Instructor: James E. Mueller, Ph.D., professor and interim associate dean of the Mayborn School of Journalism
Office: 206C Sycamore
Phone: 940-565-2278
E-mail: Please email me through the class Blackboard site. I will make every effort to respond to student email within 24 hours Monday through Friday, but because of my other duties for the university that will not always be possible. I usually do not answer email during the weekend or on holidays.

Required Text


In this class we will discuss and dissect scholarly research into mass media. It also is crucial that you stay up to date with what is happening in news media by reading newspapers, watching television network/local/cable TV news, reading magazines, keeping up with Internet news sites, blogs and other news media. You also should pay attention to advertising, film, videos, video games and other forms of mass media. This is so you will be able to apply the theories you learn here to practical formats.

Recommended


Course Description and Objectives

This course is designed to introduce the students to enduring issues and problems of American mass media and to the body of knowledge concerning theories on the function, nature, audience and effects of mass communication. The course examines mass communication as a social system and the contributions of social scientists to the study of mass communication by putting emphasis on political, economic, technological, legal and historical factors that have shaped American mass media. See the Statement of Student Learning Outcomes for list of specific course objectives.
Grading

Your grade will be determined by performance on all activities. All graded activities will be given a point value, and the following grading scale will apply:

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Point Value Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100%</td>
<td>900-1,000 points</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>800-899 points</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>700-799 points</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>600-699 points</td>
<td>D</td>
</tr>
<tr>
<td>Less than 60%</td>
<td>Less than 300 points</td>
<td>F</td>
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If a student demonstrates exceptional improvement and effort during the semester, I will consider raising a borderline grade to the next highest level.

Approximate Breakdown of Points:

I reserve the right to adjust our points and assignments as the semester progresses if the need should arise. Every effort will be made, however, to adhere to the following:

- Article analysis: 50 points
- Discussion posts (10@20 points each): 200 points
- Midterm: 200 points
- Final: 200 points
- Prospectus for final paper: 50 points
- Final Paper: 200 points

Total: 1,000 points

The article analysis will be a review of a scholarly article related to media theory. Students will be required to post responses to discussion questions and student responses to those questions.

The exams will be short answer/essay.

The final paper will be a formal academic paper 15-25 pages long that could be used as part of a thesis or research project for your master’s program. It also could be a term paper analyzing a specific media theory or a term paper that uses various theories to explain a media issue.

More specific detail on these assignments will be provided in separate documents.
Course policies:

This is an online graduate seminar. Students are expected to read all assignments and participate in class discussions by responding to the instructor’s questions and the responses of other students. This class is asynchronous, which means we won’t meet at a set time. However, there will be deadlines for discussion postings and all other assignments. Students are responsible for checking the website several times a week if not daily to make sure they have not missed any deadlines or announcements.

One letter grade will be deducted for each day that an assignment is turned in after the due date. Making up missed assignments or exams for full credit will only be allowed in the rare case of documented illness or family emergency.

Documentation for an illness is a note from a health care professional that states the student verifying the condition. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the note. **You are responsible for turning in such documentation within one week of the absence(s).**

Cheating will not be tolerated. Penalties range from earning a 0 on the assignment in question to failing the class and being referred to the administration for further action.
Tentative Course Calendar

Every effort will be made to adhere to the following schedule. However, I reserve the right to change the schedule should the need arise. Readings are from the textbook and should be done before class. The assignments will be due on some day during the week listed. The specific due dates are given in the instructions for each assignment, which are posted under “Discussions” for the Discussion assignments or under “Course Content” for the major assignments.

Week beginning …

Aug. 28 Introduction to class. Article analysis due.

Sept. 4 Understanding Theory. Read Chapter 1. Discussion Post 1 due.


Oct. 9 Midterm Exam.


Nov. 6 Media and Society. Read Chapter 9. Discussion Post 8 due.

Nov. 13 Media and Culture. Read Chapter 10. Discussion Post 9 due.

Nov. 20 No assignment during Thanksgiving week.


Dec. 4 Final paper due. Discussion of papers.

Dec. 11 Final exam.
Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism (now the Mayborn School of Journalism) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate School of Journalism, the only accredited professional master’s program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate school adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 5040, will help to meet the student learning outcomes that have been checked by your professor, Dr. James E. Mueller.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

August 23, 2005
MSOJ Grad Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

RE-TAKING FAILED JOURNALISM CLASSES
Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY
The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE
Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

ACADEMIC ADVISING
Students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

Fall 2017 Important Dates

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<tr>
<th>Deadline</th>
<th>Regular Academic Session</th>
<th>8W1</th>
<th>8W2</th>
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<tr>
<td>Classes Begin.</td>
<td>Aug 28</td>
<td>Aug 28</td>
<td>Oct 23</td>
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<tr>
<td>Labor Day (no classes; university closed).</td>
<td>Sept 4</td>
<td>Sept 4</td>
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<td>Census.</td>
<td>Sept 11</td>
<td>Sept 5</td>
<td>Oct 30</td>
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<tr>
<td>Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.</td>
<td>Sept 12</td>
<td>Sept 6</td>
<td>Oct 31</td>
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<tr>
<td>Last day for student to receive automatic grade of W for</td>
<td>Oct 6</td>
<td>Sept 15</td>
<td>Nov 10</td>
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nonattendance.

Last day for change in pass/no pass status.

Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.
Beginning this date instructors may drop students with a grade of WF for nonattendance.
Last day to drop with either W or WF.

Last day for a student to drop a course with consent of the instructor.
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.
Last day for an instructor to drop a student with a grade of WF for nonattendance.

Last day to withdraw (drop all classes).

Thanksgiving Break (no classes, university closed).
Last Regular Class Meeting.
Reading Day (no classes).
Final Exams.
End of term.

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<th>Oct 7</th>
<th>Sept 16 Nov 11</th>
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<td>Oct 2 Nov 27</td>
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<td>Nov 13</td>
<td>Oct 2 Nov 27</td>
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<td>Nov 22</td>
<td>Oct 6 Dec 1</td>
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<td>Nov 23-26</td>
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<td>Dec 7</td>
<td>Oct 19 Dec 14</td>
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<td>Dec 9-15</td>
<td>Oct 20 Dec 15</td>
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ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

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Individual Faculty Member/Advisor
  ↓
Associate Dean, Mayborn Graduate Institute
  ↓
Dean, Mayborn School of Journalism
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OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment.
Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY
Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES
Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all
instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

**STUDENT PERCEPTIONS OF TEACHING (SPOT)**

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

**FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

**ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: [http://eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

**IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

**EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the
evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**STUDENT PERCEPTIONS OF TEACHING (SPOT)**
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **Nov. 20 – Dec. 7** to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at [www.spot.unt.edu](http://www.spot.unt.edu) or email spot@unt.edu.