Communication 2200: Media Communication
Syllabus Fall 2018

Instructor: Professor Lee Humphreys
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Email: lmh13@cornell.edu
Lecture: MW 2:55-4:10 PLANT SCIENCE 233
Office Hours: Thursdays, 9:00am - 11am
Preferred pronouns: she/her

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COURSE DESCRIPTION

This course will provide an introductory understanding of media content, industries, policies, research, and effects. Topics include the history of mediated communication, how the media operate, how they affect you and others, how society influences the creation of mediated messages, how messages are psychologically processed, who owns/controls the media, research to date on media content and effects, and an overview of media policy. These topics will be examined through current theoretical and empirical research on mediated communication. In this sense, the course is designed to introduce you to topics that will be covered in depth in the media-related Communication courses here at Cornell.

LEARNING OBJECTIVES

Throughout the course, students will:
1. Identify the policies and institutions that impact the content, structure and distribution of media products.
2. Describe the economic and structural operations of the media industry.
3. Explain various kinds of processes and effects of media on individuals, groups, and society.
4. Apply a theory of media effects to a media message or organization.
REQUIRED TEXTS/READINGS

Available at Cornell Store & on reserve at Mann Library:

Additional readings and links will be made available on Blackboard.

The required texts and readings for this class are designed to be a starting point for our class discussions and activities. Of course the texts do not hold all the information that you will gain from this class, but they do contain the basics that you will need as a starting point each class period. If you do not read before class, the lectures will be of less interest to you and you will have fewer questions for me. For this reason, reading prior to lecture is a requirement for this course. Please note that I reserve the right to add additional readings which may also be testable on the final exam.

LECTURE

This is a media communication course, so during lecture we will watch media messages to illustrate concepts and spark our conversation. It is possible that the messages shown in class may be offensive to you. I do not necessarily share the perspective of the movies, TV shows, websites and clips that I show in class – but I do need them to make my points clear. I very much encourage you to present your opinion in lecture or office hours. If you are upset by visual and/or auditory images such as gratuitous sex, blatant nudity, extreme violence, bad advertising, random profanity, biased news, or deep theory, this may not be the class for you.

BLACKBOARD

All lecture slides will be available after lecture, as they are being updated up to the class time in an effort to include topical material. All grades will be posted to Blackboard.

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>98 and above</td>
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<tr>
<td>A</td>
<td>94-97.5</td>
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<tr>
<td>A-</td>
<td>90-93.5</td>
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<tr>
<td>B+</td>
<td>87-89.5</td>
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<td>84-86.5</td>
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<td>B-</td>
<td>80-83.5</td>
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<td>C+</td>
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<td>74-76.5</td>
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<td>70-73.5</td>
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<td>64-66.5</td>
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<td>D-</td>
<td>60-63.5</td>
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<td>F</td>
<td>&lt; 60</td>
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REQUIREMENTS

Your grade for the course will be based on participation, five assignment sets, and one cumulative final exam. The weighting of each is as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>10</td>
</tr>
<tr>
<td>Group Discussion</td>
<td>10</td>
</tr>
<tr>
<td>Assignment 1 (media log)</td>
<td>20</td>
</tr>
<tr>
<td>Assignment 2 (industry report)</td>
<td>10</td>
</tr>
<tr>
<td>Assignment 3 (ad copy)</td>
<td>20</td>
</tr>
<tr>
<td>Assignment 4 (research proposal &amp; paper)</td>
<td>40</td>
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<tr>
<td>Assignment 5 (policy analysis)*</td>
<td>10</td>
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<tr>
<td>Final Exam</td>
<td>80</td>
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<tr>
<td>TOTAL</td>
<td>200 points</td>
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ATTENDANCE

The teaching assistants will take attendance for the class. Attendance will be taken before the start of class and will end when lecture begins. So be sure to be in your seat before 2:55pm, when lecture begins. It is a large class and entry into this lecture hall is very obstructive. If you have to leave early or arrive late, please enter through the back door of the classroom. You may miss class, be late, or leave early for 4 classes without penalty. Barring extraordinary circumstances, every class more than four that you miss or are late or leave early, you will lose half a point.

If you ADD the class late, you are responsible for getting a seat assignment, meeting with your TA, catching up on reading assignments and course material, and turning all assignments in on time. Any missed classes will count towards your 4 allowable misses without penalty.

Please note we have required class 2:55-4:10pm on FRIDAY, October 19th. If you know you cannot attend this class due to an academic or work conflict, please let the professor know within the first two weeks of class.
GROUP DISCUSSION

During classes, we will break into small group discussions. Five times throughout the semester, you will be required to lead a small group discussion based on the reading for that day. You need to submit a discussion question to Blackboard along with a 150-200 word write-up summarizing what your group discussed. A template is available on BB. All write-ups are due before the next class. Each post is worth 2 points. You earn one point for submitting on time and one point for completeness (so follow the template carefully). If the content is sub-par, you can lose a point. There will be one makeup discussion at the end of the semester if you have to be absent on the day that you are supposed to lead a discussion or earned less than the full amount on any of your previous discussion posts.

ASSIGNMENTS

Each assignment is due in person, unless otherwise noted, on the designated date (usually before the START of lecture). Any assignment not turned in by this time is LATE. WHY? Because it is distracting to me and to other students when papers are being turned in throughout class. Unless otherwise noted, late assignments are marked down 0.5 points, from the moment lecture starts to midnight on that day is ONE day, so there is no difference between turning it in during lecture, right after lecture, or later that day. All are equally late. Note that late assignments are marked down based on when I receive the assignment, not necessarily when you turn it in. Do not slide assignments under office doors. Always keep a copy of your assignments on hand for your records, and remember that it is your responsibility to see that the professor receives your assignments.

Assignment 1. For 5 days, you will log all media exposures and interactions in your life. You will then be asked to complete a written analysis of your own behaviors based on the course readings.

Assignment 2. This assignment builds your knowledge of a specific media industry. You will sign up for one of nine media industry groups. Individually you will identify a key company within that industry at which you might want to work. You will write up key challenges and opportunities for that industry.

Assignment 3. This assignment tests your knowledge of persuasion by constructing a theory-based advertising copy platform via Power Point slides. You will orally present your project to your peers.

Assignment 4a, 4b. A theory-based research paper that is turned in two parts. You are strongly encouraged to seek the advice of your paper TA or the professor as this assignment progresses. As soon as possible, you should look ahead at the content and effects readings and begin to think of a topic that has been
examined by empirical social scientists who have published their findings in academic journals.

Assignment 5. This assignment builds your familiarity with a specific media policy and legal ruling. Please note this assignment is optional. If you choose NOT to submit assignment 5, we will double your Assignment 2 grade.

Extra Credit Assignment: Questioning Problematic Representations. This assignment is an extra credit assignment worth 3 points. Various institutions misrepresent underrepresented minorities and women in their media communication. As part of this optional assignment, students will identify a problematic media representation by identifying and documenting a concerning representation. Students will also write to the company responsible for the media representation and advocate for change.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Distributed</th>
<th>Format</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1 – Media log and analysis</td>
<td>August 29</td>
<td>Hard copy</td>
<td>Sept 10, 2:55pm</td>
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<tr>
<td>2 - Industry Analysis</td>
<td>September 12</td>
<td>Hard copy &amp; Blackboard</td>
<td>(sign up by 9/17) Sept 24, 2:55pm</td>
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<tr>
<td>3 – Copy Platform</td>
<td>October 1</td>
<td>Blackboard &amp; in class presentation</td>
<td>Oct 15, 2:55 pm</td>
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<tr>
<td>4a (Proposal with references)</td>
<td>October 15</td>
<td>Hard Copy Only</td>
<td>October 31, 2:55pm</td>
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<tr>
<td>4b (4a + Research paper)</td>
<td>October 15</td>
<td>Hard Copy (a&amp;b) &amp; Backboard (b only)</td>
<td>November 19, 2:55pm</td>
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<tr>
<td>5 - Policy analysis*</td>
<td>November 19</td>
<td>Blackboard</td>
<td>December 3, 2:55pm</td>
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Turn It In

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. Please note that I do allow you to upload your
assignments, check the content overlap score and resubmit your paper before the assignment is due. If you have any questions about properly citing academic work, please use this opportunity to have the technology check your work for you!

EXAM

The final exam is to be taken on the designated exam date. I do NOT set the final exam date, the university does. Make-up exams must be discussed with the professor BEFORE the exam date. Extreme sickness should be communicated to the professor as soon as possible so that arrangements can be made. If you have two final exams within 24 hours and would like to request a make-up exam (per university policy https://registrar.cornell.edu/Sched/rules.html), you must notify the professor within the first four weeks of class. All make-up exams will be scheduled AFTER the final exam date. Please note that TRAVEL is not an acceptable reason to request a make-up final exam. The final exam for Fall 2018 is December 11th, 2-4:30pm.

STUDENTS WITH ACADEMIC ACCOMMODATIONS

If you are a student with a disability and qualify for academic accommodations, please contact me as early as possible during the semester. We are happy to provide students with the necessary accommodations. If testing accommodations are made, you are required to show up within 10 minutes of your pre-arranged start time or I will assume that you did not need the accommodation and, if the regular exam time has already passed, you will forfeit your exam.

STATEMENT OF INCLUSIVITY AND RESPECT

Each student in this course is expected to contribute to an inclusive and respectful class environment. Students of all backgrounds including gender, sexual orientation, race, ethnicity, and religion are to be treated fairly and with honesty, integrity, and respect. Civil discourse, reasoned thought, sustained discussion, and constructive engagement without degrading, abusing, harassing, or silencing others is required of all students in this class.

EXTRA CREDIT

In order to gain a deeper understanding of the research process, students are encouraged in participate in research studies on campus. Students can gain extra credit in Comm 2200 for their participation in a communication research study at Cornell. Students can sign up to participate in a research study on SONA: https://cornell-comm.sona-systems.com.
Generally, SONA points are given out based on 30-minute time intervals. One SONA point (or one 30-minute study) is equivalent to 0.5 extra credit points in Comm 2200. Participation in a study can only count as extra credit for one course this semester. Students cannot have their participation in a study count towards multiple courses for extra credit.

Students may earn up to 2 extra credit points in Comm 2200. This may be up to 4 SONA points or one Questioning Problematic Representations endeavor.

**LAPTOPS AND MOBILES**

Please keep your mobile devices or laptops on airplane mode during lecture. You are allowed to use the internet only during group discussion time in class as long as use is course-related. Non course-related use is very distracting to others in the class. Therefore, if you are caught using your laptop for non-course related activities twice, you will lose the right to use your laptop in class.

**ACADEMIC DISHONESTY**

The Department of Communication constituents hold each other to the highest standards of academic integrity and uphold the University policies of Academic Integrity. In accordance with the Department of Communication’s AI Policy, any student in this class suspected of plagiarism or cheating on tests or assignments will have a primary hearing. If found guilty, the student will receive a failing grade on the assignment in question and a reduction in the overall course grade, and the results of the hearing will be reported to the CALS Academic Integrity Board. The Department of Communication’s policy is based on university-wide policy and procedures. Visit the University [Academic Integrity](#) website for further information.
COURSE SCHEDULE

Monday, 8/27

**Topic**: Introduction to the course

Wednesday, 8/29

**Topic**: Intro: what are media and media literacy

**Reading**: read entire syllabus, Turow, Ch. 1

*(Assignment #1 Distributed: Media Log)*

Monday, 9/3

NO CLASS - LABOR DAY

Wednesday, 9/5

**Topic**: Industry: The Biz

**Reading**: Potter pdf on BB

Bring media logs to class.

*Group 1 Leads Discussion*

Monday, 9/10

**Topic**: Industry: The Money

**Reading**: Turow Ch. 4

**Assignment Due**: #1 Media Log

*Group 2 Leads Discussion*

Wednesday, 9/12

**Topic**: Industry: Convergence/Consolidation/Political Economy & group exercise

**Reading**: Turow 157-167, Explore [http://www.freepress.net/media-consolidation](http://www.freepress.net/media-consolidation)

*(Assignment #2 distributed: Comparison Industry Report)*

*Group 3 Leads Discussion*
Monday, 9/17

**Topic**: No lecture, work on Assignment 2  
**Reading**: Turow Chapters 8, 9, 10

**Assignment Due**: Assignment #2 Google Doc sign-up deadline

Wednesday, 9/19

**Topic**: Industry: Key industries  
**Reading**: Turow Ch 12 & 13

*Group 4 Leads Discussion*

Monday, 9/24

**Topic**: Media User/ Audience: Persuasion—Social Cognitive Theory  
**Reading**: Bryant Ch. 4

*Group 1 Leads Discussion*

**Assignment Due**: Assignment #2

Wednesday, 9/26

**Topic**: Media User/ Audience: Persuasion—ELM, TRA, Cognitive Dissonance  
**Reading**: Bryant Ch. 10

*Group 2 Leads Discussion*

Monday, 10/1

**Topic**: Media User/ Audience: Processing  
**Reading**: Potter Ch. 2

*(Assignment #3 distributed: Ad Copy)*

*Group 3 Leads Discussion*

Wednesday, 10/3

**Topic**: Methods & academic writing  
**Reading**: Bryant Ch. 1

*Group 4 Leads Discussion*
Monday, 10/8

NO CLASS - FALL BREAK

Wednesday, 10/10

**Topic**: Effects: Stereotypes and media  
**Reading**: Bryant Ch. 16  
*Group 1 Leads Discussion*

Monday, 10/15

**Topic**: Peer presentations of Ad Copy  
**Reading**: none  
No discussion groups.

**Assignment due**: #3 Ad Copy  
*(Assignment #4A&B distributed: Proposal and Research Paper)*

Wednesday, 10/17

**Topic**: Effects: Violence  
**Reading**: Bryant Ch. 11  
*Group 2 Leads Discussion*

Friday, 10/19

**Topic**: Guest Speaker: Melissa Wasserman, Senior Vice President, Integrated Marketing, AMC Television  
**Reading**: TBD  
No discussion groups.

Monday, 10/22

**Topic**: Guest Speaker: Anthony Danna, Vice President, Programming, Sony Pictures Television Networks  
**Reading**: ‘The tech giant everyone is watching.” And “The television will be revolutionized” *The Economist, June 30, 2018.* pages: 11, 18-20  
No discussion groups.
Wednesday, 10/24

**Topic**: Effects: Youth & Education  
**Reading**: Bryant Ch. 17  
*Group 3 Leads Discussion*

Monday, 10/29

**Topic**: Effects: Sex  
**Reading**: Bryant Ch. 12  
*Group 4 Leads Discussion*

**Assignment Due**: #4A proposal

Wednesday, 10/31

**Topic**: Guest Speaker: Lou Diamond, Founder & CEO, Thrive  
**Reading**: listen to one podcast from http://thrivepartners.net/thrive_loud  
No discussion group.

Monday, 11/5

**Topic**: Effects: News & Politics  
**Reading**: Bryant Ch. 14  
*Group 1 Leads Discussion*

Wednesday, 11/7

**Topic**: Effects: Trump and the Media  
**Reading**: TBD  
*Group 2 Leads Discussion*

Monday, 11/12

**Topic**: Effects: Realism & Reality TV  
**Reading**: Hall.pdf  
*Group 3 Leads Discussion*
Wednesday, 11/14

**Topic**: Media & Ethics  
**Reading**: Pavik & McIntosh.pdf  
*Group 4 Leads Discussion*

**Assignment Due**: #4 Paper

Monday, 11/19

**Topic**: Policy: First Amendment  
**Reading**: Turow Ch. 5  
*Make-Up Discussion*

(Assignment #5 distributed: Policy Analysis Assignment)

Wednesday, 11/21

**NO CLASS - THANKSGIVING BREAK**

Monday, 11/26

**Topic**: Policy: Copyright  
**Reading**: Turow Ch. 5 (yep, make sure you know it well!)  
*Make-Up Discussion*

Wednesday, 11/28

**Topic**: Jobs in Media  
**Reading**: Review [jobs.adweek.com](http://jobs.adweek.com) and [annonymousproductionassistant.com/Uta-joblist](http://annonymousproductionassistant.com/Uta-joblist)  
No discussion groups.

Monday, 12/3

**Topic**: Course review  
**Reading**: none  
**Assignment Due**: #5 Policy Analysis

Tuesday, 12/11 - **Final Exam** 2-4:30pm (room TBD)