

COMMUNICATION 380: INTRO TO NEW MEDIA

Chaminade University
Tuesday, 8:30 a.m. - 10 a.m.
Instructor: Kim Baxter

Course description

This class will introduce you to the various ways we communicate and the impact of mass media on the political, social and cultural climate, both here and around the world. We will look at the diverse forms of mass media – from newspapers to the Internet, from advertising to public relations – and how they've evolved and impact our daily lives.

Learning outcomes

Describe the major communication processes and the developments that changed the way in which information is exchanged.

Explain how changes in the way people communicate have affected the ways in which societies/communities organize and define themselves.

Identify the major factors involved in the development of the print, radio/music, television and film industries, including technological development, landmark government legislation and court decisions, and key personalities.

Explain the impact each of the major media industries has made on American society.

Identify visual and other techniques used to persuade or sell in TV news, films, videos and magazines.

Describe the ways the advertising industry uses technology and research to target audiences for consumer goods and political candidates.

Explain how public relations operates and its role in our society today.

Explain how the American legal system attempts to balance First Amendment rights with the rights of the private individual in the areas of libel, privacy, fair trial and copyright.

Describe the ethical codes, laws, and regulations that govern the major media industries and identify the government agencies that oversee the media.

Apply the Society of Professional Journalists Code of Ethics to the handling of news on campus and in the community.

Describe media convergence in the 21st century and its impact on society.

Text

Dominick, Joseph R. "The Dynamics of Mass Communication." 12th edition. McGraw-Hill.

Attendance

While attendance for this class is not mandatory, your final grade will be severely hurt if you miss class. In-class assignments and quizzes cannot be made up if missed for a non-emergency reason. Class participation and attendance are 10% of your final grade. You are strongly encouraged to attend every class.

The syllabus is subject to change at any time, and changes will be announced in class and in Canvas. If you cannot attend a class, please e-mail the instructor about anything you might have missed. If you miss a class due to an emergency (medical or family), speak with the instructor about making up the quiz and/or assignments.

Deadlines

Deadlines are critical. Barring an emergency, your grade will suffer for late quizzes, papers and assignments. The first missed deadline will result in one letter grade lower on that assignment than what you would have received if you had turned it in on time. (For example, if your paper would have received a 45/50 if it was turned in on time, the late paper will receive a 40/50.) The second missed deadline will result in two letter grades lower. The third missed deadline will result in a 0.

You will have **ONE WEEK** after the original deadline to turn in a late assignment. After that, the assignment – regardless of whether it is a first missed deadline or the second missed deadline – will result in a 0. If an assignment is due at the start of class, coming to class late – even by just one minute – is a missed deadline. For assignments to be turned in by e-mail, one minute late is a missed deadline.

If you are going to miss a deadline, contact me *before* the deadline.

Barring an emergency or excused absence, in-class speeches, quizzes and exams cannot be made up if missed.

Discussions

You will be expected to actively participate in class discussions and in online discussions, and your contributions to these discussions will make up 10% of your final grade.

Quizzes

There will be reading quizzes that will cover the assigned readings. These quizzes will be open book. They will be posted in Canvas, and it is imperative that these are completed by the deadline so you are prepared for the class.

Academic integrity

Fabrication, plagiarism and cheating will not be tolerated. All assignments should be original work done by the student for this class. Use of work that is not credited to the original source, or use of someone else's speech or written material is a serious academic offense and will not be tolerated. Communication Department policy requires that, on the first offense, plagiarized assignments will be given an automatic 0 and the student's final grade will be reduced by one letter grade. A second offense will result in an automatic failure of the class.

GRADING:

Chapter quizzes	10 X 10 points each	100 points
Discussions (in class and in Canvas)		200 points
Essay assignments	9 X 50 points each	450 points
Final paper		200 points

TOTAL: 1,000 points

BREAKDOWN:

All grades will be determined using the following points scale:

90% – 100% : A : Outstanding scholarship and an unusual degree of intellectual initiative

80% – 89% : B : Superior work done in a consistent and intellectual manner

70% – 79% : C : Average grade indicating a competent grasp of the subject

60% – 69% : D : Inferior work of the lowest passing grade, not satisfactory for the fulfillment of prerequisite course work

Less than 59% : F : Failed to grasp the minimum subject matter; no credit given

What's a "Grade?"

"A" students do not miss classes during the semester. They read and critically engage all the assigned readings before class on their own, and with classmates and the instructor. All assignments are not only complete but go beyond more than just the minimum requirements. Their oral presentations are delivered on time, exhibit proper style, grammar, and format, are well-organized, integrate strategic planning and targeting, and are outlined precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students always keep up with current news events, both locally and globally.

"B" students miss a few classes during the semester. They usually read the assigned readings before class. Their speeches exhibit proper style, grammar, and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students usually keep up with current events.

"C" students miss several classes during the semester. They complete the assigned readings before exams. Written assignments and exams usually exhibit proper style and formatting, but do not always integrate strategic planning and targeting, and are not always well organized or written precisely and concisely. All speeches are presented on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

"D" students miss four or more classes during the semester and skim assigned readings. Assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting, and are often not well-organized, or written precisely and concisely. Speeches are not always presented on time and only some rewrite opportunities are used. They don't keep up with current events.

"F" students fail to attend class consistently, miss exams and speeches, written assignments; don't use rewrite opportunities.

Grades of "Incomplete"

Incomplete grades are reserved for cases of illnesses and other emergencies that cause a student to be unable to complete the course by the due date. In such cases, the instructor has the option of issuing an "incomplete" grade at the end of the semester. Requests for an "incomplete" must be accompanied by substantive documentation.

(TENTATIVE) SCHEDULE OF ACTIVITIES

WEEK 1: AUGUST 30-SEPTEMBER 6

Tuesday, Aug. 30

*Introductions, review the syllabus

*Discussion of the overview of mass media and communication

*What is news? What is journalism? What is journalism's role in society?

Reading for next class: Chapters 1-3, 13. **Reading quiz. DUE: Tuesday, Sept. 6 by the start of class

*****Essay Assignment:** 400 words (minimum) on yourself, your background and experience with the media, your future career goals, etc. **DUE: Tuesday, Sept. 6 by the start of class**

WEEK 2: SEPTEMBER 6-13

Tuesday, Sept. 6

* What is fake news? What are the key components needed to recognize fake news?

*Writing tips

Reading for next week: Chapter 5. **Reading quiz. DUE: Tuesday, Sept. 13 by the start of class

*****Essay Assignment:** 1 ½ – 2 pages. **DUE: Tuesday, Sept. 13 by the start of class**

WEEK 3: SEPTEMBER 13-20

Tuesday, Sept. 13

*Newspapers, their role in society, and their future in the ever-changing internet world

Reading for next week: Chapter 6. **Reading quiz. DUE: Tuesday, Sept. 20 by the start of class

*****Essay Assignment:** 1 ½ -- 2 pages. **DUE: Tuesday, Sept. 20 by the start of class**

WEEK 4: SEPTEMBER 20-27

Tuesday, Sept. 20

*Magazines, the difference between magazines and newspapers, magazine covers

Reading for next week: Chapter 7. **Reading quiz. DUE: Tuesday, Sept. 27 by the start of class

*****Essay Assignment:** 1 ½ -- 2 pages. **DUE: Tuesday, Sept. 27 by the start of class**

WEEK 5: SEPTEMBER 27-OCTOBER 4

Tuesday, Sept. 27

*Books, physical books vs. e-books

Reading for next week: Chapters 8-9. **Reading quiz. DUE: Tuesday, Oct. 4, by the start of class

*****Essay Assignment:** 1 ½ -- 2 pages. **DUE: Tuesday, Oct. 4 by the start of class**

WEEK 6: OCTOBER 4-11

Tuesday, Oct. 4

*Radio, sound recording

Reading for next week: Chapter 10. **Reading quiz. DUE: Tuesday, Oct. 11 by the start of class

WEEK 7: OCTOBER 11-18

Tuesday, Oct. 11

*Motion pictures

Reading for next week: Chapters 11-12. **DUE: Tuesday, Oct. 18 by the start of class

*****Essay Assignment:** 1 ½ -- 2 pages. **DUE:** Tuesday, Oct. 18 by the start of class

OCTOBER 18-25

Tuesday, Oct. 18

*Broadcast TV, group presentation

*Cable, satellite, internet TV, group presentation

Reading for next week: Chapter 14. **Reading quiz. **DUE:** Tuesday, Oct. 25 by the start of class

*****Essay Assignment:** 1 ½ -- 2 pages. **DUE:** Tuesday, Oct. 25 by the start of class

WEEK 9: OCTOBER 25-NOVEMBER 1

Tuesday, Oct. 25

*Public relations

*Public relations disasters.

*Writing press releases.

Reading for next week: Chapter 15. **Reading quiz. **DUE:** Tuesday, Nov. 1 by the start of class

*****Essay Assignment:** Press release. 500 words. **DUE:** Tuesday, Nov. 1 by the start of class

WEEK 10: NOVEMBER 1-8

Tuesday, Nov. 1

*Advertising, truth in advertisement

*Effective advertisements

Reading for next week: Chapter 4. **Reading quiz. **DUE:** Tuesday, Nov. 8 by the start of class

*****Essay Assignment.** 1 ½ – 2 pages. **DUE:** Tuesday, Nov. 8 by the start of class

WEEK 11: NOVEMBER 8-15

Tuesday, Nov. 8

*Internet, the media on the Internet, new technologies that will affect our lives in the future, the proliferation of blogging

Reading for next week: Chapters 16. **Reading quiz. **DUE:** Tuesday, Nov. 15 by the start of class

*****Essay Assignment:** 1 ½ – 2 pages. **DUE:** Tuesday, Nov. 15 by the start of class

WEEK 12: NOVEMBER 15-22

Tuesday, Nov. 15

*Laws and regulations, First Amendment

Reading for next week: Chapter 17. **Reading quiz. **DUE:** Tuesday, Nov. 22 by the start of class

WEEK 13: NOVEMBER 22-29

Tuesday, Nov. 22

*Ethics, ethical conflicts

*Receive final paper topics.

*****Final Assignment:** The final paper should be 4-6 complete pages in length (not including the Works Cited

page) and should include properly attributed research and (if necessary) examples from mass media. **Rough draft DUE:** Sunday, Dec. 4, by 11:59 p.m. **Final draft DUE:** Friday, Dec. 9 by 11:59 p.m.

*****Essay Assignment: 1 ½ – 2 pages. DUE:** Tuesday, Nov. 29 by the start of class

WEEK 14: NOVEMBER 29-DECEMBER 2

Tuesday, Nov. 29

*Review final paper. Semester wrapup.

*****Final Assignment:** The final paper should be 4-6 complete pages in length (not including the Works Cited page) and should include properly attributed research and (if necessary) examples from mass media.

Rough draft DUE: Sunday, Dec. 4 by 11:59 p.m. I will insert notes and edits that you will use to complete your final draft.

Final draft DUE: Friday, Dec. 9 by 11:59 p.m.

FINALS WEEK: DECEMBER 5-9

Finals Week

Final Assignment: The final paper should be 4-6 complete pages in length (not including the Works Cited page) and should include properly attributed research and (if necessary) examples from mass media.

Rough draft DUE: Sunday, Dec. 4, by 11:59 p.m. I will insert notes and edits that you will use to complete your final draft.

Final draft DUE: Friday, Dec. 9, by 11:59 p.m. HST.

Please note: This syllabus is not set in stone and is subject to change. It is imperative you attend class as changes will often be announced in class. Please contact the professor with any questions.

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from the Counseling Center by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kokua Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the [Student Handbook](#).

Marianist values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua (‘Ōlelo No’eau 364) May I live by God
2. Provide an Integral, Quality Education (Na’auao) Lawe i ka ma’alea a kū’ono’ono (‘Ōlelo No’eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit (‘Ohana) ‘Ike aku, ‘ike mai, kōkua aku kōkua mai; pela iho la ka nohana ‘ohana (‘Ōlelo No’eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no’eau (‘Ōlelo No’eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) ‘A’ohe pau ka ‘ike i ka hālau ho’okahi (‘Ōlelo No’eau 203) All knowledge is not taught in the same school.

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10-week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

General Student Rights (Student Handbook, page 6)

1. Students have the right to pursue educational, recreational, social, cultural, and residential activities within the basic philosophies, goals, and guidelines of Chaminade University.
2. Students have the right not to be discriminated against in employment or educational pursuits based upon the student’s religious affiliation, gender, sexual orientation, skin color, ethnic or racial background, national origin, age, physical or mental challenges, marital status, change in marital status, pregnancy, or parenthood.
3. Students have the right to pursue educational endeavors free of harassment of any kind.
4. Students have the right to organize and join associations to promote interests held in common with other students within the limits of university policy and our Catholic, Marianist values.
5. Students have the right to services of the faculty, staff, and administrative officers of Chaminade University.
6. Students have the right to fair and impartial academic evaluations.
7. Students have the right to have the university maintain and protect the confidential status of their education, student conduct, and health records (for exceptions, see Privacy & Confidentiality in the DISCRIMINATION AND HARASSMENT PROCEDURES AND RESOURCE GUIDE)

8. Students have the right to a clean environment, reasonable access to facilities provided by the university, and freedom to read and study without undue interference, unreasonable noise, and other distractions.

9. Campus life is a unique situation requiring the full cooperation of each individual. For many, Chaminade is not only a school, but a home and a place of work as well. That makes it a community environment in which the actions of one student may directly affect other students. Therefore, each person must exercise a high degree of responsibility. Any community must have standards of conduct and rules by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.