

**BCA210: Survey of Mass Media
Fall 2020 Course Syllabus**

Sections & Times	22382753: TTH 10:00–11:30
Credits	4
Place	Moore Hall 101
Instructor	Dr. Trevor Diehl diehl1th@cmich.edu Office hours: Virtual hours only this semester: M/W 1-2pm or by Appointment; Moore 313 Office phone: 989-774-3973

Course Description

Today we find ourselves immersed in mass media, mobile phones and information technology. These experiences influence how we think about, and ultimately participate in the world around us. But this phenomenon is not new. Media technology has shaped human communication practices since early antiquity. As the technology that transmits messages to mass audiences became faster and more efficient, its power increased exponentially. Mass media played an important role in the history of modern society, shaping our political, economic, legal, and social worlds. This course provides an examination of the history of major revolutions in mass media and their impact on society at large. It will discuss the most significant events in communication history, including the development of technology, the media industry, and its influence on society.

We cannot cover every major event in recent history. Nor can we argue that media has some direct, causal influence on past developments. We are also limited by the narrow perspectives that history is drawn from. Ultimately, we can only cover the basics in one semester. The goal of this class is to help you personally connect to media history and help you better understand how your experiences today relate to the past.

Prerequisite

None

Required Reading:

Kovarik, Bill. (2016). *Revolutions in Communication: Media History from Gutenberg to the Digital Age 2nd Edition*. New York, NY: Bloomsbury Press.

Streitmatter, Rodger (2016). *Mightier Than the Sword-How the News Media Have Shaped American History 4th Edition*. Boulder, CO: Westview Press.

Additional reading assignments will be provided as needed by the instructor. See the course schedule for details.

Resource website for the book, includes alternate lecture slides and study guides:
<http://www.revolutionsincommunication.com/>

Learning Outcomes

1. Describe key issues and events in the history of mass media.
2. Articulate historical connections between information technology and cultural and political life.
3. Demonstrate an understanding of how media have influenced free expression, identity, and social power.
4. Engage diverse perspectives in media history, particular how media has either re-enforced or ameliorated inequalities in terms of gender, race, and class.
5. Critically reflect upon your own relationship with mass media.

Hybrid Course Structure: Virtual Classroom with Online & In-Person Options

Due to the size of the class, as well as space limitations on campus, students will NOT be able to attend in-person classes on a regular basis. This course will follow a Hybrid instruction mode that combines face-to-face learning (with the ability to stream classes remotely) with self-paced online components. To ensure social-distancing guidelines for the room only 20 students can attend the in-person sessions.

Before the semester begins, you will be assigned to one of five (5) groups. On weeks your group is scheduled, you will have the option to attend in-person for that session. *Plan on also completing an online-only component every week.*

Our meetings will be a mix of lecture, discussion of readings, short videos and written responses. In order to get the most out of class discussion, all the readings and assignments for a particular class should be finished before that meeting.

Resource Requirements

All students taking this course will need a CMU user ID/password and access to a computer with reliable access to Blackboard and WebEx and/or Microsoft Teams. Students should also have access to OneDrive, or a personal flash drive for saving in-class assignment files, etc.

Attendance

Students are expected to regularly attend class. Students are responsible for all coursework, regardless of attendance. If you miss a class, excused or not, you are still responsible for the material covered that day. Makeup exams and quizzes will not be granted except in exceptional, documented circumstances.

All documents for excused absences must be submitted within two (2) weeks of the date of the absence. Documentation turned in after that deadline may not be accepted.

Course Assignments and Workload

1) *Two historical reflection essays (40%):* There will be two essays (750-1,250 words) designed to help you interrogate the course material and personally connect with an era in media history. Details will be posted on Blackboard.

2) *Weekly discussion prompts (10%):* You will be occasionally asked to write a short (200 word) responses that engage that week's material. Due dates and details will be posted on Blackboard.

3) *Quizzes (10%):* Quizzes will be randomly assigned throughout the semester. These are designed to keep you present and prime your brain for that week's material.

4) *Exams (40%)*: There will be two exams proctored online via Blackboard. A midterm around the middle of the semester (15%) and an end of the semester exam (25%). Everything covered in and out of class could potentially show up on an exam (lectures, readings, videos, online material etc.).

Grading

A total of 1,000 points are available. Each essay, quiz, or blog post will have an assigned number of points that will be used in the calculation of the final percent grade.

Grading Scale for final grades:

A 100 - 93.50%	A- 93.49 - 89.50%	B+ 89.49 - 86.50%
B 86.49 - 83.50%	B- 83.49 - 79.50%	C+ 79.49 - 76.50%
C 76.49 - 73.50%	C- 73.49 - 69.50%	E 59.49 - 0%

Late Work/Missed Assignments

Most work cannot be late because the class meeting for that week depends on your contribution. In general, you will lose one letter grade per day if you fail to turn in an assignment when due (e.g. an 'A' paper will automatically become a 'B' paper). **I will not grade any assignment more than 7 days late. Make-ups will not be allowed for quizzes and exams except in cases of documented and exceptional circumstances.**

Incomplete Policy

Incomplete grades will only be given in cases where a student is unable to complete or attend the class. In such cases, the decision of the instructor is based solely on written, verifiable documentation submitted well in advance of the final exam/project due date. Acceptability of documentation/verification is left to the instructor's discretion. It is also the student's responsibility to file for incomplete status.

BCA & CMU Policies

COVID-19 University Requirements

Face coverings, such as masks, and social distancing (6 feet apart) are required in all buildings and classrooms ([CMU's policy on face coverings](#)). Students who have forgotten their face coverings may obtain a disposable mask from one of the 40 vending areas on campus. Vending machine locations are available on the [Fired Up for Fall website](#). The evidence is clear that [face coverings are a crucial part of keeping coronavirus at bay](#) and [support the university's commitment to providing all members of its community with a safe, healthy, caring, and supportive environment](#). Masks should cover the entire nose and mouth, per guidelines from the Centers for Disease Control (<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-to-wear-cloth-face-coverings.html>). Students whose unique and individual circumstances require an alternative face covering, as indicated by a medical condition may request one. To request an alternative, students should [contact Student Disability Services \(SDS\)](#). Refusing to wear a mask in any building or classroom without an accommodation letter from Student Disability Services is a violation of university regulations ([section 3.2.31 of the Student Code of Conduct](#)) and exposes the student to possible sanction for not adhering to university regulations. Refusing to maintain social distancing guidelines also violates the same university regulations. Students not adhering to the policy on face coverings or social distancing will be asked to leave the classroom and the building. In addition, faculty and/or staff may file a report with the Office of Student Conduct.

Students with Disabilities

Central Michigan University provides students with disabilities reasonable accommodations to participate in educational programs, activities, or services. Students with disabilities who require accommodation to participate in class activities or meet course requirements should contact the instructor as soon as possible so that arrangements can be made. Students with disabilities requiring accommodation to participate in class activities or meet course requirements must first register with the Office of Student Disability Services (120 Park Library, telephone 774-3018; TDD 774-2586). Reasonable accommodations will be determined on a case-by-case basis.

Policy on Academic Integrity

On May 5, 2009, the Central Michigan University Academic Senate approved the Policy on Academic Integrity, which applies to all university students. Copies are available on the CMU website at: <https://www.cmich.edu/AcademicSenate>; or in the Academic Senate Office in Ronan 280. All academic work is expected to follow these policies. This includes practices related to plagiarism and proper citation. **Course work that directly copies or presents the work of others without clear attribution will receive an automatic zero on the first offense, and a final grade of 'E' on the second offense. Cite your sources, period.**

School of BCA Policy on Classroom Civility

All CMU students are expected to comply fully with the Responsibilities of Students, as stated in the CMU Code of Student Rights, Responsibilities and Disciplinary Procedures, available online at: <https://www.cmich.edu/ess/studentaffairs/Pages/Student-Rights.aspx>

School of BCA Policy on Class Absences

Absences for which the student is requesting special accommodation must be requested in advance and in writing. These absences may adversely impact the student's grade.

Intellectual Property Protection Statement

In order to protect the intellectual property interests of the instructor, the privacy interests of student members of the class, and to encourage an open and fair exposition of all student views in the classroom without fear that student views expressed will be recorded and possibly posted in another forum, recording of classroom lectures and conversations is not permissible without the express, prior written consent of the instructor. Unauthorized recording of classroom activity shall be considered a violation of the CMU Student Code of Rights, Responsibilities and Disciplinary Procedures.

BCA 210 Course Schedule: Topics and Readings

****Note: Subject to Change****

Updated 8-14-2020

Week of	Topics & Readings	In-Person Group
Aug. 18	Course Introduction & Key Concepts <i>*Read: Revolutions: Introduction (pp. 1-16)</i>	1
Aug. 25	Media Landscape Today	2
Sept. 1	Printing Revolution Text to Print in the pre-Enlightenment Era <i>*Read: Revolutions: Part 1 Introduction & CH1 (pp. 17-45); Mightier: CH1</i> Print from the American Revolution to Civil War <i>*Read: Revolutions: CH 1 (pp. 45- 66); Mightier: CH2 & 7</i>	3
Sept. 8	Industrial Revolution Politics of the Penny Press <i>*Read: Revolutions: CH 2 (pp. 67-111); Mightier CH 4</i> Magazines, Muckraking, and Voting Reform <i>*Read: Mightier: CH 3 & 6</i>	4
Sept. 15	Visual and Electronic Telecommunications Revolution Visual Communication and Photography <i>*Read: Revolutions: Part 2 Introduction & CH 4 (pp.139-179)</i> Cinema <i>*Read: Revolutions: CH 5</i>	5
Sept. 22	Telegraph, Telephone and Broadcast Networks <i>*Read: Revolutions Part 3 Introduction & CH 7 (pp. 249-274)</i> Radio	1

	<i>*Read: Revolutions CH 8; Mightier CH 8</i>	
Sept. 29	Television and Popular Culture	2
	<i>*Read: Revolutions CH 9; TBD</i>	
Oct. 6	Mid-term Exam Week	--
Oct. 13	Battle for the Minds of the Masses	3
	Propaganda and the World Wars	
	<i>*Read: Revolutions CH3 (pp. 111-127); Mightier CH5 & 9</i>	
	Advertising and the Public Relations Industry	
	<i>*Read: Revolutions CH6; Mightier CH5 & 9</i>	
Oct. 20	Modern Journalism	4
	Part 1: Vietnam and Watergate as the High-Water Mark of the Prestige Press	
	<i>*Read: Revolutions: CH3 (pp. 127-138); Mightier CH12 & 13</i>	
	Part 2: Cable TV Revolution, the New Partisan Press, and Economic Upheaval	
	<i>*Read: Revolutions: CH3 (pp. 127-138); Mightier CH14; TBD</i>	
Oct. 27	Digital Communication Revolution	5
	Internet and Web 1.0	
	<i>*Read: Revolutions: Introduction to Part 4 & CH10 & 11 (pp. 343-404)</i>	
Nov. 3	Social Media and Web 2.0	--
	<i>*Read: TBD</i>	
Nov. 10	First Amendment and Contemporary Legal Issues	--
	<i>*Read: Mightier CH16; TBD</i>	
Nov. 17	Review and Finals Prep	--
Nov. 20	Final	