ORIENTATION LETTER
MEA-100-29785
MASS MEDIA AND SOCIETY – ONLINE
(http://cv.canyons.edu)
FA’17 Semester (08/21/17 – 12/09/17, 17 Weeks)
Professor Jon Amador

Course Description
Mass Media & Society surveys and evaluates the mass media. We analyze, compare, and discuss concepts related to mass media and their effect on society, using media from the Internet, newspapers, magazines, radio, sound recordings, television, motion pictures, advertising and public relations. This course of study requires the reading of various materials (both online and via a course textbook), viewing of online websites and news media, and your participation in online research and discussion with colleagues.

Textbook

IMPORTANT: You need to obtain the textbook prior to the first day of the course. The pacing of the reading and classwork is accelerated for this short-term course.

You have at least three options to obtain the course text:

• You can purchase the print version from the Campus Bookstore. They offer students new, used, and text rental options (while quantities last); new: $140.00
• You may purchase the text in print using online e-commerce sites such as barnesandnoble.com or amazon.com, or from the publisher; or
• You can rent the e-text version, using a 3rd party website such as chegg.com or vitalsource.com. (No affiliation with College of the Canyons). Vitalsource.com offers students charges approximately $60.00 for 90 days access to their e-Text, and their link is: http://bit.ly/1ms65o6
Other Materials
All course materials for this course are delivered online; your computer and Internet connection should be outfitted for basic online communication to include:

- A Mac OS, PC/Windows OS (Windows XP or higher), or Linux OS-based computer;
- An Internet connection (broadband speed recommended for video and chat features);
- A current web browser (Google Chrome recommended, however, Firefox, Safari, IE 9, should work as well);
- **Adobe Reader** software installed, (this is a pdf file viewer to read online articles, available for free from Adobe at: [http://get.adobe.com/reader/](http://get.adobe.com/reader/))
- There will additional software used for scheduled online meetings (these are synchronous ‘real-time’ meetings held online, on dates listed below); the CCC Confer web conferencing software will be used for real-time communication via web conferences (see below). CCC Confer can be accessed here (software/system is free of charge): [http://www.cccconfer.org](http://www.cccconfer.org)

Attendance and Participation requirements
In addition to regular participation online (on our Canvas courseware system), there is a requirement to attend a minimum of five (5) online class meetings, from the list of meetings below.

**IMPORTANT: YOU ARE REQUIRED TO ATTEND A MINIMUM OF FIVE (5) ONLINE WEB CONFERENCES, FOR A TOTAL OF 20 GRADE POINTS.**

The online conferences (OWCs) will be held on the following days and times:

**OWC-1**: Monday, 08/28/17, from 6:00pm – 8:00pm

**OWC-2**: Friday, 09/01/17, from 6:00pm - 8:00pm

**OWC-3**: Wednesday, 09/13/17, from 3:30pm – 5:30pm

**OWC-4**: Friday, 09/22/17, from 6:00pm – 8:00pm

**OWC-5**: Tuesday, 10/03/17, from 6:00pm – 8:00pm

**OWC-6**: Friday, 10/13/17, from 6:00pm – 8:00pm

**OWC-7**: Wednesday, 11/01/17, from 3:30pm – 5:30pm

**OWC-8**: Friday, 11/17/17, from 6:00pm – 8:00pm

**OWC-9**: Wednesday, 11/29/17, from 6:00pm – 8:00pm
OWC-10: Friday, 12/08/17, from 6:00pm – 8:00pm

If you are unable to attend five conferences on these dates, then there will be an opportunity for you to make up the missed conference meetings via make-up assignment; details to follow in Course Syllabus.

Initial Instructions for beginning class
WHEN THE COURSE OPENS Monday, 08/21/17, you will be able to access this course information, including the discussion boards and other features to be used in this course. A login and password are required. Each registered student in the course has a unique account, with a unique login and password issued.

   Step 1. In your web browser, go to http://cv.canyons.edu

   Step 2. Enter YOUR LOGIN, which is your seven-digit student ID number. This would be located on your official class schedule. Example: 0123456 (be sure to include all leading zeros).

   Step 3. Enter YOUR PASSWORD: Your default password is the word “student”; after your first login, you can change your password via the “Personal Information” Link in the main Navigation Bar (on Left Column).

   Step 4. Once you have logged in to Canvas, locate our course in the right-hand column, MEA-100-29785 Mass Media and Society. Click on this link to enter the course.

   Step 5. Further instructions will be provided inside our course on the main (home) page, which you'll see once you have successfully logged in. All course assignments are located in the /Modules link on the main navigation column.

Testing Regulations
• Testing, Attendance and daily participation: Your regular class attendance (measured by your currency in completing assignments/assessments, including regularly scheduled Chapter Tests) is mandatory. Extended periods of non-participation may result in your being dropped from the course, at the discretion of the instructor.

• Exam and Project work: There are a total of three exams during the course: Quarter Exam (10 grade points), Midterm Exam (10 grade points), and Final Exam (20 grade points). These exams are cumulative from the start of the course, and contain objective (Multiple Choice, T/F, Fill in the blank) questions, and short-answer essay questions (short paragraph responses). Exams are online using Canvas, and do not require proctoring.

There are two required projects for the course: an individual project (viewing video
documentary online, plus research and participation in a discussion), and a group project (group blog/research project comparing media channels and reporting with social media). Both projects are multi-week, and account for 20 grade points (20 percent of the final course grade).

Course Management System Information:
Learning Management System Information: Previously you may have used Blackboard, a learning management system (LMS), to access your course(s). This course utilizes an LMS called Canvas to complete our course requirements including discussions, grades, and other course activities. Please log into Canvas by visiting http://cv.canyons.edu on the first scheduled date of our course. Login information and helpful guides are provided on the website.

Student Learning Outcomes
By the end of this course, you will be able to analyze the relationship between media and society, and how it affects form and content in mass communication.

Course Objectives: Upon satisfactory completion, students will be able to:

1. Explain the basic model of communication, and its implications in defining mass communication
2. Distinguish key historical and technical developments in mass communication
3. Describe how new media technologies and trends redefine “audience”
4. Compare and contrast economic structures of mass media including organizational models, revenue streams, principle means of economic support and consumer impact
5. Analyze how mass media impacts social, political, cultural and economic forces in the United States and abroad
6. Recognize how specific media industries influence mass media content and meaning
7. Compare ways in which various news media cover the same event or story
8. Explain regulation of the mass media
9. Analyze legal responsibilities of the mass media and issues regarding individual consumers’ rights
10. Describe how globalization and corporatization of public communication affect consumers

Useful Links
Canvas Link:  http://cv.canyons.edu

Other
•Module-based Coursework in Canvas: There will be a total of twelve learning units (course “Modules”) assigned, delivered according to a set schedule for the seventeen-
week semester. Modules include activities and assignments that measure your comprehension of the subject, and can include these types of content:

- reading assignments
- viewing assignments (videos, all online)
- short writing and participation assignments (discussions)
- chapter tests (one for each of the 18 chapters)
- short research projects using the Internet and other media
- quarter, midterm and final exams

As will be published in the course syllabus and schedule, a typical module will be assigned and announced on the course’s main home page (“Announcements” page); each announcement will also be emailed to you as the modules become assigned, detailing all assigned material and due dates.

**MANDATORY ATTENDANCE DURING THE FIRST 72 HOURS OF THE COURSE:** When the course becomes available on 08/21/17, you need to begin accessing and completing the coursework online. In order to be counted as “present” and attending the course, the college requires that you attend the first day of instruction, and begin to complete coursework at that time. **IMPORTANT:** If you do not login and complete the first assignments by the third day of the session (by 11:59pm, Wednesday, 08/23/17), you will be dropped from the course (aka “No Show” Drop).

**Workload for online classes:** Because we don’t meet on-campus, there are additional assignments and activities that require online research. On average, students will spend between 90-130 hours of study for this course over the full-length semester. If at any point in the session you have difficulty keeping up with course content/assignments, please do not hesitate to contact me; I will also make an effort to check in regularly with you via email.

**Academic integrity:** Disingenuous or ill-mannered behavior of any kind will not be tolerated in any way. Cheating on any coursework, including plagiarism, or any other inappropriate behavior, will be addressed immediately with prompt disciplinary action. Refer to your COC student handbook for this and other academic policies, or visit the Student Services website at:

http://20942.canyons.edu/offices/Student_Services/Academic_Info/ConductPolicy.asp

**Safe learning environment:** Every student has the right to receive an education in a safe, non-threatening, and positive instructional environment. If, at any time during the semester, you experience problems or situations that make it difficult for you to participate in regular course work or activity, let me know as soon as possible.

**Attendance and daily participation:** Your regular class attendance (measured by your currency in completing assignments/assessments) and regular participation online is mandatory. Extended periods of non-participation may result in your being dropped from the course, at the discretion of the instructor. It is your responsibility to withdraw
from the course; after the withdrawal deadline for the course has passed, a student who
ceases to complete coursework will receive a final course grade of “FW” for failure to
withdraw.

• Some media selected for study may contain adult subject matter rated “R” by the
MPAA.

• Circumstances may arise which require modifications of the above guidelines and the
following schedule of assignments for the course, as deemed necessary by instructor.
The instructor reserves the right to make necessary changes, in compliance with COC
academic policies.