

COURSE SYLLABUS
MEDIA TECHNOLOGY AND SOCIETY
Spring 2015
Moravian College
Dr. D. Wetcher-Hendricks

CONTACTING THE PROFESSOR

office: PPHAC 314

voice mail: 610-861-1415

e-mail: medwho2@moravian.edu

office hours: Tuesday 11:30 a.m.-1:00 p.m.

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

**Required
Readings**

Alexander, Alison and Jarice Hanson. 2015. *Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society, Thirteenth 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



~~COURSE~~

OUTCOMES

Through this course, students should gain understandings of and appreciations 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 20th and 21st Centuries? (e.g. What can the 19th century introduction of the telegraph teach about the 20th Century Internet?)

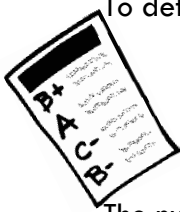
3. the effects of mass media upon modern society

How does media content affect individuals and collective society? (e.g. How did the media present and help the nation cope with the events associated with 2012's Hurricane Sandy?) What is known about the effects of exposure to media? What ethical issues arise from the presence of media in society today?

Evaluation

Course grades reflect student performance on the following.

1. Examinations - Two non-cumulative examinations are given in this course. They consist of short-answer questions that focus upon information presented in the readings and gained through class discussions and activities. The first exam assesses student understanding of technological developments and historical significance associated with the introduction of each media form into society. The second exam assesses student understanding of social debates regarding the roles of media in modern society.
2. Project -The project requires reflection upon and understanding of historical, social, and ethical aspects of the topics addressed in assignments and class discussions. Groups of three or four students cooperatively work on the project. Detailed information about this assignment can be found in the "Guidelines for Project" document.
3. Paper/Presentation - A paper and in-class presentation serves as the course's "final experience." Presentations take place during the last two classes of the term and the paper is due by the time of the course's scheduled final exam. Detailed information about the paper/presentation requirement can be found in the "Guidelines for Paper and Presentation" document.
4. Class activities/participation - The class activities portion of this grade reflects students' efforts towards in-class exercises. The participation portion of the grade reflects students' interactions in class. Substantive contributions to class discussion increases this portion of the grade. Conversely, disruption (including consistently arriving late to class), a lack of effort, or obvious inactivity (including sleeping) lowers the grade.



To determine a course grade, the preceding factors are combined in the following manner.

exams	40% (20% each)
project	20%
paper/presentation	30% (paper = 20%; presentation = 10%)
class activities/participation	10%

The numerical ranges used in assigning each letter grade in this course are as follows.

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

Please consult the Moravian College Student Handbook for description of the requirements for attaining each grade.

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

Please make every possible effort to take exams on the scheduled dates (See Course Schedule). All missed exams will be taken at the end of the term. Late papers and projects will be accepted with a ten-point penalty for each day that they are late (including weekends and holidays). Attendance 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 Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic & Disability Support office.

COURSE SCHEDULE

All reading assignments denoted as “Chapters” can be found in *A Consolidated History of Media*. All reading assignments denoted as “Issues” can be found in *Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society*. Handouts can be found in the “Content” tab on Blackboard. Please be aware that this schedule is subject to change based upon the progression of the term.

assignment for this week	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<ul style="list-style-type: none"> ▪ Read Mass Media handout. Chapter 1 (pages 2-7 only). 	1/19	1/20 Introductions	1/21	1/22 pre-media	1/23
<ul style="list-style-type: none"> ▪ Read Chapters 2 and 3 (15-23, 26-30 only). http://www.ideafinder.com/history/inventions/printpress.htm . http://www.howstuffworks.com/offset-printing.htm/printable . 	1/26	1/27 print technology	1/28	1/29 print technology/history	1/30
<ul style="list-style-type: none"> ▪ Read Chapter 4. http://www.howstuffworks.com/radio.htm/printable. 	2/2	2/3 print history	2/4	2/5 radio technology	2/6
<ul style="list-style-type: none"> ▪ Read Handouts #31, #32, and #33. 	2/9	2/10 radio technology/history	2/11	2/12 radio history	2/13
<ul style="list-style-type: none"> ▪ Read Chapter 8. http://www.howstuffworks.com/tv.htm/printable. http://www.howstuffworks.com/cable-tv.htm/printable (with diagram). http://electronics.howstuffworks.com/dtv3.htm . Handouts #34, and #36. 	2/16	2/17 television technology	2/18	2/19 television technology/history	2/20
<ul style="list-style-type: none"> ▪ Read http://computer.howstuffworks.com/dns2.htm ▪ Read Handouts #41, #42, and #43. 	2/23	2/24 Internet technology	2/25	2/26 Internet history	2/27



<ul style="list-style-type: none"> • STUDY. • Prepare for group meeting 	3/2	3/3 EXAM 1	3/4	3/5 group meetings	3/6
<ul style="list-style-type: none"> • Prepare project. 	3/9	3/10	 3/11 SPRING BREAK!!!!	3/12	3/13
<ul style="list-style-type: none"> • Read Issue 1, OLD Issue 2 (handout), Issue 7 	3/16	3/17  media and culture	3/18	3/19 PROJECT DUE media and public perception	3/20
<ul style="list-style-type: none"> • Read Issue, 3, Issue 4, and Issue 15 	3/23	3/24 media and public perception	3/25	3/26 media and public perception	3/27
<ul style="list-style-type: none"> • Read Issue 8, Issue 12, Issue 14. 	3/30	3/31 news reporting	4/1	4/2 news reporting	4/3
<ul style="list-style-type: none"> • Read Issue 11, Issue 13, OLD Issue 11 (handout), 	4/6	4/7 the First Amendment	4/8	4/9 the First Amendment	4/10
<ul style="list-style-type: none"> • Read Issue 11. 	4/13	4/14 presentation workshop	4/15	4/16 online identity	4/17
<ul style="list-style-type: none"> • Read “The Strange Case of the Electronic Lover (handout). 	4/20	4/21 online identity	4/22	4/23 EXAM 2	4/24
<ul style="list-style-type: none"> • Prepare for in-class presentations. 	4/27	4/28 presentations	4/29	4/30 presentations	5/1
<ul style="list-style-type: none"> • Write and Refine paper. 	5/4	5/5	5/6	5/7	5/8