**BROOKLYN COLLEGE**

**Department of Television, Radio & Emerging Media**

**INTRODUCTION TO MASS MEDIA**

**TVRA 1165 – 1net**

**(Course Codes: 2316)**

**Summer 2020, Mondays, Tuesdays, Wednesdays**

**11:00-1:20pm**

**Online ONLY**

Professor Brian Dunphy Office: 304 Whitehead

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Office Hours BY appointment ONLY:

**By Appointment**

Expected Outcomes

In this course students will become familiar with the history, current industry practices, and controversies involved in the mainstream mass media (newspapers, magazines, books, radio, television, film, recordings, and the Internet), their information and persuasion industries (news, advertising and public relations) and media issues (including impact, legal, and ethical issues).

In doing so, students will come to understand the relationships among the history of the media, their current industry practices, and the controversies that arise from these practices. A series of reading assignments, lectures, discussions, and media presentations make up the course material. You are expected to read the assigned material before class and bring in any questions or items for discussion. Following that discussion, we will explore areas in class that are beyond the readings.

**Required Texts**

*Understanding Media & Culture: An Introduction to Mass Communication.* University of Minnesota Libraries. Minneapolis, Minnesota

All weekly readings available on website.

Required Sites

All TVR Majors should join the department listserv by sending a blank message to bctvr-majors-subscribe@yahoogroups.com. This listserv will send around information about scholarships, internships, guest speakers, events, and other items of interest to Television and Radio majors.

###### Outcomes Assessment

Your comprehension and synthesis of reading assignments will be evaluated with the writing assignments/project and other class activities such as class participation/group discussion.

Assignments & Academic Integrity

**See other sheet for details on assignment.**

*Academic Integrity:* The faculty and administration of Brooklyn College support an environment free from cheating and plagiarism. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: http://www.brooklyn.cuny.edu/bc/policies. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member MUST report the violation.

Quizzes

There will be quizzes on blackboard but only if the work is not being done. The quizzes will be objective and computer-graded, based on your comprehension of the text. Make-up quizzes are not available.

Extra Credit

There are no extra credits available for this course.

Attendance, Lateness & Cell Phone Policy

B.C. attendance policy states that students are expected to attend all scheduled sessions of every class. The professor will try to consider emergencies, when they are documented, but the basic rule is that because class attendance is part of your grade, absences make the grade grow smaller. Also, lateness, eventually I will start to get angry, don’t be late. Be Kind, Be On Time.

We will be using Webex as our meeting platform – link to follow

Rules of Webex:

* All students are required to have audio and display video.
* Please find a quiet place to work for the class time.
* Please dress appropriately – even though we’re not in class we must treat this as such.
* Please be present during the lectures/discussions and not distracted or otherwise engaged.
* Make sure your video & audio work properly.

Grades

The following percentage/points will be assigned:

Writing Assignments 60%/60 points

Participation/Group Discussion/Quizzes 25%/30 points

Presentation 15%/15 points

Total %/points = 100%/100points

\*\*\*Rubric on grading to be posted online\*\*\*

\*\*\*The % change depending on overall effort, work, and discretion. \*\*\*

Notes:

All assignments will receive a number grade. Each assignment will be graded on a scale 1-10, 1-15, etc. This number grade will be converted to your final letter grade for this course using the following scale:

You must complete all assignments in order to receive a passing grade. Any assignment handed in late will be marked down by one grade for each day it is late (e.g. from a 10 to a 9). I will not accept any assignment handed in more than a week late. You may request an extension, but only if the request is made at least 3+ days before the due date—in other words, plan ahead! (This, of course, does not apply for unforeseen personal or family emergencies.) In-class exercises cannot be rescheduled so do not miss class on those days.

Schedule of Class Meetings:

The following is a list of class meetings for this summer.

Reading assignments are to be completed ***BY*** the class date listed.

**SCHEDULE IS SUBJECT TO CHANGE**

Mondays/Tuesdays/Wednesdays

Class Schedule:

Class 1: Monday, June 1st – Introduction

Class 2: Tuesday, June 2nd - Understanding Media & Culture (UMC) Chapters 1 & 2

Class 3: Wednesday, June 3rd – Reading Day: Understanding Media & Culture (UMC) Chapters 3 & 4 – Books & Newspapers and Chapter 13

Class 4: Monday, June 8th – UMC – Chapters 3 & 4 – Books & Newspapers

**Paper/Discussion #1** – Everyone deserves a voice online – see assignment sheet

Class 5: Tuesday, June 9th – Vanity Fair Article

Class 6: Wednesday, June 10th - UMC – Chapter 5 – Magazines

Class 7: Monday, June 15th – UMC – Chapter 7 - Radio

Class 8: Tuesday, June 16th – **Paper/Discussion #2** - War of the Worlds – see assignment sheet

Class 9: Wednesday, June 17th – UMC – Chapter 8 - Movies

Class 10: Monday, June 22nd – UMC Chapter 9 – Television

Class 11: Tuesday, June 23rd – **Paper/Discussion #3** - Whistleblowers – see assignment sheet

Class 12: Wednesday, June 24th – UMC – Chapter 11 – The Internet & Social Media, Chapter 12 – PR & Advertising

Class 13: Monday, June 29tth – UMC Chapter 14 & 15

Class 14: Tuesday, June 30th – **Paper/Discussion #4** – Whistleblowers Part II – see assignment sheet

Class 15: Wednesday, July 1st – Presentation Day – see assignment sheet