesty.

For full details of the FAU Code of Academic Integrity, see University Regulation 4.001 at

[http://wise.fau.edu/regulations/chapter4/4.001\\_Code\\_of\\_Academic\\_Integrity.pdf](http://wise.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

Disability policy statement: In compliance with the Americans with Disabilities Act (ADA), students who require reasonable accommodations due to a disability to properly execute coursework must register with the Office for Students with Disabilities (OSD) -- in Boca Raton, SU 133 (561-297-3880); in Davie, LA 240 (954-236-1222); in Jupiter, SR 110 (561-799-8010); or at the Treasure Coast, CO 117 (772-873-3441) – and follow all OSD procedures. <http://osd.fau.edu/>

## Course Outline

Each week's entry indicates textbook reading(s) upon which discussion and activities will be focused during that week's class meeting. During any week that class does not meet, students should complete the reading indicated in order to be prepared for the next class meeting.

### August

Monday 26 Course Orientation  
Chapter 1: Mass Communication: A Critical Approach

### September

Monday 2 **Labor Day Holiday--No Class**  
Chapter 9: Books and the Power of Print

Monday 9 Chapter 7: Newspapers: The Rise and Decline of Modern Journalism

Monday 16 Chapter 8: Magazines in the Age of Specialization

Monday 23 **Exam #1 (Chapters 1, 7, 8, and 9; Any Additional Readings; Class Discussions)--Remember Green Scantron and #2 Pencil**  
Chapter 3: Sound Recording and Popular Music

Monday 30 Chapter 4: Popular Radio and the Origins of Broadcasting

### October

Monday 7 Chapter 5: Television and Cable: The Power of Visual Culture  
Chapter 6: Movies and the Impact of Images

Monday 14 Chapter 2: The Internet, Digital Media, and Media Convergence

Monday 21 **Exam #2 (Chapters 2, 3, 4, 5, and 6; Any Additional Readings; Class Discussions)--Remember Green Scantron and #2 Pencil**  
Chapter 10: Advertising and Commercial Culture

Monday 28 Chapter 10: Advertising and Commercial Culture

### November

Monday 4 Chapter 11: Public Relations and Framing Message

Monday 11 **Veteran's Day Holiday--No Class**  
Chapter 12: Media Economics and the Global Marketplace



Monday 18 Chapter 13: The Culture of Journalism: Values, Ethics, and Democracy

Monday 25 Chapter 14: Media Effects and Cultural Approaches to Research

**December**

Monday 2 Chapter 15: Legal Controls and Freedom of Expression

Monday 9 **Exam #3 (Chapters 10, 11, 12, 13, 14, and 15; Any Additional Readings; Class Discussions)--Remember Green Scantron and #2 Pencil--Exam Runs from 7:00PM until 9:30PM**