



This is a Kent State University Trumbull campus course.

COURSE SYLLABUS **Assignment Points Corrected: 2/12/21**

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Appointments for Online Real-time Text

Conferences (KSU Google Chat): Times vary and are strictly by appointment. See the sign-up sheets available online in the course location in Blackboard.

First Day of Classes: January 19, 2021

Last Day to Add: January 25, 2021

Last Day to Elect Pass/Fail Credit Option: February 1, 2021

Last Day to Drop: February 1, 2021

Midterm Grades Available: March 9, 2021

Last Day to Withdraw ("W" grade): March 29, 2021

Spring Break: April 12 to April 18, 2021

Remembrance Day: May 4, 2021

Last Day of Classes: May 4, 2021

Final Exam Week: May 6-12, 2021

Final Grades Available: May 18, 2021

Course Description

This course fosters critical understanding of mass media in their historical, ideological, economic and cultural contexts—examining what forces influence media and how media influence consumers. Students will learn about the role of mass media in American history, how technological and economic factors influence mass media industries and consumers (particularly in terms of content), about the relationship between media providers and their respective audiences, about basic media literacy skills and the various forms of media communication, and to recognize new and ongoing diversity issues involving mass media communication in society. Assignments are listed below. **Prerequisite:** None. *This course fulfills requirements for Diversity Domestic and Kent Core Social Science.*

For Kent Core courses: This course may be used to satisfy a Kent Core requirement. The Kent Core as a whole is intended to broaden intellectual perspectives, foster ethical and humanitarian values, and prepare students for responsible citizenship and productive careers.

For KSU-Designated Diversity courses: This course may be used to satisfy the University Diversity requirement. Diversity courses provide opportunities for students to learn about such matters as the history, culture, values and notable achievements of people other than those of their own national origin, ethnicity, religion, sexual orientation, age, gender, physical and mental ability, and social class. Diversity courses also provide opportunities to examine problems and issues that may arise from differences, and opportunities to learn how to deal constructively with them.

Learning Outcomes

When you are finished with the course, you should:

- understand the role of mass media in American history, democracy and culture
- recognize how technological and economic factors influence mass media industries, consumers and content
- understand the relationship between media providers and their respective audiences
- possess basic media literacy skills and be able to apply them to analyzing media content
- identify various forms of mass media content such as entertainment, journalism, advertising and public

relations and understand how each is different

- understand the portrayals of the values and cultures of underrepresented groups in both historic and contemporary mass media content
- recognize new and ongoing diversity issues involving various mass media and their effects on society.

Required Course Materials & Structure

- This course is a hybrid online/on-land course. **We will meet, periodically, on Tuesdays, 10:00-11:15pm REMOTELY, via Blackboard Collaborate Ultra.** See the Course Plan for when we meet.
- You *must* have consistent use of a **reliable personal computer and Internet access. Computer technology issues are not a valid excuse for missed or delayed work.** (Smartphones are not personal computers.) *If you do not own a computer, please remember that there is technical and even emergency fund support at the Trumbull campus (see the links provided, or email me for more details).*
- This course makes use of the following:
 - KSU Blackboard
 - KSU [Google Drive](#)
 - **WeJoinIn** Appointments Sign-up Sheets
 - **CyberspaceRobinson.org:**
 - the Course Syllabus, Course Plan, the lessons, and most of the assignments are located on my personal domain (linked to Blackboard Learn).
 - all the lessons and assignments are linked directly to the Course Plan (password protected).



You must have reliable technology for this class.

Instructor Availability and Response Time



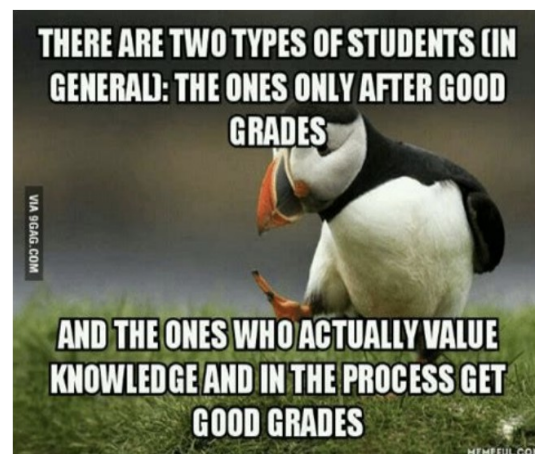
I am frequently available for online conferences (text-chat) via KSU Google Hangouts/Meet. Feel free to sign up for a conference appointment (linked to our class site in Blackboard); you do not have to wait for your mandatory conference appointment to meet with me. If none of the appointment times work for you, please email me with times that you are available. Alternatively, feel free to email me whenever you have questions or concerns (clrobins@kent.edu). As a rule, I respond rather quickly to emails, often within the same hour. If you email me over the weekend (Friday afternoon to Sunday afternoon), however, I am likely to respond less quickly, but will do so as soon as I am able. Please allow for at least 48 hours response time. **I'm here for you. If you work hard, I will work hard to help you.**

Course Time and Location

This course is asynchronous: you may work on the lessons and assignments at any time of the day or night that you like. However, most of these lessons and assignments must be completed by certain dates. Furthermore, the class is functioning on the time zone for Kent, Ohio. If you are in a different time zone, you should check a web site (such as The World Clock at <http://www.timeanddate.com/worldclock/>) to make sure that you submit your work on time. We will be communicating via email and live text-chat, and sometimes in a forum setting. Everything is linked within the course site located on KSU Blackboard.

Student Responsibilities

- Read this Course Syllabus and the Course Plan—carefully.
- Follow the directions for all assignments completely.
- Complete all lessons and assignments.
- Manage your time wisely, including computer and Internet access.
- For at least the first several weeks of the semester, our class will meet via Blackboard Collaborate every Tuesday, 1:00-2:15.
 - It is crucial that you attend each class: on time and prepared.
 - If you miss a class, it is your responsibility to attain class notes from a fellow student, and you should order something nice (online) for them for those notes—at the very least! I will not be recording either live class lectures or discussions. If this is a problem, please contact me right away.



A Few Words Regarding Attitude



If you become stressed or find yourself not doing well in the course, don't “disappear” from the class. Instead, please do not hesitate to contact me. I am here for you. If you work hard, I will work hard to help you do as well as possible in the course. However, if you stop doing the course work, I will have no choice than to assume that you have given up on the course, and I will begin to give up on you. Even then, however, if you make the effort to reach out to me for help, as long as it is not too late, I will do what I can to help you succeed.

Academic Presence Verification

In compliance with federal regulations, the University is required to report that enrolled students have participated in at least one academically related activity. Examples of some of the acceptable academically related activity are: physically attending the course (if held on-land; does not apply to online courses), submitting an academic assignment, participating in an online discussion board, or initiating contact with the instructor (such as via email) to ask an academically relevant question. If no academic activity is submitted by the end of the fourth week of the semester, then a grade of NF (Never attended F) will be assigned. The NF mark will count as an F in computing grade point averages. Students who have received an NF mark will lose access to the course in Blackboard. For more information, visit: <https://www.kent.edu/registrar/academic-presence-verification-roster#gen>



Enrollment

The official registration deadline for this course is January 25, 2021. University policy requires all students to be officially registered in each class they are attending. Students who are not officially registered for a course by published deadlines should not be attending classes and will not receive credit or a grade for the course. Each student must confirm enrollment by checking their class schedule (using Student Tools in Flashline) prior to the deadline indicated. Registration errors must be corrected prior to the deadline.

Grade Distribution

Top Story Analysis Essays	20%	200 points	
Media Literacy Essays	20%	200 points	
Final Essay	20%	200 points	
Trumbull Satellite Project	30%	300 points	(Changed from 25% & 250 points)
Course Surveys	5%	50 points	
Mandatory Conferences	5%	50 points	(Changed from 10% & 100 points)
	100%	1000 points	

Some Assignment Details

Top Story Analysis Essays | 20% (200 points); each essay is worth 5% (50 points)

A Top Story assignment highlights a current issue in mass media, journalism or entertainment. The specific instructions for each topic will be provided soon. Each essay should be approximately 300-500 words.

Media Literacy Essays | 20% (200 points); each essay is worth 5% (50 points)

The media literacy aspects of the assignment are designed to help you develop your skills in evaluating mass media content by analyzing a different type of media message. The specific instructions for each topic will be provided soon. Each essay should be approximately 300-500 words.

Final Essay | 10% (100 points)

This is the course final exam. It will be structured as a combination of the Media Literacy Essays and the Top Story Analysis Essays. This essay should be approximately 1000-2000 words long.

Trumbull Satellite Project (30% | 300 points)

Trumbull Satellite is a developing multimedia publication, a digital magazine (that includes print, audio, and video), intended to be student-run. Congratulations! You are a student members for the semester. There are several parts to this assignment.

- Part I—Proposal (2.5% | 25 points)
- Part II—Revised Proposal (2.5% | 25 points)
- Part III—First Draft Project (5% | 50 points)
- Part IV—Workshop (5% | 50 points)
- Part V—Final Draft Project (10% | 100 points)
- Part VI—Report (5% | 50 points)

TRUMBULL SATELLITE

KSU Trumbull Student Media

News Art Opinion Podcast About

Course Content Surveys | 5% (50 points); each survey is worth 1% (10 points)

Each survey will be made available for one week. No surveys can be made-up. No surveys can be re-taken. These surveys are casual “pop quizzes” covering course content. There will be five surveys given during the semester. Each survey is worth 10 points (1% of the total course grade).

Mandatory Conferences | ~~10% (100 points)~~ 5% (50 points); each conference is worth 2.5% (25 points)

Mandatory Conference #1: 25 points (changed from 50 points)

Mandatory Conference #2: 25 points (changed from 50 points)

- Twice during the semester, you are required to meet with me online (KSU Google Meet/Hangouts) for a conference.

- These are not going to be video chats! We will meet via KSU Google Meet/Hangouts, using the text-chat feature only!
- Online Conference Appointments sign-up sheets will be posted in Blackboard and linked to the Course Plan; you should sign-up for a single appointment any time during the designated period for the Mandatory Conferences.
- During these conferences, we will discuss your assignments work and any other questions or concerns you may have with the course.
- If you fail to hold your conference appointment with me during the Mandatory Conference Period, you will earn zero points; if you meet with me, you will earn the full 25 points—you are not being evaluated during our session.
- You may also meet with me for additional conferences (for additional help, not additional points) at any time during the semester; online sign-up sheets will be made available for these appointments as well.

Course Grades

No grade ever goes above the level of an A+ (never above 100/100 possible points, for example); likewise, no graded work ever goes below the upper level of an F points (never below 55/100 points, for example); however, if an assignment is never submitted, or is submitted too late to be graded, it will receive ZERO points. If your final course score is 64-63%, you will earn a D for the course; if your final course score is 62-60%, you will earn an F for the course. All assignments will be weighted according to the percentage value. All assignments will be evaluated on a 100 point scale as follows:

GRADE	Course Surveys	Trumbull Satellite Project			Top Story & Media Literacy Essays	Final Exam Essay	FINAL GRADE Conversion
		25 points	50 points	100 points			
A+	10	25	50	100-97	50	100-97	4.0
A			48	96-94	48	96-94	4
A-			46	93-90	47	93-90	3.7
B+			44	89-87	44	89-87	3.3
B	8	21	43	86-84	43	86-84	3.0
B-			41	83-80	41	83-80	2.7
C+			39	79-77	39	79-77	2.3
C	7	19	38	76-74	38	76-74	2.0
C-			37	73-70	36	73-70	1.7
D+			34	69-67	34	69-67	1.3
D	6	16	33	66-64	33	66-64	1.0
D-			32	63-60	31	63-60	***
F	5	14	28	55	28	55	0.0

No grade for submitted work ever goes above an **A** (100, 60, 50 or 40 points); likewise, no graded work ever goes below an **F** (55, 33, 27, points; however, if an assignment is never submitted, or if it is submitted too late to be graded, it will receive ZERO points.

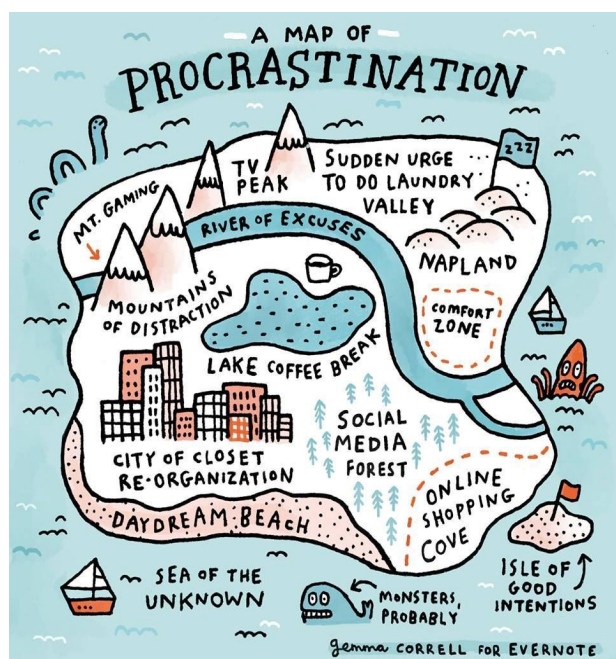
Please see individual assignments for how items are evaluated (grading rubrics).

SAS: Student Accessibility Services

Kent State University recognizes its responsibility for creating an institutional climate in which students with disabilities can succeed. University policy 3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability, you may request accommodations to obtain equal access and to promote your learning in this class. Please contact the disability coordinator on campus, Elaine Shively, office 205F in the Learning Center, Classroom/Administration Building, (330) 675-8932 or eshively@kent.edu to verify your eligibility. After your eligibility for accommodations is determined, you will be given a letter to provide to the class instructor to make arrangements for any necessary classroom adjustments.

Regarding Missed, Late, or Incomplete Work

With the exception of Mandatory Conferences and Writing Workshop assignments, late work will be accepted for a period of time after the due date; however, points will be deducted for late submissions. For each day the work is late: 3% (3 out of a possible 100 points, 6 out of a possible 200 points) will be deducted from the grade. No late work will be accepted if shared eight days or later past the due date, and no work will be accepted after May 8, 2021. **Essay Rewrites will not be accepted in place of un-submitted essays.**

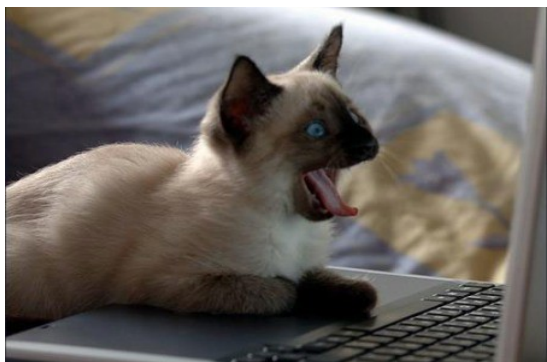


Missed Mandatory Conferences: If you fail to hold your conference appointment with me during the conference period, you will earn 0 points; if you meet with me, you will earn full points—you are not being evaluated during our session.

Missed or Late Workshop Work: If you fail to meet and work with your partner(s) in a timely manner, your grade will be affected. If one of your partners fails to work with you, your grade will not be affected: continue to work without that individual—that partner may be removed from the group/partnership entirely. For more details, please see the Writing Workshop assignment.

No work will be accepted after May 8, 2021 (11:59pm, EST)!

Statements on Cheating and Plagiarism



University policy 3342-3-01.8 deals with the problem of academic dishonesty, cheating, and plagiarism. None of these will be tolerated in this class. The sanctions provided for in this policy will be used to deal with any violations. If you have questions, please read the policy at http://www.kent.edu/policyreg/policydetails.cfm?customel_datapageid_1976529=2037779 and/or ask your instructor. Plagiarism is the act of using someone else's thoughts, words, drawings,... without giving that person due credit. Even if you use only a tiny part of that person's expression, you must give credit for that expression. Plagiarism carries a variety of sanctions, ranging from lowering of a grade to dismissal from the university.

The [School of Media and Journalism](#) deals in publishable works and educates its students for various aspects of publishing and other communications professions. Within this framework, every student must be aware of the following rules and definitions while in school or on the job:

- **Fabrication** is, in phrasing first used by the Columbia University Graduate School of Journalism, the cardinal

sin. Faking quotations, faking “facts,” reporting things that did not happen are not only reprehensible; they could be actionable in court.

- **Plagiarizing**, as defined by Webster, is “to steal and pass off as one’s own the ideas or words of another”. It is unethical and, in cases involving creative work, usually illegal. One of the worst sins a communications practitioner may commit is to plagiarize the work of another—to steal his/her words, thought, or outline and pass them off as his/her own.
- **Cheating** includes the submission of work in which you have received material and substantive assistance from others, or copied the work of others, when the assignment was intended to be completed by you alone. Unless specifically designated as a group project, all assignments for this course are intended to be the result of your individual efforts.
- **Duplicating work** is defined as submitting the same work to more than one instructor (or publication) without the prior knowledge and agreement of both.

Commission of any of these offenses while in school is grounds for disciplinary action. If the complaint is upheld, a variety of punishments may be imposed, from a reprimand to a lowered or failing grade in the course to dismissal from the university. Please refer to Kent State University’s Policy Register Section 3-01.8 regarding plagiarism: <https://www.kent.edu/policyreg/administrative-policy-regarding-student-cheating-and-plagiarism> for more information.

Other School of Media and Journalism Statements

As a program accredited by the Accrediting Council for Education in Journalism and Mass Communication, we are committed to developing a curriculum designed to meet twelve professional competencies. (The items in **bold** are specific to Media, Power and Culture.) This course, as part of a larger program, contributes to our development of: THOUGHTFUL, PROFICIENT COMMUNICATORS...

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- understand concepts and apply theories in the use and presentation of images and information.
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

...WHO ARE CREATIVE, CRITICAL THINKERS...

I think critically, creatively and independently.

...TRAINED TO UNCOVER AND EVALUATE INFORMATION...

- I conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- I critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- I apply basic numerical and statistical concepts.

...WITHIN A LEGAL AND ETHICAL FRAMEWORK...

- **I Understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;**
- **I demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.**

...IN A DIVERSE AND GLOBAL SOCIETY.

- **I demonstrate an understanding of gender, race ethnicity, sexual orientation, and, as appropriate, other forms of diversity in domestic society in relation to mass communications.**
- **I demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communications in a global society.**

JMC Diversity Statement

The Kent State University School of Journalism and Mass Communication recognizes the importance of a diverse faculty, staff and student body and embraces the concept that diversity will foster the acknowledgement, empowerment and inclusion of any person.

The Kent State University School of Journalism and Mass Communication teaches the history, culture, values and notable achievement of persons who represent the world's diverse community. The mission of the school is to offer a strong curriculum, enriched by a legal and ethical foundation, which recruits, retains, promotes and hires from this diverse community.

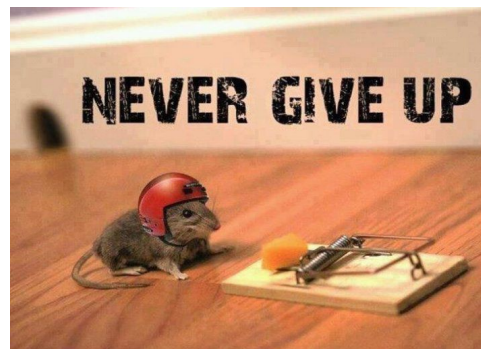
The Kent State University School of Journalism and Mass Communication believes that the highest levels of success, knowledge and progress arise when we learn from others who are not of our own national origin, race, ethnicity, religion, sexual orientation, age, gender identity, gender expression, physical and mental ability and social class. We welcome the many opportunities to examine challenges that may arise from differences.

Family Educational Rights and Privacy Act (FERPA)

FERPA sets forth requirements regarding the privacy of student records. FERPA governs both the access to and release of those records and the information they contain. Under FERPA, faculty have a legal responsibility to protect the confidentiality of student records even from parents and guardians. For additional information about FERPA, please visit the university [Registrar's webpage](#).

Mental Health Resources

If you are in need of mental health assistance, please know that the University provides several resources. [Step Up & Speak Out](#) is a suicide prevention campaign with one of the most comprehensive lists of resources available for students, including [campus-specific information](#). You can also find a list of resources, including domestic violence at [Mental Health Help](#). Kent State also offers [Psychological Services](#), including teletherapy.



Other Social Services

If you are struggling with attaining food, you might qualify for assistance from the [Ohio Supplemental Nutrition Assistance Program](#) or from the [Ohio Foodbanks Organization](#). If you are struggling with housing and other basic care needs, please contact the [Trumbull County Homeless Shelters and Social Services](#) or the [Ohio Homeless Shelter Directory](#). These sites also provide information for women in need of shelter, but if you are a victim of domestic violence (regardless of gender), you can also contact the [Ohio Domestic Violence Network](#), [Domestic Shelters of Ohio Directory](#), or even the [Kent State Women's Center](#).

COVID-19 Concerns

If you run into trouble (health trouble, financial trouble, or other trouble) relevant to the COVID-19 crisis, please do not hesitate to contact me. I will work with you help you get through the struggle, as best as I can. Please also see the below listed Kent State University resources.

[KENT STATE EMERGENCY GRANT APPLICATION](#): Open to degree or certificate-seeking students currently enrolled in the present semester, who have been affected by the pandemic and have emergency needs. Fall Semester Applications are now available.

[KEEP ON LEARNING WEBSITE](#): Kent State University's *Keep on Learning* website offers an array of resources aimed at supporting your academic success while while you learn remotely.

[KENT CARES WEBSITE](#): This website provides both on and off-campus community resources related to food, housing, finances, mental health, clothing and more.