# MCJ 178: New MEDIA technologies

## INTrODUCTION TO COURSE AND INSTRUCTOR

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| **Semester FALL 2020** | **Program/Department California State University, Fresno** |
| **MCJ 178: New Media Technologies - ONLINE** | **Instructor Name:**  **Dr. Carey Higgins-Dobney** |
| **3 Units** | **Office Location: SA 140C, but this term you’ll find me on Zoom** |
| **Time: Digital Campus** | **E-Mail: redacted for online posting** |
| **Location: Digital Campus** | **Telephone: redacted for online posting** |
| **Website**  <https://fresnostate.instructure.com/courses/27601> | **Virtual Office Hours**  **Monday & Wednesday**  **10:30am-1pm** |

**Health Screening:** Students who come to campus for face-to-face classes will be required to complete a daily health screening which will include temperature checks. If you have experienced COVID-19 symptoms and/or have tested positive within the past 10 days; or if you have had close contact (less than 6 feet for longer than 15 minutes while unmasked) with a suspected or confirmed COVID-19 patient within the past 14 days, you are not allowed to come to campus.  Please complete the campus[online reporting form](https://fresnostate.co1.qualtrics.com/jfe/form/SV_3faIAsuC8CzuFjD?Q_FormSessionID=FS_UFJ902LXgDJbKeZ).  A campus official will reply to provide guidance and information.

**Safety Measures:**Consistent with the Governor’s order and updated state public-health guidelines, face masks or cloth face coverings are required to be worn in public spaces on-campus and during in-person classes to reduce possible exposure to COVID-19 and prevent the spread of the virus. Physical distancing must be practiced by maintaining 6 feet of distance between individuals. Good hygiene of hand washing for a minimum of 20 seconds or using hand sanitizer is required. Please avoid touching your face with unclean hands. Disposable face masks will be provided to anyone who arrives to campus without one.

Please see university website for the most updated information: [www.fresnostate.edu/coronavirus](http://www.fresnostate.edu/coronavirus)

**Course description**: Addresses the social, political, economic and philosophical implications of new media as well as the corporate, government and institutional forces that have shaped the new digital media landscape. Particular attention is given to uses of the technologies and the dynamic relationship linking technology, culture and social change. G.E. Integration ID.

**Course prerequisites:** Prerequisites: G.E. Foundation and Breadth Area D.

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## Required COURSE Materials

Open-access e-text [Understanding Media and Culture](https://open.lib.umn.edu/mediaandculture/), accessible via MERLOT. Chapter sections will be linked in Canvas for assignments.

Other readings, videos, and other media for assignments will also be provided in Canvas.

This is an online-only (“digital campus”) class. Access to Canvas for course materials, readings, videos, assignments, and rubrics is required. Students should also regularly check their mail.fresnostate.edu email and Canvas announcements for messages regarding this class. Most assignments will be completed and turned in via Canvas.

## COURSE DESCRIPTION

**Course goals**: The ultimate goal of this course is to provide students with the tools they need to be media literate. This includes being aware of how various media, both old and new, have developed over time; how media content has been shaped by several factors both within and outside the media industries; and how media messages have impacted the ways that communities understand and relate to each other. Particular attention will be paid to the role technology has played in every era. After taking this course, students should have the knowledge base and incentive to look critically at media messages and content creators across all platforms.

**Department Student Learning Outcomes (SLOs) for MCJ 178:**

SLO 1.1: Identify significant milestones in the history of mass media  
SLO 1.2: Evaluate the mass media’s role in society  
SLO 1.3: Explain media theories  
SLO 2.1: Demonstrate correct grammar, spelling and punctuation in written materials

**University Student Learning Outcomes (SLOs) GE Integration Area ID:**

SLO 1: Describe the inextricable connections among human social, political, cultural and economic institutions and behavior and employ the diverse methodologies used to examine them.

SLO 2: Discuss social science issues, human institutions and their interconnections from both a contemporary and historical perspective.

This is an upper division GE course, fulfilling requirement ID. You are required to write at least 2,000 words over the course of this class. 1,500 of these will come in the form of your final paper. The rest will occur over shorter discussions and reflections throughout term.

## G.E. ASSESSMENT

Freshmen and transfer students admitted to Fresno State for the first time in Fall 2018 are required to complete a GE Program ePortfolio.

The assignment you will submit for the ePortfolio in this class aligns with SLO 2: “Discuss social science issues, human institutions and their interconnections from both a contemporary and historical perspective.”

**The final paper is designated as this assignment this term. It is due Monday, December 14th at 11:59pm in Canvas.**

You have until the last day of finals week to submit the assignment to the GE Program ePortfolio, which is **December 17, 2020**.

The specific guidelines and grading rubric for this assignment are posted in Canvas.

## all assignments

There will be **6 short discussions, 3 short reflections, 1 introduction, 1 group project pitch, 1 group project, and 1 final paper** due this term. Due dates are posted in Canvas and in the syllabus below.

The specific guidelines and grading rubrics for all assignments, discussions, reflections, papers, and projects are posted in Canvas.

Multimedia elements (if used) will include instructions, links, and/or video tutorials.

Students should expect feedback on most reflections and discussions within a week unless otherwise notified. Midterm and final projects and papers may take up to 2 weeks.

For all reflections, discussions, and papers, proper spelling, punctuation, and grammar is required.

## Assignment Schedule

| **Due Date** | **Assignment** | **Points** |
| --- | --- | --- |
| Aug 21 | **Meet Your Peers**  Add a brief introduction to a slideshow linked in Canvas to introduce yourself to your fellow classmates. Comment on the slide above yours to start a conversation. | 35 points |
| Aug 28 | **The evolution of media discussion**  In Canvas, briefly (1 or 2 paragraphs) discuss thoughts on the evolution of media and whether new tech makes old tech obsolete and respond to a classmate’s post. | 50 points |
| Sept 4 | **Media effects reflection**  Write a 3-4 paragraph reflection explaining which theory/theories from the readings are most relevant/irrelevant to your media experiences. You may alternatively post about where the final reading fits within the theoretical framework of the previous readings. | 100 points |
| Sept 11 | **Print discussion**  In Canvas, briefly answer the question “What is the place of newspapers in today’s media world?” in a paragraph or two and respond to a classmate’s post. | 50 points |
| Sept 18 | **Radio sharing**  Share your audio listening favorites in a 3-5 paragraph post on where radio fits into your media diet. Or, if you prefer, you may record a short audio or video clip of your explanation instead of submitting text. | 100 points |
| Sept 25 | **Group project pitch**  Tell me what medium your group wants to concentrate on for the midterm project. | 15 points |
| Oct 2 | **Television discussion**  In Canvas, briefly answer the question “Is the impact of technology on tv programming different than what has happened to film?” in a paragraph or two and respond to a classmate’s post. | 50 points |
| Oct 9 | **Group Project: Did video kill the radio (or other medium) star?**  Groups of 4 will put together a multimedia presentation using class readings, personal experiences, and other sources to answer the “Did Video Kill the Radio (or other chosen medium) star?”   * 7-10 minutes per presentation, with voiceover and reference list. * Instructor will provide guidance, tutorials, and suggestions for putting together presentations using tools such as Google Slides, Zoom, or Adobe Spark. | 150 points |
| Oct 16 | **Peer project reflections**  Students will be individually assigned another group’s project to evaluate the impact on their understanding of the discussed topic.  1 page, double spaced, 12 point font, 1 inch margins | 50 points |
| Oct 23 | **Video games reflection**  Based on the readings, write a 3-5 paragraph reflection on the usefulness of video games and the impact of the critiques presented. Or, if you prefer, you may record a short audio or video clip of your explanation instead of submitting text. | 100 points |
| Nov 6 | **Mobile & social platforms discussion**  In Canvas, briefly answer “Of all of the internet-related things talked about in the last 2 weeks, what do you think has been most impactful on American society? What was most surprising to you?” in a paragraph or two and respond to a classmate’s post. | 50 points |
| Nov 13 | **Advertising & PR discussion**  In Canvas, briefly tell me about your favorite (good or bad) advertising or PR campaign. Identify which it is (ad or pr) and why it worked or failed so spectacularly that it stands out in your mind. Give me a couple of paragraphs in text, audio, or video and respond to a classmate’s post. | 50 points |
| Dec 4 | **Current topics in media discussion**  For this discussion, you, the student, will decide what the current topic of media should be, based on what is most pressing, current, or important at the time. Please include a link to an article, webpage, blog, video, podcast, etc. that illustrates your point. 1-2 paragraphs and respond to a classmate’s post. | 50 points |
| Dec 14 | **Final paper – GE Portfolio Assignment**  How digital technologies discussed in the second half of term has changed how we interact with the media we talked about in the first half of term, and consequently, with each other as members of society. Support your argument with examples from readings, videos, and other sources.   * Written in a document program (Word, Google Docs, etc.) and uploaded to Canvas and your GE Portfolio. * Approx. 1250 words (5 pages double-spaced) * 1-inch margins, 12 point font * Reference list (does not count towards the 1250 words) | 150 points |

**Points summary:**

MEET YOUR PEERS: 1 x 35 points = 35 points (3.5%)

DISCUSSIONS: 6 x 50 points = 300 points (30%)

REFLECTIONS/SHARINGS: 3 x 100 points = 300 points (30%)

PEER PROJECT REFLECTION: 1 x 50 points = 50 points (5%)

MIDTERM GROUP PROJECT PITCH: 1 X 15 points = 15 points (1.5%)

MIDTERM GROUP PROJECT: 1 x 150 points = 150 points (15%)

FINAL PAPER/GE PORTFOLIO ASSIGNMENT: 1 x 150 points = 150 points (15%)

TOTAL: 1000 points (100%)

**Grading Scale**

900 – 1000 Points = A

This is Excellent work. Performance of the student has demonstrated the highest level of competence, showing sustained superiority in meeting all stated course objectives and responsibilities and exhibiting a very high degree of intellectual initiative. Forward progress of student’s abilities has been demonstrated throughout the course.

800 – 899 Points = B

This is Very Good work. Performance of the student has demonstrated a high level of competence, showing sustained superiority in meeting all stated course objectives and responsibilities and exhibiting a high degree of intellectual initiative. Forward progress in student abilities has been demonstrated throughout much of the course.

700 - 799 Points = C

This is Satisfactory work. Performance of the student has demonstrated a satisfactory level of competence, showing an adequate level of understanding of course objectives, responsibilities, and comprehension of course intent. Forward progress of student abilities may be inconsistent throughout the course.

600 – 699 Points = D

This is Unsatisfactory work. Performance of the student has been unsatisfactory, showing inadequacy in meeting basic course objectives, responsibilities, and comprehension of course content. There is a lack in forward progress in student abilities in the course.

599 Points or less = F

This is Failing work. Performance of the student fails to meet course objectives. Work at this level does not meet requirements for credit toward a degree.

## Course Policies

This is an asynchronous online class. This means we are not meeting together as a class at any designated time or at any particular location. You are expected to complete all readings and assignments by their due dates and participate in discussions, reflections, papers, and one group project by the requested dates.

## late work

Unexcused late work automatically loses 10% in grade per day. **Please contact me as soon as possible if something arises that will prevent you from turning work in on time.** Stuff happens, particularly in COVID times, and I do try to be reasonable.

**Unplanned absences**

Late work may only be made up for documented excused absences. Unplanned student absences should be authorized when you have a short-term serious and compelling medical condition or when a death or serious illness in the immediate family (i.e., parent, spouse, sibling or child) prevents you from attending class. You are responsible for contacting the instructor as soon as possible after the missed class period and for providing documentation of the reason for the absence upon returning to class. Absences will be excused in accordance with [APM 232](http://www.fresnostate.edu/mapp/documents/apm/232.pdf). If your absence is authorized and make-up work is allowed, missed papers, tests, projects, and/or homework assignments should be made up within a week following the excused absence.

Students participating in a mandatory university activity during a class meeting must provide written notification from the coach, instructor or advisor explaining their absence. Special circumstances such as a funeral, jury duty, military service or medical procedure may make a student eligible to be excused by the professor.

If there are questions or concerns that you have about this course that you and I are not able to resolve, please feel free to contact the Chair of the department to discuss the matter: Professor Betsy Hays, Media, Communications & Journalism Department, [bhays@csufresno.edu](mailto:bhays@csufresno.edu), 559-278-2087.

## University Policies

As part of your participation in virtual/online instruction, please remember that the same student conduct rules that are used for in-person classrooms instruction also apply for virtual/online classrooms. Students are prohibited from any unauthorized recording, dissemination, or publication of any academic presentation, including any online classroom instruction, for any commercial purpose. In addition, students may not record or use virtual/ online instruction in any manner that would violate copyright law. Students are to use all online/virtual instruction exclusively for the educational purpose of the online class in which the instruction is being provided. Students may not re-record any online recordings or post any online recordings on any other format (e.g., electronic, video, social media, audio recording, web page, internet, hard paper copy, etc.) for any purpose without the explicit written permission of the faculty member providing the instruction. Exceptions for disability-related accommodations will be addressed by Services for Students with Disabilities (SSD) working in conjunction with the student and faculty member.

**Students with Disabilities:** Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

The following University polices can be found at:

* [Adding and Dropping Classes](http://fresnostate.edu/studentaffairs/registrar/registration/add-drop-deadlines.html)
* [Cheating and Plagiarism](http://www.fresnostate.edu/academics/facultyaffairs/documents/apm/235.pdf)
* [Computers](https://www.fresnostate.edu/catalog/academic-regulations/index.html#computerreq)
* [Copyright Policy](http://www.fresnostate.edu/home/about/copyright.html)
* [Disruptive Classroom Behavior](http://www.fresnostate.edu/academics/facultyaffairs/documents/apm/419.pdf)
* [Honor Code](http://fresnostate.edu/academics/facultyaffairs/documents/apm/236_000.pdf)
* [Students with Disabilities](http://fresnostate.edu/studentaffairs/ssd/)
* [Title IX](http://www.fresnostate.edu/adminserv/hr/title-ix/index.html)

**UNIVERSITY SERVICES**

The following University services can be found at:

* [Associated Students, Inc.](http://fresnostateasi.org/)
* [Dream Success Center](http://fresnostate.edu/studentaffairs/dsc/index.html)
* [Learning Center Information](http://fresnostate.edu/studentaffairs/lrc)
* [Student Health and Counseling Center](https://www.fresnostate.edu/studentaffairs/health/)
* [Writing Center](http://www.fresnostate.edu/artshum/writingcenter/)

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## Course Calendar

**Tentative Course Schedule**

**Fall 2020 – Digital Campus**

|  | **Date** | **Topic** | **Reading Assignment** | |
| --- | --- | --- | --- | --- |
| 1 | Wed., Aug 19 | Introductions & Meet Your Peers | **DUE:** Meet Your Peers Due 11:59pm Friday, August 21. | |
| 2 | Mon., Aug 24 | Week 1: What is media? | **READ:** [Media & Culture](https://open.lib.umn.edu/mediaandculture/chapter/1-1-media-and-culture/); [The evolution of media](https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/); [convergence](https://open.lib.umn.edu/mediaandculture/chapter/1-4-convergence/).  **DUE:** Discussion responses due 11:59pm Friday, August 28. | |
| 3 | Mon., Aug 31 | Week 2: The influence of media | **READ:** [Media effect theories](https://open.lib.umn.edu/mediaandculture/chapter/2-2-media-effects-theories/), [Persuasion Profiling](https://www.wired.com/2011/04/st-essay-persuasion-profiling/), and [Amazon in the news](https://www.theguardian.com/technology/2020/may/26/amazon-local-news-segments-pr-coronavirus)  **DUE:** Text reflection due in Canvas 11:59pm Friday, September 4. | |
|  | Mon., Sept 7 | **HOLIDAY – Labor Day** |  | |
| 4 | Wed., Sept 9 | Week 3: Print | **READ:** [Newspapers & Information Access](https://open.lib.umn.edu/mediaandculture/chapter/4-4-how-newspapers-control-the-publics-access-to-information-and-impact-american-pop-culture/) and [The state of the newspaper business today](https://www.niemanlab.org/2020/04/the-chances-of-another-newspaper-megamerger-just-went-up-mcclatchy-will-likely-go-up-for-bid/)  **DUE:** Reflection due 11:59pm Friday, September 11. | |
| 5 | Mon., Sept 14 | Week 4: Radio | **READ:** [The evolution of radio broadcasting](https://open.lib.umn.edu/mediaandculture/chapter/7-2-evolution-of-radio-broadcasting/); [radio’s impact on culture](https://open.lib.umn.edu/mediaandculture/chapter/7-4-radios-impact-on-culture/); [radio’s new future](https://open.lib.umn.edu/mediaandculture/chapter/7-5-radios-new-future/)  **DUE:** Text, audio, or video sharing due 11:59pm Friday, September 18. | |
| 6 | Mon., Sept 21 | Week 5: Film | **READ:** [The history of movies](https://open.lib.umn.edu/mediaandculture/chapter/8-2-the-history-of-movies/) and [Cinema vs streaming](https://www.reuters.com/article/us-film-theaters/cinema-vs-streaming-the-battle-over-when-and-where-you-can-see-movies-idUSKCN1RM13V)  **DUE:** Group project pitch due 11:59pm Friday, September 25. | |
| 7 | Mon., Sept 28 | Week 6: Television | **READ:** [When TV became art](https://nymag.com/arts/all/aughts/62513/) and [How has technology changed how we watch programming?](https://www.pewresearch.org/fact-tank/2017/09/13/about-6-in-10-young-adults-in-u-s-primarily-use-online-streaming-to-watch-tv/)  **DUE:** Discussion responses due 11:59pm Friday, October 2. | |
| 8 | Mon., Oct 5 | Week 7: work on midterm projects | **DUE:** GroupProject due Friday, October 9 at 11:59pm in Google Drive and/or a link in Canvas. | |
| 9 | Mon., Oct 12 | Week 8: Law & Ethics | **READ:** [Government regulation of media](https://open.lib.umn.edu/mediaandculture/chapter/15-2-government-regulation-of-media/); [The law and mass media messages](https://open.lib.umn.edu/mediaandculture/chapter/15-3-the-law-and-mass-media-messages/); [Ethics of mass media](https://open.lib.umn.edu/mediaandculture/chapter/14-1-ethics-of-mass-media/), [Ethical considerations of the online world](https://open.lib.umn.edu/mediaandculture/chapter/14-4-ethical-considerations-of-the-online-world/)  **DUE:** Peer project reflection of group projects due 11:59pm Friday, October 16. | |
| 10 | Mon., Oct 19 | Week 9: Video games | **READ:** [Impact of video games on culture](https://open.lib.umn.edu/mediaandculture/chapter/10-4-the-impact-of-video-games-on-culture/); [Controversial issues](https://open.lib.umn.edu/mediaandculture/chapter/10-5-controversial-issues/); [The very real benefits of online gaming](https://builtin.com/media-gaming/online-gaming-social-benefits); [Why Animal Crossing is the game for the Coronavirus moment](https://search-proquest-com.hmlproxy.lib.csufresno.edu/docview/2386749498/5699F095498647FCPQ/1?accountid=10349)  **DUE:** Reflection due 11:59pm Friday, October 23. | |
| 11 | Mon., Oct 26 | Week 10: Internet | **WATCH:** [How the web became a thing – The history of the internet part 2](https://www.youtube.com/watch?v=1CsPHKJWiw0) | |
| 12 | Mon., Nov 2 | Week 11: Mobile & social platforms | **WATCH:** [The data explosion – The history of the internet part 3](https://www.youtube.com/watch?v=eYkXD_cGUYU)  **DUE:** Discussion due 11:59pm Friday, November 6. | |
| 13 | Mon., Nov 9 | Week 12: Advertising & PR | **READ:** [Advertising](https://open.lib.umn.edu/mediaandculture/chapter/12-1-advertising-2/) and [PR](https://open.lib.umn.edu/mediaandculture/chapter/12-2-public-relations/)  **DUE:** Discussion due 11:59pm Friday, November 13. | |
| 14 | Mon., Nov 16 | Week 13: The business of media | **WATCH:** TBA | |
| 15 | Mon., Nov 23 | **Week 14: Thanksgiving break** | Enjoy your break! | |
| 16 | Mon., Nov 30 | Week 15: Current issues in the media | **STUDENTS** will determine what the important media issues of the day are and share through discussion.  **DUE:** Discussion due 11:59pm Friday, December 4. | |
| 19 | Mon., Dec 7 | Week 16: Work on final paper. | **DUE:** Final paper, which is also your GE Portfolio assignment, due 11:59pm Monday, December 14. | |
| **Finals week** | | | **Days** | **Dates** | |
| Final Exam Preparation & Faculty Consultation Days: | | | Thursday and Friday | Dec 10 – 11 | |
| Final Semester Examinations | | | Monday – Thursday | Dec 14 – 17 | |
| Final Exam in this course  **Final paper is due in Canvas 11:59pm Monday, December 14.**  **Don’t forget to upload to your GE portfolio by December 17!**  **Have a great winter break!** | | |  | Dec 14 | |

“*The course schedule is subject to change in the event of extenuating circumstances.”*