

COURSE SYLLABUS

# MEDIA TECHNOLOGY AND SOCIETY

SOC/ IDIS 350

Moravian College

D. Wetcher-Hendricks

Fall 2011

**CONTACTING THE PROFESSOR:**

**Office:** PPHAC 314

**Office Hours:** Tuesday 11:30 a.m.–1:00 p.m.

Wednesday 9:00 a.m.-10:30 p.m.

**Office Phone:** 610-861-1415

**e-mail:** medwh02@moravian.edu



**REQUIRED COURSE READINGS:**

Alexander, Alison and Jarice Hanson. 2003. *Taking Sides:*

*Clashing Views on Controversial Issues in Mass Media and Society, Tenth Edition.* McGraw-Hill, Inc.

ISBN:13-80073515243

Perry, Stephen. 2001. *A Consolidated History of Media.* Fourth

Edition. Epistelogic. ISBN: 0-9748319-1-3

assorted handouts and websites listed on course schedule



Through this course, students should gain an understanding of and appreciation for the following:

1. The scientific principles involved in the production and distribution of mass media  
What inventions and discoveries have assisted in the transmission of messages? How have they been applied and advanced as media has developed?
2. The historical development of mass media  
Why did media systems evolve as they did? What were the key historical and cultural developments that prompted technological advances in the media scene? What lessons can these developments convey about developments in the 20<sup>th</sup> Century? (e.g. What can the 19<sup>th</sup> century introduction of the telegraph teach about the 20<sup>th</sup> Century Internet?)
3. The effects of mass media upon modern society  
How does media content affect individuals and collective society? (e.g. How did the media present and help the nation cope with the events of September 11, 2001?) What is known about the effects of exposure to media? What ethical issues arise from the presence of media in society today?

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## EVALUATION

Course grades reflect student performance on the following.

1. Tests - Two non-cumulative tests are given in this course. They consist of short essay questions that focus upon information presented in the readings and gained through class discussions and activities. The first test assesses student understanding of technological developments and historical significance

associated with the introduction of each media form into society. The second test assesses student understanding of social debates regarding the roles of media in modern society. One hour of class time will be devoted to each test.

2. Project -The project assignments require reflection upon and understanding of historical, social, and moral aspects of the topics addressed in assignments and class discussions. Detailed information about this assignment can be found in the “Guidelines for Project” document.
3. Term Paper – Students must investigate the ethical concerns regarding a specific instance of questionable media activity, producing a term paper that describes the situation and reactions to it. Detailed information about this assignment can be found in the “Guidelines for Term Paper” document.
4. Class Participation/Activities - The class activities portion of this grade reflects student’s efforts towards in-class exercises. The participation portion of the grade reflects students’ interactions in class. Substantive class discussion or contributions to class activities increases this grade. Conversely, disruption (including consistently arriving late to class), a lack of effort, or obvious inactivity (including sleeping) lowers the grade.

The preceding factors are combined in the following manner to determine each student’s course grade.

tests	40% (20% each)
project	20%
paper	20%
reactions	10% ( $3\frac{1}{3}\%$ each)
class activities/participation	10%



Course grades follow the letter-grade system. Please consult the Moravian College Student Handbook for a description of the level of work characteristic of each grade. The numerical ranges used in assigning each letter grade in this course are as follows.

A	92%-100%	C	72%-77.9%
A-	90%-91.9%	C-	70%-71.9%
B+	88%-89.9%	D+	68%-69.9%
B	82%-87.9%	D	62%-67.9%
B-	80%-81.9%	D-	60%-61.9%
C+	78%-79.9%	F	0%-59.9%

## **Policies**

All policies listed in the college catalog that deal with withdrawal, cheating, plagiarism, and other pertinent policies apply to this class.

Please make every possible effort to take tests on the scheduled dates (see Course Schedule). All missed tests will be taken at the end of the term. Late papers will be accepted with a ten-point penalty for each

day that they are late (including weekends and holidays.) Attendance, itself, does not directly affect students' grades in this course. However, attendance is indirectly reflected in class participation/activities grades. Students who do not attend class cannot earn participation credit. Also, students may not make up class activities that take place during classes for which they are absent. It is the responsibility of the student to obtain information and distributed materials from any class that he or she misses.


Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307 Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services. Also, the Writing Center is located in a building that is not accessible to persons with mobility impairments.



Those who need the services of the Writing Center should call 610-861-1392.



*PLEASE NOTE: The "Course Schedule" on the following page provides an anticipated agenda of topics and assignments. Please be aware that this schedule is subject to change based upon the progression of the term.*

## COURSE SCHEDULE

assignment for this week	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Buy</b> the book. <b>Read</b> <a href="http://www.historyguide.org/intellect/press.html">http://www.historyguide.org/intellect/press.html</a> (with diagram). <a href="http://www.howstuffworks.com/offset-printing.htm/printable">http://www.howstuffworks.com/offset-printing.htm/printable</a> .	<b>8/29</b>	<b>8/30</b>  Introductions	<b>8/31</b>	<b>9/1</b>  Print	<b>9/2</b>
<b>Read</b> pgs. 2-7, 15-23, 26-30, and Chapter 4	<b>9/5</b>   LABOR DAY	<b>9/6</b>  Print	<b>9/7</b>	<b>9/8</b>  Print	<b>9/9</b>
<b>Read</b> <a href="http://www.howstuffworks.com/radio.htm/printable">http://www.howstuffworks.com/radio.htm/printable</a> Chapter 6 Handouts #30, #31 and #33	<b>9/12</b>	<b>9/13</b>  Radio	<b>9/14</b>	<b>9/15</b>  Radio	<b>9/16</b>
<b>Read</b> <a href="http://www.howstuffworks.com/tv.htm">http://www.howstuffworks.com/tv.htm</a> . <a href="http://www.howstuffworks.com/cable-tv.htm/(with%20diagram)">http://www.howstuffworks.com/cable-tv.htm/(with diagram)</a> . <a href="http://www.howstuffworks.com/satellite-tv.htm">http://www.howstuffworks.com/satellite-tv.htm</a> Chapter 8..	<b>9/19</b>	<b>9/20</b>  Radio/Television	<b>9/21</b>	<b>9/22</b>  Television	<b>9/23</b>
<b>Read</b> Handout #36. <a href="http://computer.howstuffworks.com/internet-infrastructure">http://computer.howstuffworks.com/internet-infrastructure</a> . <a href="http://computer.howstuffworks.com/dns2.htm">http://computer.howstuffworks.com/dns2.htm</a> .	<b>9/26</b>	<b>9/27</b>  Television	<b>9/28</b>	<b>9/29</b>  Internet	<b>10/30</b>
<b>Read</b> Handouts #41, 42, and 43 <b>Study</b> for test	<b>10/3</b>	<b>10/4</b>  Internet	<b>10/5</b>	<b>10/6</b>  <b>TEST 1</b>	<b>10/7</b>
<b>Read</b> Handouts #32 and	<b>10/10</b>	<b>10/11</b>  FALL BREAK	<b>10/12</b>	<b>10/13</b>  Media Portrayals	<b>10/14</b>
<b>Read</b> OLD Issue 3 (handout), Issue 3	<b>10/17</b>	<b>10/18</b>  Media Portrayals	<b>10/19</b>	<b>10/20</b>  Media Portrayals	<b>10/21</b>

<b>Read</b> Issue 9 <b>Prepare</b> for presentations	10/24	10/25 work on project	10/26	10/27 Media Portrayals	10/28
<b>Read</b> Issue 1	10/31 	11/1 Project presentations	11/2	11/3 Media and Culture	11/4
<b>Read</b> OLD Issue 2 (handout) and Issue 7	11/7	11/8 Media and Behavior	11/9	11/10 Media and Behavior	11/11
<b>Read</b> OLD Issue 11 (handout), Issue 11 and Issue 13	11/14	11/15 The First Amendment	11/16	11/17 The First Amendment	11/18
<b>Read</b> Issue 8, Issue 15	11/21	11/22 News Reporting	11/23	11/24 	11/25
<b>Read</b> Issue 17, and "The Strange Case of the Electronic Lover" (handout).	11/28	11/29 Media and Personal Life	12/30	12/1 <b>TERM PAPER DUE</b> Media and Personal Life	12/2
	12/5	12/6 Media and Personal Life	12/7	12/8 make-up day	12/9
<b>Study</b> for test	12/12	12/13	12/14 <b>TEST 2</b>	12/15	12/16