

Lecture: Tu/Th 12:30-1:45 p.m., CAC 202
Professor: Dr. Elizabeth Fakazis, CAC 327, lfakazis@uwsp.edu
Office Hours: Wednesdays noon to 1 p.m., and by appointment

About this course

This course will introduce you to major theories that you can use to analyze and better understand media images, messages, audiences, industries, and technologies. We will explore challenging questions such as: How have media texts and practices contribute to my sense of who I am and how I think about my social world? What is the relationship between media representations and existing social inequalities? How do audiences make meaning from and participate in media culture?

In this 100-level course, you will become familiar with major theories that you will use again in your upper-level media writing, theory, history, criticism AND production courses -- courses that will lead you to a more sophisticated understanding of these theories and that will give you ample opportunities to apply them to your own theoretical and creative work.

Course Learning Objectives

By the end of the course, you should be able to:

- Define theory and explain how we can use it to understand contemporary media and their role in social contexts
- Explain major media theories that help us understand media texts, audiences, and industries
- Apply these theories to analyze specific questions regarding contemporary media
- Think and write critically about contemporary media-related questions and problems

Division of Communication Learning Objectives for Communication Majors

- Communicate effectively using appropriate technologies for diverse audiences
- Plan, evaluate and conduct basic (quantitative and qualitative) communication research
- Use communication theories to understand and solve communication problems
- Apply historical communication perspectives to contemporary issues and practices
- Apply principles of ethical decision making in communication contexts

Required Readings

Weekly REQUIRED readings will be distributed through electronic reserve or in class.

These readings will include excerpts from media theory textbooks, such as *Understanding the Media* (Devereux, E., 3rd edition), *Media/Society* (David Croteau & William Hoynes, 5th edition), and *Media & Society* (Michael O'Shaughnessy & Jane Stadler, 6th edition). You will also be reading academic research articles that demonstrate how the theories we are discussing are being used to deepen, expand or challenge what we know about the roles of media in society and culture; and news stories that draw on media theories, usually in an implied rather than direct manner. Your readings will expand our class lectures and discussions, and they will be critical to your ability to engage productively and successfully with class lectures, discussions and exams.

Assignments and Grading

You will be evaluated on your performance on **three essay exams**, which will be designed to test your understanding of the course material (including readings, lecture, and discussion) AND your ability to apply what you've learned to specific media questions and problems.

Letter grades are assigned as follows:

94-100% = A	90-93% = A-	87-89% = B+	84-86% = B
80-83% = B-	77-79% = C+	74-76% = C	70-73% = C-
67-69% = D+	64-66% = D	60-63% = D-	

Course Policies

Attendance. The success of this course depends on your participation. Please arrive on time for each class, ready to contribute to class discussion and assignments. If you **MUST** miss class, please:

- Notify me in advance. In case of emergency, notify me as soon as possible.
- Arrange to get notes from a fellow student. Do **NOT** ask me what you missed!
- Arrange to have any work due that day turned in at the beginning of class.
- Understand that there will be **NO MAKE-UPS** for missed in-class assignments; you will be able to make up a missed exam **ONLY** if you have a documented excused absence for reasons of medical or other **emergencies**, such as a doctor's note, a funeral notice, or a police report of an accident; emergencies do **NOT** include family vacations, job obligations, car trouble, faulty alarms, etc.

Please turn off your cell phones. Use of cell phones, tablets, laptops or other technology is not permitted during class unless it is part of an assignment or a required assistive technology. If you need to use technology in class, please see me.

E-mail. You may e-mail me with questions, comments and concerns, or to set up an individual meeting. I check my e-mail regularly during the work week. Please allow 24 hours for response.

Plagiarism and ethics. All work produced for this class must be your own and must be produced for **THIS** course. If you use others' work, be sure to cite it appropriately (including information you get from print and digital sources). Plagiarism of any kind will result in a warning. A second offence may result in a final grade of "F" for the course. Also, please be sure to treat the classroom and everyone in it with respect – disagreements can be productive, but only if they are constructively and respectfully engaged.

Comm 106 Fall 2018 Working Schedule

This schedule lists topics and exams. REQUIRED readings will be distributed EVERY WEEK via electronic reserve or in class, as will writing and reading assignments designed to help you deepen your understanding of course material. (I may revise this schedule to meet the needs of the class).

Wk	Dates	Topic	Exams
1	Jan 22/24	Introduction	
2	Jan 29/31	Media Texts, Representation & Ideology	
3	Feb 5/7	Media Texts, Representation & Ideology	
4	Feb 12/14	Media Texts, Representation & Ideology	
5	Feb 19/21	Media Texts, Representation & Ideology	
6	Feb 26/28	Introduction to Audiences/Applying What You've Learned	Exam 1
7	Mar 5/7	Understanding Audiences	
8	Mar 12/14	Understanding Audiences	
9	Mar 19/21	BREAK BREAK BREAK BREAK BREAK BREAK	BREAK BREAK BREAK
10	Mar 26/28	Understanding Audiences	
11	Apr 2/4	Understanding Audiences	
12	Apr 9/11	Introducing Production: Regulation, Economy, Routine/Applying What You've Learned	Exam 2
13	Apr 16/18	Introducing Production: Regulation, Economy, Routine	
14	Apr 23/25	Introducing Production: Regulation, Economy, Routine	
15	Apr 30/May 2	Introducing Production: Regulation, Economy, Routine	
16	May 7/9	Introducing Production: Regulation, Economy, Routine	
17	Thur. May 16 12:30-2:30		Exam 3