

COURSE SYLLABUS

Comm 325
Spring Semester 2015

Professor Mark Tolstedt

Comm Arts Center #228

346-3920

mtolsted@uwsp.edu

Office Hours:

Tuesdays: 12:00PM-1:15PM

Course Description:

This course examines the regulatory structures and various rules and processes under which the media industries operate. Although this course looks at all the regulatory bodies and policies affecting **content** creation, distribution, and exhibition, special emphasis is placed on the relationship between the courts and federal, state, local, and industry regulatory bodies governing the content process.

This is an online class administered through two different sites: UWSP D2L and the McGraw-Hill SmartBook location for Pember, D. R. and Calvert, C. (2014). *Mass Media Law* 19th edition. New York: McGraw-Hill.

D2L is where you will take your unit examinations, complete the posting and discussion forum requirements, find and complete the crossword puzzles, deposit the written assignments, keep track of your point totals (grades)—through the gradebook, and ask questions. The SmartBook is where you will read the book and complete practice sessions.

I expect that excluding the discussion forums, all of the work you complete in/for this class is your own. This is an online class. I have office hours on Tuesdays from 12:00-1:15PM and will be available via phone and email during those hours. You can email me at any time and I will respond within 48 hours.

Course Objectives:

- to understand the basic legal principles applicable to producers of media content
- to understand regulatory relationships in, over and among media participants

Textbooks:

Pember, D. and Calvert, C. *CourseSmart eBook Online Access for Mass Media Law 19e*: McGraw-Hill: 2015.

To gain access to this book, you need purchase access from McGraw-Hill. Follow this link and use the Class name and student sign up code provided below.

<http://connect.mheducation.com/class/m-tolstedt-spring-2016>

You will need the following information for access:

Section: Spring 2016

Grading:

Grades for this course are based on student performance on a series of examinations, discussion forum activities, written assignments, and SmartBook engagement activity.

SmartBook engagement (readings and practice):

You are required to use the SmartBook for the 19th edition of Don Pember and Clay Calvert's Mass Media Law. I am using this as an engagement activity...as a guided reading. The SmartBook allows you to read through the material in which key portions/concepts/ideas have been highlighted. It also allows you to "practice" what you have learned by asking questions and guiding you through the answers. Each chapter has been assigned to a Unit with a specific due date. You must complete the readings and the practice sessions for each chapter by that date. The SmartBook allows me to monitor your progress with the chapter readings and practice. For this class, there are 48 points (3 per chapter) assigned to this--points will be subtracted accordingly, depending on your progress through the chapters. In other words, if you don't use the SmartBook, you will lose points.

The first Unit, including the chapter readings and practice sessions are to be done by February 12th. I strongly recommend that you spend some time on the looking at and learning how the SmartBook functions. There is a tutorial in the Help section. Open up the help function and work through the Preview, Read and Practice tutorials (these run about 3-4 minutes each). This is not a difficult task, but learning and understanding the interface might take a bit time.

In each chapter, you will find Preview---Read---Practice---Recharge options. The Preview sets up the chapter for you. Access the Read when you are ready to read the text. After you have read the chapter, access Practice and the questions/review session starts. Recharge allows you to go back and review

from a slightly different perspective. When you have finished working in each chapter, make certain to log out...this will preserve your completion percentages which I will be accessing and using to assign points per chapter earned.

I have set up the system with the expectation that each chapter will take between 45 and 60 minutes to read and each practice session should take another 30 minutes. If you are finding that it is taking significantly longer for you, please let me know and we can talk about the process.

A final note concerning the SmartBook assignments in this class. These activities are a precursor/set up for your unit examinations. Completing the Read and Practice for each chapter, will help you **significantly**; let me repeat that, significantly on the unit examinations.

Article Postings and Discussions:

In D2L, the class has been broken up into groups of 5. As a member of one of those groups you are to look through newspapers and newsmagazines (e-zines and "legitimate" blogs are OK) and find a story about a recent court decision or an event that concerns something discussed in Pember and post it to the discussion forum (by the date and time required) to share with the other members of your group. When you post it, you must comment on the article/story from the context of Pember's discussion on that topic. What does Pember say about the topic? How does your story/article compliment or contrast with Pember? If the story is about a current case, how will the courts rule? It is OK to cite page numbers. No two group members can post the same article, so when you log on to post your comments and attach the PDF, check to see if another group members has already posted that article and if they have, you need to find a different story/article.

When everyone in the group has posted, each of you must respond to/comment on/evaluate every other group members' posts...again, by the date and time required. Did they miss anything from Pember? How do the comments "fit" with other group member postings? Your comments need to be informed and articulate, based on the materials in Pember and your other group member's comments. If you post something like "great story... I liked it," you will not earn points for your comments.

To give you an idea of what I am expecting, there is a sample/example posted in the content area to D2L.

Rewrite Pember Assignment:

From the online postings and discussion, you are to "pretend" that you are Don Pember and Clay Calvert and rewrite a portion of the textbook. Take any one (1) of the articles/stories that were posted to your discussion topic and discussed by your peers, write it up as Pember and Calvert would and then add it to the Pember book.

To do this: open a word document and rekey the paragraph or two (possibly three or four) that the book devotes to the appropriate legal concept. Using a footnote, indicate what page(s) from the book you took the materials. Then write

in your materials as if you were Pember and Calvert updating a new addition. Make certain to cite your materials, as Pember and Calvert would. Save it as a

PDF and deposit in the Dropbox by the date and time required. This should be one to two pages, possible up to four pages in length. To give you an idea of what I am expecting, there is a sample/example posted in the content area to D2L.

Examinations:

There are four (4) examinations in the class. Each of the exams is open in D2L for one week, always opening and closing at 5PM (that is your deadline). You are allowed only 1 attempt on the exams. Once you start, you have 120 minutes to complete the exams.

The exam is comprised of multiple choice (MC), true-false (T/F), fill-in-the-blank, and essay questions. D2L will automatically grade the MC and T/F questions. I open the exams and manually grade the fill-in-the-blank and essay questions. I try to do this within 24 hours of the closing time. Please know that sometimes D2L will try to auto grade everything and mark answers wrong, even if they are correct. For example, if you were to write “federal communications commission” or “FCC” as an answer, both would be wrong. D2L is expecting “Federal Communications Commission”. **If this happens, don’t panic.** I do look at these when I manually grade the fill-in-the-blank and essay questions.

You can use the SmartBook when you take the exams (it is an open book exam—and the book has both an index and a glossary). However, you may NOT work together on the exams. The exams are set up to randomly distribute questions... so when you open the exam, a set of questions is randomly generated. When another student opens the exam, another set of questions is randomly generated of which, some may be the same but most will not (be the same).

Crossword Puzzles:

The crossword puzzles are an engagement activity that has two goals: first, to engage (make you dig a bit deeper into the content) you with the readings and second, to help you prepare for the D2L examinations for each chapter.

If you don’t read the required readings in the books, you won’t be able to adequately complete the puzzles! If you don’t complete the puzzles and deposit them into the appropriate DropBox in D2L, you won’t be able to take the D2L Unit examinations.

In the Content area of D2L, you will find a detailed document that instructs you how to complete the crossword puzzles.

Essay Questions Assignment:

The essay questions are designed for me to gauge your ability to apply the concepts presented in the textbook to a more current case.

You will NOT find the answers in the book. You will, however, find in the book the concepts necessary to answer the questions. Even though the questions are

based on content in the Pember book, you won't find the answers there: you will need to extrapolate from the readings in order to answer the questions. For example, you may be given a current/ongoing court case (not mentioned in Pember) and asked to predict how the case will be resolved, based on what the book says about the circumstances of this case to similar cases that are cited in Pember. The answers to the questions must be saved in a single word document and deposited in the Dropbox by the date and time due. You will find the questions posted in the Content Area of D2L.

Grading and Point Totals:

Unit work:

Examinations:	4@30	120
SmartBook engagement work:	16@3	48
Crossword Puzzles:	4@5	20
Article postings and discussions:	1@30	30
Posting w/ comments = 20		
Response to group = 10		
Rewrite Pember assignment:	1@35	35
Essay Questions Assignment:	1@25	25
Total:		278

Final grades will be determined on the following scale:

95%+	=	A	264-278
94%	=	A-	261-263
93%	=	B+	259-260
87%-92%	=	B	242-258
86%	=	B-	239-241
85%	=	C+	236-238
77%-84%	=	C	214-235
76%	=	C-	211-213
75%	=	D+	209-210
71%-74%	=	D	197-208
0%-70%	=	F	0-196

Other Relevant Information:

I will be using email to contact you individually as needed. I will be posting updates and other information to the news item area of the D2L site for this class on a regular basis. It is expected that you monitor this class on a regular, if not daily, basis.

Dates due are deadlines.

-The discussion forum activities are based on group participation... I will not allow any extensions to the deadlines for postings because the rest of the group is dependent upon your work to be there when required.

-The online exams are scheduled to open one full week before the due date and time. Once you start the exam, you will have a full 120 minutes to complete... but you are allowed only 1 attempt. The exams will not be available until you have deposited the crossword puzzle in the DropBox. I will allow you to reschedule the date and time ONLY for reasons related to a death in the family, a conflict with another university activity, or a significant illness. In all cases, you must inform me in a timely fashion, in advance of the schedule exam. Please note: I may very well refuse to allow you to reschedule the date and/or time.

Academic dishonesty: Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them. You will find a statement of my views on plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty. YOUR WORK HAS TO BE YOUR OWN.

Community Bill of Rights and Responsibilities

UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to success, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP.

Read more here: <http://>

www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here:

<http://www.uwsp.edu/stuaffairs/>

[Documents/RlghtsRespons/SRR-2010/rightsChap14.pdf](http://www.uwsp.edu/stuaffairs/Documents/RlghtsRespons/SRR-2010/rightsChap14.pdf)

Assistive Accommodations

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities.

For more information about UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also

find more information here: <http://www4.uwsp.edu/special/disability/>

FERPA Disclaimer

This course requires posting of work online, which is viewable only by your classmates. None of the work submitted online will be shared publicly. Your academic records (grades, student IDs, and personal identification information) will not be shared by the instructor of this course. Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. If you elect to not participate in these online assignments due to confidentiality concerns then an alternate assignment will be offered to you.

Netiquette

Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.

--The following netiquette tips will enhance the learning experience for everyone in the course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
- Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.

- Keep an “open-mind” and be willing to express even your minority opinion. Minority opinions have to be respected.
- Think and edit before you push the “Send” button.
- Do not hesitate to ask for feedback.
- Using humor is acceptable

Comm 325 Pember and Calvert Units:

Unit 1: The Legal System and the First Amendment

Chapter 1, Chapter 2, Chapter 3

Unit 2: Tort Law

Chapter 4, Chapter 5, Chapter 6, Chapter 7, Chapter 8

Unit 3: Press Freedom and the Law

Chapter 9, Chapter 10, Chapter 11, Chapter 12

Unit 4: Regulatory and Legal Issue for Media

Chapter 13, Chapter 14, Chapter 15, Chapter 16

Course Schedule:

Note: when a particular unit is due, you must have: completed the SmartBook Practice sessions for each of the chapters in that Unit; completed the Crossword Puzzle for that Unit; completed the D2L examination that Unit. Remember, the exam will not be available to you until you deposit the crossword puzzle in the DropBox.

Monday, January 25th:

Tuesday, January 26th:

Wednesday, January 27th:

Thursday, January 28th:

Friday, January 29th:

Week 2:

Monday, February 1st:

Tuesday, February 2nd:

Wednesday, February 3rd:

Thursday, February 4th:

Friday, February 5th:

Week 3:

Monday, February 8th:

Tuesday, February 9th:

Wednesday, February 10th:

Thursday, February 11th:

Friday, February 12th:

Purchase SMARTBOOK Access

work through the SMARTBOOK Help function

ACCESS to SMARTBOOK Required by 5PM

UNIT 1 materials due by 5PM

**Crossword puzzles, SmartBook Practice Sessions
for every chapter, D2L examination**

Week 4:

Monday, February 15th:

**Group Discussion Forum Opens: Logon and
introduce yourself**

Tuesday, February 16th:

Wednesday, February 17th:

Thursday, February 18th:

Friday, February 19th:

Week 5:

Monday, February 22nd:

Tuesday, February 23rd:

Wednesday, February 24th:

Thursday, February 25th:

Friday, February 26th:

Week 6:

Monday, February 29th:

Tuesday, March 1st:

Wednesday, March 2nd:

Thursday, March 3rd:

Friday, March 4th:

UNIT 2 materials due by 5PM

Crossword puzzles, SmartBook Practice Sessions
for every chapter, D2L examination

Week 7:

Monday, March 7th:

Story Posting to Group Discussion with Posting
Comments due by 5PM

Tuesday, March 8th:

Wednesday, March 9th:

Thursday, March 10th:

Friday, March 11th:

Week 8:

Monday, March 14th:

Responding Comments to All Stories Posted to
Group Discussion due in Forum by 5PM

Tuesday, March 15th:

Wednesday, March 16th:

Thursday, March 17th:

Friday, March 18th:

Week 9:

Monday, March 28th:

Tuesday, March 29th:

Wednesday, March 30th:

Thursday, March 31st:

Friday, April 1st:

Week 10:

Monday, April 4th:

Tuesday, April 5th:

Wednesday, April 6th:

Thursday, April 7th:

Friday, April 8th:

UNIT 3 materials due by 5PM

Crossword puzzles, SmartBook Practice Sessions
for every chapter, D2L examination

Week 11:

Monday, April 11th:

Tuesday, April 12th:

Wednesday, April 13th:

Thursday, April 14th:

Friday, April 15th:

Week 12:

Monday, April 18th:

Tuesday, April 19th:

Wednesday, April 20th:

Thursday, April 21st:

Friday, April 22nd:

Rewrite Pember Assignment Due in DropBox by 5PM

Week 13:

Monday, April 25th:

Tuesday, April 26th:

Wednesday, April 27th:

Thursday, April 28th:

Friday, April 29th:

Week 14:

Monday, May 2nd:

Tuesday, May 3rd:

Wednesday, May 4th:

Thursday, May 5th:

Friday, May 6th:

UNIT 4 materials due by 5PM
Crossword puzzles, SmartBook Practice Sessions
for every chapter, D2L examination

Week 15:

Monday, May 9th:

Tuesday, May 10th:

Wednesday, May 11th:

Thursday, May 12:

Essay Question Assignment Due in DropBox by 5PM

Plagiarism

A major problem facing both professors and students is the practice of plagiarism, which is defined as “the deliberate or accidental use of ideas, research, or words of another person without fully attributing them to their original sources.” As a student in this course, it is your responsibility to know what constitutes plagiarism. A student who plagiarizes work in my class will receive a failing grade for that assignment, possibly for the course and may be subject to additional academic misconduct sanctions.

The following paragraph offers advice on paraphrasing, a major aspect of plagiarism: Clearly attribute ideas that you have paraphrased to their authors, both directly in your text and by providing reference citations. Do not try to paraphrase by changing just a few of the author’s words (that’s plagiarizing): paraphrasing involves substantial change in the order of words and ideas, usually to condense them. Paraphrasing, in other words, involves putting someone else’s thoughts into your own words, not just rearranging the words and ideas or combining, but shortening, someone else’s sentences. To avoid unintentionally writing a plagiaristic paraphrase, carefully mark the notes that you take on your references where you use exact or nearly exact, words of the source.

The following guidelines are offered as additional hints on what plagiarism is:

- Every paper or report submitted for credit is accepted as the student’s own work. It may not, therefore, have been composed, wholly or partially, by another person.
- The wording of a student’s paper is taken as his or her own. Thus he or she may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper or another student’s paper or notebook, or any other written or printed source (including speeches, WWW sites, news reports, etc.). Direct quotes or ideas from outside sources may be used, but they must be properly cited. Thus, do not simply change a few words within a sentence from a source, put it in your paper, and drop a footnote by it without using quotation marks. Doing so represents the sentence as your own, when it is not, and this is plagiarism!
- As a student, you may incorporate in your paper ideas that have arisen from discussion or lectures when you incorporated these ideas into your own thinking. However, be careful to either cite properly the source of the ideas or cite other sources that reinforce the ideas you are using.
- You may, as a part of the good writing process, give your work to someone else for suggestions. However, having someone else totally correct and revise your work constitutes that person’s work, not your own, and thus constitutes plagiarism.
- You may of course submit a paper to be typed by another person, provided that typist has not sought to change the wording, ideas, organization, or any significant aspect of the paper in any way. If you submit such a paper, be sure to proofread carefully.
- No paper may be submitted for credit that has been or is being used to fulfill the requirements of another course, in whatever department, unless permission to coordinate work has been granted by both professors.
- Students in my courses are expected to utilize the APA stylebook, which provides guidelines for proper citation.