

COURSE TITLE: Media, Technology and Society

Course and section numbers: IDS/SOC 350 A

Course meeting day and time: Tue/Thur 10:20 am – 11:30 am

Room number: PPHAC 102

Current semester: Spring 2013

INSTRUCTOR INFORMATION:

Instructor's name: Professor Andrew McIntosh

Office hours: Tue/Thur 1:30 pm – 3:30 pm or by appointment

Office location: PPHAC 310

E-mail address: mcintosh@moravian.edu / djarm18@gmail.com

REQUIRED MATERIALS:

Media and Culture, 8th Edition, Richard Campbell, 2012, Bedford St Martin's

STUDENT LEARNING OUTCOMES: Students will discover and harness the power of their *sociological imagination* in relation to Media and Technology. Rather than analysis based upon tastes or emotional reactions, we will attempt to objectively understand better the history and impact media has upon society. Through readings, research, class discussion, viewing of various media the following topics will be explored:

- **A Critical Approach to Mass Communication**
- **History of Mass Communication**
- **Books and the Power of Print**
- **Popular Radio and the Origins of Broadcasting**
- **Sound Recording and Popular Music**
- **Movies and the Impact of Images**
- **Television & Cable: The Power of Visual Culture**
- **Advertising and Commercial Culture**
- **The Internet, Digital Media, and Media Convergence**
- **The Culture of Journalism: Values, Ethics, and Democracy**
- **Legal Controls and Freedom of Expression**
- **Media Economics and the Global Marketplace**

INSTRUCTIONAL PLAN:

What to expect in the classroom and what is expected of you:

The curriculum for this course revolves around the **assigned texts, journal assignments and class discussions**. There is no way around it: **reading the assignments** is critical to your work in the classroom, in journals, and on exams.

The underlying aim of this course is to uncover and examine the **origins and cultural impact** of media and technology on the world at large. With these changes in a **historical perspective**, we can then examine the **current shift in values and socialization** taking place in our society being driven by **social media and emerging technologies**.

How Final Grades will be Determined:

Mid Term: 15% Final Exam: 15%	Research Journals: 20% Research Paper: 20%	Quizzes: 15% Class Participation: 15%
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Grade Scale: Final Average Range

Final averages rounded down and up. For example, 82.4 = 82, B- ... 82.7 = 83, B

A: 100-93	B+: 89-88	C+: 79-78	D+: 69-68
A-: 92-90	B: 87-83	C: 77-73	D: 67-60
	B-: 82-80	C-: 72-70	F: 59-0

1) There will be **2 Exams** totaling **30%** of your grade.

The **Mid Term** will be short answer questions taken in class on **Thursday, February, 28.**

The **Final** will be a “take home” final due on **Tuesday, April 30.**

2) **Research Journal (20%):** These will be **informal but intensive written assignments** that will be **collected two times** during the course of the semester. Further directions for the Research Journal and how it is graded will be explained in a **separate handout.**

3) **Research Paper (20%):** The summary paper will be an exercise in **applied research.** The paper will discuss a social phenomenon or social problem related to media and technology; it is permissible that a text book chapter not covered can be used as a source and central component to your paper. It will be 5 to 7 pages in length, detailed in its discussion, proofread and **STAPLED.**

The topic for this paper is due **MARCH 12** and the paper itself is due **APRIL 25.** Further directions for this paper and a grading matrix will be handed out later in the semester.

4) **Quizzes (15%):** There will be 4 pop quizzes this semester. The quizzes will not be particularly challenging for any student coming to class regularly and keeping up with the readings. The lowest quiz grade will be dropped for a final average.

5) **Class Participation (15%)** is required and will be measured by **class discussion, activities and journal work.** Students will receive **100%** credit for this requirement by **their regular participation in class discussions, written work for classroom activities and participation in-group work.** A student who does not receive full class participation credit will have *not* frequently joined class discussions, *not* given an honest effort to class activities or offered helpful contributions to the group activity. They are likely to have spotty class attendance.

RELATED POLICIES:

Consequence of Lateness to Class: Students’ **Class Participation** grade will be **penalized by 5 points** each time they arrive after 10:20 am three or more times.

Plagiarism / Cheating: Student’s will **receive a “0” for Class Participation** if a written assignment is plagiarized or if a student is caught cheating during testing. A second offense of this type will result in dismissal from the course and an “F” for a final grade.

Class Attendance and Withdrawal: A student who misses class more than twice the number of weekly meeting of the class (4 classes) will have their **Class Participation penalized 20 points for every unexcused absence thereafter.** Again, an excused absence by proof a doctor’s note, employer verification or dean letter will be necessary. If student is having issues with attending class, *it is the student’s responsibility to communicate with the instructor and make arrangements to cover assigned work.*

Classroom Management (cell phone use, leaving class, disruptive behavior):

Put cell phones away with ringers off, their use is not permitted during class. If a student is awaiting an EMERGENCY CALL, please discuss with the professor before class starts. Otherwise, casual use is not permitted and **repeat “Text Offenders” will be penalized.** *Caught once using your phone, you will receive a warning; caught twice you will receive a failing class participation grade.*

Leaving class to use the bathroom or for some other reason is permitted if absolutely necessary. Excuse yourself without disrupting others. **Class time is a full 70 minutes**, packing up to leave early and making a disturbance will adversely affect your class participation grade.

We are all here by the choices we have made in our lives or are preparing to make. Each one of us has something to contribute to the class discussions and flow of ideas. For some, speaking in class comes quickly and easily. Others will be finding their voice as they sort their thoughts. Your Professor will embody both of these traits at times and **requires that the respect shown to the Professor will also be given to one another of your fellow students.** Rude interrupting and careless talking will not go unchecked.

Not meeting these expectations on a regular weekly basis will result in a failing participation grade. Continued unruly behavior after penalty will be dealt with outside of class with the assistance of the Judicial Affairs office.

Each one of us will likely admit they want to be treated with respect by the Professor and others. The same is expected of your behavior as well. Following these guidelines ensures you will be in the best position to succeed in this class.

Course Calendar (dates, topics and assignments for each class meeting):

WEEK 1: MASS COMMUNICATION

Tue Jan 15: Intro: Salutations and Syllabus Review; Media Studies

Assigned Readings for Thur Jan 17:

M&C, Campbell:
pg 1 – 15

Thur Jan 17: A Critical Approach to Mass Communication

WEEK 2: MASS COMMUNICATION CONTINUED / BOOKS

Assigned Reading for Tues Jan 22:

M&C, Campbell:
pg 18 – 35
start pg 287 – 318

Tue Jan 22: A Critical Approach to Mass Communication completed

Assigned Reading for Thur Jan 24:

M&C, Campbell:
pg 287 – 318

Thur Jan 24: Books and the Power of Print

WEEK 3: BOOKS / NEWSPAPERS

Assigned Readings for Tue Jan 29:

M&C, Campbell:

pg 219 – 254

pg 319 – 327

Tue Jan 29: Books and the Power of Print

Assigned Reading for Thur Jan 31:

M&C, Campbell:

pg 219 – 254

pg 319 – 327 (up to “The Shape of...”)

Thur Jan 31: Newspapers and Advertising

WEEK 4: MAGAZINES AND PUBLIC RELATIONS / SOUND RECORDING

Assigned Readings for Tue Feb 5:

M&C, Campbell:

pg 255 – 286

pg 357 – 365 (up to “The Practice of...”)

Tue Feb 5: Magazines and the Advent of Public Relations

Assigned Readings for Thur Feb 7:

M&C, Campbell:

pg 71 – 76 (up to “From Phonographs to CDs”);

pg 107 – 116 (up to “Evolution of Radio”)

Thur Feb 7: Sound Recording and the Development of Radio

WEEK 5: RADIO AND THE AESTHETICS OF POPULAR MUSIC

Assigned Reading for Tue Feb 12:

M&C, Campbell:

pg 81 (starting at “U.S. Popular Music”) – 92 (up to “Punk, Grunge and Alternative...”);

pg 116 (starting at “Evolution of Radio”) – 128 (up to “The Sounds of Commercial Radio”)
start Klosterman and Frith Essay Handouts

Tue Feb 12: Popular Music and the Development of Radio

Assigned Reading for Thur Feb 14:

ESSAY HANDOUT:

“Towards An Aesthetic of Popular Music” Simon Frith

“All the Kids Are Right” Chuck Klosterman

Thur Feb 14: Towards an Aesthetic of Popular Music

WEEK 6: COMMERCIALISM OF “REAL” POPULAR MUSIC

Assigned Readings for Tue Feb 19:

M&C, Campbell:

(starting at “The Sounds of Commercial Radio”) pg 128 – 141

(starting at “The Business of Sound Recording”) pg 95 – 104

Tue Feb 19: Commercial Radio and The Record Business

Assigned Readings for Thur Feb 21:

M&C, Campbell:

(starting at “From Phonographs to CDs”) pg 76 – 81 (up to “U.S. Popular Music”)

(starting at “Punk, Grunge and Alternative...”) pg 92 – 95 (up to “The Business...”)

ESSAY HANDOUT:

“The Real Thing” Simon Frith

“Factory Girls” John Seabrook

Thur Feb 21: Pop Music in the 21st Century: Even Better Than The Real Thing

WEEK 7: COPYRIGHT CRIMINALS / MID TERM

Assigned Readings for Tue Feb 26:

M&C, Campbell:

pg 477 – 478 (up to “The Cultural and Social...”)

pg 485 (up to “Copyright Infringement”)

ESSAY HANDOUT:

“Pirates” Chuck Klosterman

Tue Feb 26: The Aesthetics of Popular Music

Thur Feb 28: RESEARCH JOURNAL #1 DUE / MID TERM

*****SPRING BREAK: MARCH 4 – 8*****

WEEK 8: MOVIES AND TELEVISION : THE IMPACT OF IMAGES

Assigned Readings for Tue Mar 12:

M&C, Campbell:

pg 185 – 197 (up to “The Development of the Hollywood Style”)

(starting at “The Transformation...”) pg 205 – 206 (up to “Moving to...”)

Tue Mar 12: Film and the Evolution of Movies, TOPIC DUE

Assigned Readings for Thur Mar 14:

M&C, Campbell:

pg 143 – 151 (up to “The Development of Cable”)

(starting at “Moving to the Suburbs”) pg 207 – 208 (up to “The Economics...”)

Thur Mar 14: The Origins of Television

WEEK 9: MOVIES AND TELEVISION : THE IMPACT OF IMAGES

Assigned Readings for Tue Mar 19:

M&C, Campbell:

(starting at “The Development of...” pg 197 – (up to “The Transformation...”)

(starting at “The Economics...” pg 209 – 217

Tue Mar 19: The Hollywood Style

Assigned Reading for Thur Mar 21:

M&C, Campbell:

(starting at “The Development of...” pg 197 – (up to “The Transformation...”)

(starting at “The Economics...” pg 209 – 215 (up to “Popular Movies...”)

Thur Mar 21: The Hollywood Style continued

WEEK 10: MOVIES AND TELEVISION : THE IMPACT OF IMAGES

Assigned Readings for Tue Mar 26:

M&C, Campbell:

(starting at “The Development of...” pg 151 – 165 (up to “Regulatory Challenges...”)

Tue Mar 26: The Development of Cable

Assigned Readings for Thur Mar 28:

M&C, Campbell:

(starting at “Regulatory Challenges...” pg 165 – 180 (up to “Television, Cable...”)

ESSAY HANDOUT:

“Chaos” Chuck Klosterman

Thur Mar 28: The Third Screen and the Economics of Television

WEEK 11: MEDIA EFFECTS / THE EVOLUTION OF THE INTERNET

Assigned Reading for Tue Apr 2:

M&C, Campbell:

pg 451 – 466

Tue Apr 2: Media Effects and Cultural Approaches to Research, **RESEARCH JOURNAL #2 DUE**

Assigned Reading for Thur Apr 4:

M&C, Campbell:

pg 37 – 50

ESSAY HANDOUTS:

“The Strange Case of the Electronic Lover” Lindsay Van Gelder

Thur Apr 4: The Evolution of the Internet

WEEK 12: VIDEO GAMES AND SHIFT HAPPENS

Assigned Readings for Tue Apr 9:

M&C, Campbell:

pg 52 – 56

ESSAY HANDOUTS:

“Pong x Infinity” Chuck Klosterman

Tue Apr 9: Video Games and Interactive Environments

Assigned Readings for Thur Apr 11:

ESSAY HANDOUTS:

“Is Google Making Us Stupid?” Nicholas Carr

“The Information: How the Internet Gets Inside Us” Adam Gopnik

Thur Apr 11: Shift Happens

WEEK 13: SHIFT HAPPENS

Assigned Readings for Tue Apr 9:

“Is Google Making Us Stupid?” Nicholas Carr

“The Information: How the Internet Gets Inside Us” Adam Gopnik

Tue Apr 9: Shift Happens

Assigned Readings for Thur Apr 11:

“The Flight From Conversation” Sherry Turkle

“Generation Sell” William Deresiewicz

Thur Apr 11: Alone Together

WEEK 14: ONLINE “FREE”DOM

Assigned Readings for Tue Apr 23:

ESSAY HANDOUTS:

“Facebook’s Plan To Find Its Next Billion Users” Christopher Mims

“Fail” Chuck Klosterman

Tue Apr 23: Online “Free”dom

Thur Apr 25: Semester Wrap Up, **FINAL PAPER DUE**

WEEK 15: FINAL EXAM DUE

Thur May 2: FINAL EXAM DUE BY NOON

Course Calendar (dates, topics and assignments for each class meeting):

JANUARY 2013						
S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	Intro Syllabus Review	16	A Critical Approach to Mass Communication M&C pg 1 - 15	18	19
20	MLK DAY	Critical Approach continued M&C pg 18 – 35	23	Books and the Power of Print M&C pg 287 – 318	25	26
27	28	Books and the Power of Print continued	30	Newspapers & Advertising M&C pg 219 – 254; pg 319 – 327		

FEBRUARY 2013

S	M	T	W	R	F	S
						2
3	4	Magazines & Public Relations M&C pg 255 – 286; pg 357 – 365	6	Sound Recording & Development of Radio M&C pg 71 – 76; pg 107 – 116	8	9
10	11	Popular Music & Evolution of Radio M&C pg 81 – 92; pg 116 – 128	13	The Aesthetics of Pop Music “Towards An Aesthetic” “All the Kids Are Right”	15	16
17	18	Commercial Radio & The Record Business M&C pg 128 – 141; pg 95 – 105	20	“Real” Pop Music M&C pg 76 – 81 pg 92 – 95 “The Real Thing” “Factory Girls”	22	23
24	25	Copyright Criminals pg 477 – 478; pg 485 “Pirates”	27	MID TERM RESEARCH JOURNAL #1 DUE		

MARCH 2013

S	M	T	W	R	F	S
					1	2
3	<i>SPRING BREAK NO CLASS</i>	<i>SPRING BREAK NO CLASS</i>	<i>SPRING BREAK NO CLASS</i>	<i>SPRING BREAK NO CLASS</i>	<i>SPRING BREAK NO CLASS</i>	9
10	11	Film and the Evolution of Movies M&C pg 185 – 197 pg 205 – 206 TOPIC DUE	13	The Origins of Television M&C pg 143 – 151 pg 207 – 208	15	16
17	18	The Hollywood Style M&C pg 197 – 205 pg 209 – 215	20	The Hollywood Style M&C pg 197 – 205 pg 209 – 215	22	23
24	25	The Development of Cable M&C pg 151 – 165	27	The Third Screen and the Economics of TV M&C pg 165 – 180	29	30

APRIL 2013

S	M	T	W	R	F	S
31	1	Media Effects M&C pg 451 – 466 RESEARCH JOURNAL #2 DUE	3	The Evolution of the Internet M&C pg 37 – 52 “The Strange Case”	5	6
7	8	Video Games & Interactive Environments M&C pg 52 – 56 “Pong x Infinity”	10	Shift Happens “Is Google Making Us Stupid?” “The Information”	12	13
14	15	Shift Happens “Is Google Making Us Stupid?” “The Information”	17	Alone Together “Flight From Conversation” “Generation Sell”	19	20
21	22	Online “Free”dom “Fail” “Facebook’s Plan”	24	Semester Wrap Up FINAL PAPER DUE	26	27
28	29	30	1	FINAL EXAM DUE	3	4

POLICIES:

Academic Honesty Policy

Student Responsibilities

- Students are solely responsible for their work and for making sure that their work represents their own honest efforts to meet the goals of the course.
- They are responsible for learning and following the policies and expectations of the college and for understanding the consequences of actions that violate the policy on academic honesty.
- They are responsible for showing that the work they present is theirs in whatever ways are deemed appropriate by the faculty for the course.

Consequences of Plagiarism: Violations of the academic honesty policy include any actions that attempt to gain academic credit for work that does not represent the student's own efforts and knowledge. They include, but are not limited to the following situations and examples:

- Cheating on examinations and quizzes
 - Using notes, materials, and/or mechanical, electronic, or technological devices not authorized by the instructor during examinations and quizzes.
 - Providing or receiving help on an examination or test in a manner not authorized by the instructor.
 - Buying, selling, improperly obtaining, or using any tests or examinations
 - Posing as another student or allowing another student to pose as you when taking an exam or quiz
 - Altering or adding answers on exercises, exams, or quizzes after the work has been graded
- Plagiarizing
 - Using the ideas or words of others without appropriate quotation and documentation that acknowledges the source or sources—in other words, presenting someone else's work as one's own
 - Copying exact words, phrases, or sentences without quoting and giving credit to the source
 - Using a paraphrased version of the opinions, work, or ideas of others without giving credit
 - The wrongful appropriation of all or part of someone else's literary, artistic, musical, mechanical, or computer-based work

The penalty which will be applied in this class will be a failing grade for the assignment or test and a failing class participation grade. A second violation will result in an "F" for the course.

Disability Services

Moravian College encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact the event sponsor, or call [phone number of department sponsoring event] at least one week prior to the event.

Students who wish to request accommodations in this class for a disability should contact Elaine Mara, Assistant Director of Learning Services for Academic and Disability Support, 1307 Main Street or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from Academic Support Center.

The Writing Center is located in a building that is not accessible to persons with mobility impairments. If you need the services of the Writing Center, please call 610-861-1392.

This syllabus is offered as a guide; however, it is subject to change throughout the semester, as necessary.