



**Course** ISSS 4V86 Media and Society  
**Professor** Yuki Watanabe  
**Term** Spring 2008  
**Meetings** TBA

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### Professor's Contact Information

**Office Phone** TBA  
**Other Phone** TBA  
**Office Location** TBA  
**Email Address** yukiw@utdallas.edu  
**Office Hours** TBA  
**Other Information** Please address all e-mail correspondence to the address above. I do not read WebCT e-mails.

### General Course Information

**Pre-requisites, Co-requisites, & other restrictions** None

#### Course Description

This course will focus on the role of the mass media in contemporary society. Relying on the rich interplay of broad-based theory and case studies presented in Croteau and Hoynes (2000), the course emphasizes how social structure can be permanently affected by the very mass media events it makes possible. The course will take an integrated approach to studying mass media of various types and explore different dimensions of the media process (e.g., content production and audiences) as well as different types of media, (e.g., film, music, news, television, books, and the Internet). At one level, we will proceed *inductively* by regularly surveying newspaper-magazine-scholarly articles, profiles and reviews pertinent to the contemporary media marketplace. At the same time, we will operate *deductively* by simultaneously considering the concepts and theories presented in our text, *Media/Society*.

#### Learning Outcomes

After completing the course students should be able to demonstrate their understanding of interaction among different organizations and institutions involved in production and consumption of mass media texts and be able to critically analyze the content of them

#### Required Texts & Materials

David Croteau, and William Hoynes. Media/Society: Industries, Images, and Audiences. Third Edition. Thousand Oaks, CA: Pine Forge Press, 2002. (Paper) ISBN 0-7619-8773

#### Suggested Texts, Readings, & Materials

## Academic Calendar

Week	Topics and Reading Assignments
1/7 (M)	Introduction, Media Background Questionnaire Chapter 1 Media and Social Background
1/9 (W)	Chapter 1; Media and Social World
1/14 (M)	Chapter 2; The Economics of Media Industry—Media Ownership
1/16 (W), 23 (W)	Chapter 2; The Economics of Media Industry—Mass Media for Profit
1/28 (M)	<b>Quiz I</b> , Chapter 3: Political Influence on Media
1/30 (W)	Chapter 3; Political Influence on Media
2/4 (M)	Chapter 4; Media Organizations and Professionals
2/6 (W)	Chapter 4; Media Organization and Professionals—Guest Speaker
2/11 (M)	<b>Quiz II</b> , Chapter 5: Media and Ideology--Introduction
2/13 (W)	Chapter 5: Media and Ideology—Case of Commercials
2/18 (M)	<b>Media Report I due</b> , Chapter 5: Media and Ideology—Case of Game Shows and Reality Shows
2/20 (W)	Chapter 5; Media and Ideology—Masculinity and Action/adventure Films
2/25 (M)	Chapter 5: Media and Ideology—Femininity and Soap Opera
2/27 (W)	<b>Mid-term</b>
3/3 (M), 3/5 (W)	Chapter 6; Social Inequality and Media Representation—Crime Shows and Construction of Reality
3/17 (M), 19 (W)	Chapter 6; Social Representation—Sitcoms and Social Class
3/24 (M), 26 (W)	Chapter 7: Media Influence and the Political World
3/31 (M)	<b>Media Report II due</b> , Chapter 7: Media Influence and the Political World—Guest Speaker
4/2(W)	<b>Quiz III</b> , Chapter 8; Active Audience and the Construction of Meaning
4/7 (M)	Chapter 8; Active Audience and the Construction of Meaning
4/9 (W)	Chapter 9; Media Technology and Social Change
4/14(M)	Chapter 9; Media technology and Social Change
4/16 (W)	Chapter 10; Globalization and the Future
4/21 (M)	<b>Research Project due, Student Presentations</b>
4/23 (W)	<b>Student Presentations</b>
TBA	<b>Final</b>

<b>Grading (credit)</b>	10% Attendance and class participation (including WebCT discussion)
<b>Criteria</b>	20% Quizzes
	20% Media Reports

	20% Project 40% Exams 90-100=A, 80-89=B, 70-79=C, 60-69=D (some pluses and minuses if you are on the border line)
<b>Make-up Exams</b>	<b>N/A</b>
<b>Extra Credit</b>	<b>TBA</b>
<b>Late Work</b>	<b>No late work will be accepted</b>
<b>Homework: Workbook./Laboratory Manual</b>	You are strongly encouraged to work on all the Workbook/Laboratory Manual questions that correspond to the grammatical patterns introduced in class. You can download audio files for Laboratory Manual from WebCT. Some questions are optional but you have to do designated questions as homework and turn them in on due dates. For details, see the attached.
<b>Class Attendance</b>	Attendance and participation in class discussion is expected and will be monitored throughout the semester.
<b>Course Conduct, Requirements, and Expectations</b>	<ol style="list-style-type: none"> <li>1. You are expected to use classroom time effectively by coming prepared to work. Please complete the reading assignments by the assigned time.</li> <li>2. You are expected to actively participate in in-class activities as well as discussions on WebCT. <ol style="list-style-type: none"> <li>1. You should devote attention to different media outlets throughout the semester. Try to be critical and observant to media products you consume. For example, try to think why you watch TV just to “relax.”</li> <li>2. There are a number of videos we will incorporate in this class. These presentations will only be shown in class during our course lecture time. You need to come to class to see these materials. <i>Videos will not be lent out!</i></li> <li>3. I will quiz you from time to time with or without advanced warning. If I collect in-class written work, I will assign points that will count positively toward your final point total. <b>No make-up for a missed quiz will be given.</b> The lowest score of your quizzes will be dropped when determining your final point total.</li> <li>4. All written work must be typed and double-spaced. All pages must be numbered. Pages must be proofread and neatly corrected. Unless otherwise directed, papers should be stapled rather than inserted into any type of folder. Papers are due at the beginning of the class period, and penalties are assessed from that point.</li> <li>5. Students are expected to use citations extensively in papers, reports and exams. Do not quote from or use ideas from any published source without citation. The most common form of plagiarism is when students quote from sources without putting quotation marks around the quoted passage. It is illegal to just change one or two words from a passage and present it as your own writing even if you give</li> </ol> </li> </ol>

	<p>a citation. Violations will result in immediate disciplinary action. Detailed explanations of the university policy are found within the university catalogue.</p> <p>6. You are expected to check announcements posted on the course WebCT.</p>
<b>Field Trip Policies</b>	N/A
<b>Student Conduct and Discipline</b>	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
<b>Academic Integrity</b>	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
<b>Email Use</b>	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in</p>

	<p>the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
<b>Withdrawal from Class</b>	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
<b>Student Grievance Procedures</b>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<b>Incomplete Grades</b>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of <b>F</b>.</p>
<b>Disability Services</b>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is:  The University of Texas at Dallas, SU 22  PO Box 830688  Richardson, Texas 75083-0688  (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For</p>

	<p>example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<b>Religious Holy Days</b>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
<b>Off-Campus Instruction and Course Activities</b>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at <a href="http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm">http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm</a>. Additional information is available from the office of the school dean.</p>

***These descriptions and timelines are subject to change at the discretion of the Professor.***