

Comm 103: Intro to media
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Overview of Course

This is a course about media. It centers on the broad contexts of media, the social, political, economic, and ethical aspects of the media environment. The course approaches the material in a historical manner, but synthesizes that with a critical cultural approach to media. We will cover the historical development of media industries from print, to radio, to tv, to the internet. You will be encouraged to think critically about your own media usage and consumption and the roles that you play in relation to the industries that you are using on a daily basis.

Learning Objectives

- A. To have a basic understanding of key themes in media
- B. To introduce basic media theory.
- C. To have a basic understanding of the history of media industries.
- D. To think and write critical and comparative analysis of media.

Books:

Media & Culture Richard Campbell et. al.
Ways of Seeing, Berger

Grading:

Reading reviews: 15 points
Participation: 10 points
Random Quizzes: 15 points
Midterm Exams: 40 points
Final Exam: 20 points

Total: 100 points

Tentative Scale:

A = 100-90
B = 89-80
C = 79-70
D = 69-60
F = 59-0

Curve: There is no curve, there may be a scale.

Assignments:

Reading Reviews

3 times this semester before midnight 3/31

Due the start of the week the chapter that you chose from Campbell is due or earlier.

Choose a different chapter in Ways of Seeing and read it. (Choose wisely, choose a new one each time.)

Reflect critically on that chapter and its insights in terms of your own life and your media consumption in relation to the assigned chapter in Media and Culture. Write your reflections as a reading review and share that with the class via blackboard.

Each Reading Review will be worth 5 points. 1 point will be given for demonstrating that you have read, understood, and/or developed critical insights on the Ways of Seeing chapter. 1 point will be given for demonstrating that you have read and understood the Media and Culture chapter. 1 point will be given for relating the readings to your personal experience and prior knowledge. 1 point will be given for using terms and concepts found in the Campbell book. Finally, 1 point will be given for proper punctuation, grammar, and presentation. The length should be 1000-1250 words per review. The reviews will be properly cited (failure to cite is plagiarism, and the review will receive a 0). Reviews will be posted in the Blackboard system's discussion system.

Participation

It is real, it can be 'in class' or in blackboard. You can get a 0, and you won't automatically get a 10. Participation is judged by quality of contributions to the discussion over the term of the semester. You can earn participation by commenting on other people's reading reviews.

Random Quizzes

I will be giving 5 quizzes in class, they will be worth 3 points. They are comprehensive in that they will cover what has been said up in class and in the textbooks up to the point in class in which they are given. (There are no makeup quizzes) (They do not cover the Berger book)

Midterm Exams

Each Midterm exam is worth 10 points of your final grade. Each Midterm

exam will 20 or more multiple choice questions. Midterm exams are cumulative. We will drop your first midterm grade if it is lower than the average of your other midterm grades and it will be replaced with the average of your other midterm grades.

Final Exam

The final exam is covers all materials (other than berger). The final is cumulative. The final will be 40 or more questions. The final is worth 20 points of your final grade. (There are no makeup exams, barring university approved excuses.)

Extra Credit

Extra credit will only be offered to everyone. There will be no cases where an individual is offered extra credit or any credit for special work that other members of the class could not also pursue. It will be offered. However, no one will be able to earn more than 5 points of extra credit in this class.

Expectations:

I expect you to respect each other. To do that you need to be prepared for class, to be present in class, and to have thought about what you might say before you say it.

I expect you to respect your predecessors. You should do justice to the contributions of others, the originators of ideas, and the material that they have created.

I expect you to conform to the norms of academia. I expect that you will perform at your highest level of competence, to pursue your own intellectual interests, to do as much work out of class as you can beyond the assignments, and to share that work with your peers. This requires you to be in class, on time, and awake (if you can't stay awake, you should miss class; if it becomes an issue, see a doctor).

Note Well:

Email: In email communication, always put COM103 in the subject.

I will attempt to respond to all email within 24 hours.

All official course communication must be sent to UIC addresses.

Note well:

You are going to be held accountable for all UIC policies and practices as appropriate. That includes the policy on academic integrity.

Note well:

Students with disabilities who require accommodation for access and/or participation in this course must be registered with the Office of Disability Services. (You need to have them contact me before you contact

me.)

Note well:

Mobile Phones, Pagers, or other 'noisy devices' must be turned off in class. If you have something in your life that is important enough that you must deal with it as soon as it happens, then please take care of that before or outside of class. Class time is for the class, not for personal business or emergencies.

Note well:

The lectures and discussions in this course do not cover the reading material directly. They add to and extend the reading material. You are responsible for reading the material even if we do not cover it in class.

Note well:

All Readings are to be read before the class in which they are assigned meets.

Week 1 1-14

M Class Introduction

W Lecture Read Campbell Ch. 1

F Lecture

Week 2 1-21

M MLK day No classes

W Lecture read Chapter 10

F Lecture

Week 3 1-28

M Lecture Read Chapter 8

W Lecture and Review

F Midterm Exam 1

Week 4 2-4

M Lecture Read Chapter 9

W Lecture Read Chapter 3

F Group Activity

Week 4 2-11

M Lecture Read chapter 4

W Lecture

F Group Activity

Week 5 2-18

M Lecture Read Chapter 7

W Decture and Review

F Midterm exam 2

Week 6 2-25

M Lecture Read Chapter 5

W Lecture and Discussion

F Group Activity

Week 7 3-3

M Lecture Read Chapter 6

W Lecture and Discussion

F Group Activity

Week 8 3-10

M Read Chapter 2

W Lecture and Review

F Midterm exam 3

Week 9 3-17

M Lecture Read Chapter 11

W Lecture and Discussion

F Class Canceled

Week Spring Break 3-24

Week 10 3-31

M Lecture Read Chapter 12
Last Day to turn in Reading Reviews

W Lecture and Discussion

F Group Activity

Week 11 4-7

M Lecture Read Chapter 13

W Lecture and Discussion

F Group Activity

Week 12 4-14

M Lecture Read Chapter 14

W Lecture and Review

F Midterm exam 4

Week 13 4-21

M Lecture Read Chapter 15

W Lecture and Discussion

F Group Activity

Week 14 4-28

M Lecture Read Chapter 16

W Lecture and Discussion

F Review for Final exam

Week 15 Final's Week