

COURSE SYLLABUS

COJO 1101

Trending Now: Media Literacy in the 21st Century

Fall 2015

TR 11 a.m. – 12:15 p.m.

History Building, Room 155

Instructor: Dr. Landreville

E-mail: klandrev@uwyo.edu

Office Hours: Tuesday and Thursday 9:15 a.m. to 10:45 a.m. in 425 Ross Hall

And by appointment

*You're welcome to drop by my office anytime as well. I'm frequently in my office from 9 a.m. to 4:30 p.m. If I'm available, I will meet. If I'm busy, you will be asked to schedule an appointment.

Office Phone: 307-314-9090

This course fulfills the First-Year Seminar (FYS) requirement of the 2015 University Studies Program.

Course Description

What happens when we post that Facebook status update? How does our taste in music impact us? Does it matter that we go to BuzzFeed and HuffPost for our news? Is Fox News really biased? Who should decide what books are banned from the library? Is it rude to take out your smartphone and multitask during class or at lunch with a friend? All of these questions address the ethical implications of media in today's society. In this FYS course, we will become "media literate" through watching videos, writing blog posts, listening to music, viewing advertisements, reading magazine and news articles, and engaging in class discussions about these topics. Students will critically examine media messages and explore relevant media issues. Topics may include: media stereotypes, online privacy and social media, book banning in schools, media and body image, digital multitasking, and infotainment. As an FYS course, we will focus on creating a learning community based on active learning and collaboration. We will also explore and develop skills to enhance students' future educational experience and success.

First-Year Seminar Course Goals (Student Learning Outcomes, SLOs)

1. Access diverse information through focused research, active discussion, and collaboration with peers.
2. Separate facts from inferences and relevant from irrelevant information, and explain the limitations of information.
3. Evaluate the credibility, accuracy, and reliability of conclusions drawn from information.
4. Recognize and synthesize multiple perspectives to develop innovative viewpoints.
5. Analyze one's own and others' assumptions and evaluate the relevance of contexts when presenting a position.
6. Communicate ideas in writing using appropriate documentation.

Other Course Goals

1. Guide students in exploring a network of social, professional, and academic connections that last throughout college.
2. Help students gain a foothold in the academic environment of the university and learn key college skills (time management, critical reading, note-taking, exam preparation, goal setting, etc.)
3. Develop confidence in oral communication skills
4. Develop a healthy dose of skepticism about media
5. Inspire curiosity and love of learning about media

Textbook

“Media Literacy” (7th Edition) by W. James Potter. ISBN: 978-1-4833-0667-4.

- Available at the University of Wyoming Bookstore
- Available to buy at many online retailers for about \$50
- Available for rent on Chegg.com for about \$27

Technology Expectations

- A functioning UW Student Account
- Access to email and WyoWeb/WyoCourses on a daily basis
- For student assistance regarding use of WyoCourses:
Go to HELP (upper right of screen), then SEARCH THE CANVAS GUIDES, then CANVAS STUDENT QUICKSTART GUIDE OR...Email wyocourses@uwyo.edu and be sure to include your name, course with section number, and a clear explanation of the problem.
- For the media issue research project, teams will use WordPress blogs to share their information and report. We will go over how to use WordPress later in the semester.

Grading Scale

<u>Letter Grade</u>	<u>Grade Points</u>	<u>Definition</u>
A	4.0	Exceptional
A-	3.67	
B+	3.33	
B	3.00	Very Good
B-	2.67	
C+	2.33	Fair
C	2.00	
C-	1.67	
D+	1.33	Poor
D	1.00	
F	0	

Course Evaluation Summary

In-Class Participation: 5%
Quizzes and Short Assignments: 10%
Three Media Literacy Papers: 20%
Persuasive Speech, Poster, or Video: 25%
Media Issue Project: 40%

Course Evaluation Specifics

Assignment	Percentage of Grade	Point Value	FYS SLOs
In-Class Participation	5%	50	1
Quizzes and Short Assignments	10%	100	6
Media Literacy Paper 1: Media Diet Analysis	5%	50	6
Media Literacy Paper 2: Media-Free Day Experience & Reflection	5%	50	6
Media Literacy Paper 3: Summary and Response to <i>"Generation Like"</i> or <i>"Digital Nation"</i> (your choice)	10%	100	1, 6
Persuasive Speech, Poster, <i>or</i> Video about a Media Literacy Issue	25%	250	1, 2, 3, 4, 5
Media Issue Project: Draft Individual Research Paper	15%	150	1, 2, 3, 4, 5, 6
Media Issue Project: Final Individual Research Paper	10%	100	1, 2, 3, 4, 5, 6
Media Issue Project: Individual Contribution to Team WordPress Blog	10%	100	1, 2, 3, 4, 5, 6
Media Issue Project: Overall Team Effort in the WordPress Blog	5%	50	1, 2, 3, 4, 5, 6
Total	100%	1,000	

Late Work

All work is due on the designated date and time on the assignment instructions and grading rubric. By definition, missed and late assignments are below average, and are unfair to those who are prepared. Missed and late assignments receive a zero.

If you know in advance that you not be able to meet a course requirement deadline, you may contact me and explain your situation. I may grant an extension on a course requirement deadline if your excuse is documented and/or out of your control.

Even in cases that I grant an extension, you may still have 5% deducted from your grade for *each day* it is late (including weekends). Late assignments will only be accepted up to 2 weeks past the due date.

If you do not communicate with me and/or do not have any documentation, then the instructor reserves the right not to distribute points for late assignments.

Attendance

Much of what you will take from this class will happen in class. Your engaged participation is essential to critical and creative thinking, active reading, and advanced research skills. **You have four unexcused absences in this class with no penalty.** This should cover all sickness, documented emergencies and/or religious observations. After more than 4 unauthorized absences, you will begin losing course credit for each absence. University sponsored or excused absences can be cleared through the Office of Student Life in Knight Hall.

Plagiarism

Plagiarism is an offense that can get you dismissed from school. We will review academic honesty guidelines for each assignment in class. If you are unsure what is legitimate citing of others' ideas and what is illegitimate plagiarism, be sure to ask!

Class Conduct and Participation

UNIREG 29, section III:D states, "[A student] has no right to impinge upon the instructor's freedom to teach or the right of other students to learn. The instructor shall establish reasonable standards of conduct for each class . . . and the instructor may, through orderly procedures, dismiss any student who violates such standards."

All students are **required to participate in class discussion.** The goal of this class is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone about media literacy. To a substantial extent, the benefits derived from this course are facilitated by students' willingness to expose their work and viewpoints to the scrutiny of the instructor and their peers. Although scrutiny can involve criticism and questioning, you are NOT permitted to be rude, aggressive, demeaning, disrespectful, condescending, or otherwise have a bad attitude toward others' opinions and work. Your discussion with classmates should be thoughtful, relevant, and respectful. Unnecessary talking, texting, sleeping, or reading outside material during class is not acceptable behavior and may result in points deducted from your final grade.

Student-Teacher Communication Policy

Email operates 24/7, but your instructor does not. I will endeavor to respond within one business day to your email, so please make your email communication with me count. Email is a professional document, so please use complete sentences and correct grammar in all email with instructors. I want to emphasize that in-person office hours are the best way to resolve grade issues and assignment questions. Email should be reserved for short, specific, and quick questions only. I will occasionally email you clarifications to assignments and class announcements or reminders. Please check your email at least once a day and definitely the afternoon/evening before our next scheduled class session.

Important Dates

- Mid-semester: Oct. 23
- Last day to withdraw from classes: Nov. 13
NOTE: Students cannot withdraw from any first-year seminar class without instructor and advisor permission.
- Last day to withdraw from the university: Nov. 25
- Advising Week: Mon. Nov. 2 to Fri. Nov. 6
- Last day of classes: Dec. 11

Resources

Early Alert: Early Alert gives students a chance to see a progress report of class grades within the first 4-5 weeks of the semester. In late September, you will be invited to view your Early Alert report in WYOWEB. When you click on the Students tab in WYOWEB, you will see Quick Links on the left side bar, go to EARLY ALERT grades. You will see either a P for pass, or a D or F grade for each of your courses. If you have withdrawn from the class you will see a W. Be sure to talk to your instructor if you have a D or F grade. Remember, this is a progress report—not a final grade! This is an ideal time to visit with your instructor and/or your advisor to talk about your options and avenues for support in the class (call 766-2398 for the Center for Advising & Career Services).

STEP Tutor Center: The STEP Tutor Center in Coe Library offers free evening tutoring for over 40 courses. Visit Coe Library between 6 p.m. -10 p.m. (Sun. – Thurs.) and see the STEP website for full details about tutoring opportunities and other UW resources: <http://www.uwyo.edu/studentaff/step/>

Writing Center: The Writing Center is a free resource in 302 Coe Library. The center is open M-F from 9-4 and some evenings. You can call 766-5250 to set up an appointment. See <http://www.uwyo.edu/ctl/writing-center/>

Oral Communication Center: The OCC (Ross Hall 442) is available to any student, whether you are enrolled in public speaking or not. They can help you prepare speeches and class presentations. They provide one-on-one tutoring. See <http://www.uwyo.edu/cojo/OCC/> to make an appointment and read more information.

Math Assistance Center: The MAC is a free drop-in tutoring center for students enrolled in lower-division math courses (below 3000 level). See <http://www.uwyo.edu/math/mac/>

Engineering Tutoring: See the website for a list of tutoring times: <http://www.uwyo.edu/studentaff/step/tutoring/>

Instructor: I have office hours. Please visit me. I get lonely. I'd love to get to know you better.

Disability Statement

If you have a physical, learning, or psychological disability and need accommodations, please let me know as soon as possible. You must register with (and provide documentation to) University Disability Support Services (UDSS) in SEO, Knight Hall Room 330.

TENTATIVE COURSE SCHEDULE

Date	Topic	Readings Due	Assignment Due	FYS SLOs*
Week 1 Introduction				
Tues., Sept. 1	Day One Questionnaire Class Introductions FYS & SLOs Discussion Syllabus Navigating Extra Credit Reflection short-write: College goals, questions, & anxieties.			
Thurs., Sept. 3	Syllabus Quiz Reading at the College Level Why Increase Media Literacy? Exercise 4.1	Preface, Ch. 1	Syllabus Quiz	

Week 2 Media Literacy: Audience				
Tues., Sept. 8	Show & Tell: Annotated Reading and MindMaps Submit and Discuss “Estimate Your Media Exposure” Activity Media Literacy Paper 1: Media Diet Analysis	Ch. 2	Annotated Reading MindMap “Estimate Your Media Exposure” Activity	1, 4
Thurs., Sept. 11	Note-Taking Tips Note-Taking Assignment for Today’s Lecture on Media Literacy Approach In-Class Review & Discussion about Note-Taking Assignment Grammar Help: Commas	Ch. 2		1, 4

Week 3 Media Literacy: Audience				
Tues., Sept. 15	Quiz on Ch. 2	Ch. 3	Quiz on Ch. 2	1, 4

	Comma Quiz Short-Write: Write one observation, concern, or question Individual Perspective on Audience		Comma Quiz	
Thurs., Sept. 17	Developing a Sense of Professionalism Time Management Tips and How To Avoid Distractions Industry Perspective on Audience	Ch. 4	Media Literacy Paper 1: Media Diet Analysis	1, 4, 6

Week 4 Media Literacy: Industry Perspective				
Tues., Sept. 22	Media Literacy Paper 2: Media-Free Day Experience & Reflection Economic Perspective on the Media Industry In-Class Assignment: Exercise 7.1	Ch. 7		1, 4
Thurs., Sept. 24	Seeking Academic Success Studying Tips When To Seek Tutoring When to Withdraw From a Course Who Owns and Controls the Mass Media? Homework: Exercise 15.1	Ch. 15		1, 4

Week 5 Media Literacy: Effects				
Tues., Sept. 29	Class Discussion About Media Literacy Paper 2 Broadening Our Perspective on Media Effects In-Class Assignment: Exercises 13.1, 13.2	Ch. 13	Media Literacy Paper 2: Media-Free Day Experience & Reflection	1, 4, 6
Thurs., Oct. 1	Beyond Academics: Community	Ch. 14		1, 4

	and Campus Engagement How Does the Media Effects Process Work? In-Class Assignment: Exercise 14.2			
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Week 6 Media Content vs. Reality				
Tues., Oct. 6	Explanation of Media Literacy Paper 3: Summary and Response to " <i>Generation Like</i> " or " <i>Digital Nation</i> " Media Content and Reality In-Class Assignment: Exercise 8.1	Ch. 8		1, 4
Thurs., Oct. 8	Frontline Film: " <i>Generation Like</i> " Class Discussion of Film			1, 4

Week 7 Media Literacy in a Digital World				
Tues., Oct. 13	Frontline Film: " <i>Digital Nation</i> " Class Discussion of Film			1, 4
Thurs., Oct. 15	How to be a Rock Star Advisee: Guest Speaker Michell Anderson, A&S Advising Coordinator Explanation of Persuasive Speech, Poster, or Video about a Media Literacy Issue Sign-up for Assignment Issue	Ch. 20	Media Literacy Paper 3: Summary and Response to " <i>Generation Like</i> " or " <i>Digital Nation</i> "	1, 6

Week 8 Media Literacy and News				
Tues., Oct. 20	Media Literacy and News In-Class Assignment: Exercises 9.3	Ch. 9		1, 4
Thurs., Oct. 22	Media Literacy and News In-Class Assignment: Exercises 9.4	Ch. 9		1, 4

Week 9 Media Literacy and Entertainment				
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Tues., Oct. 27	Media Literacy and Entertainment	Ch. 10		1, 4
Thurs., Oct. 29	Media Literacy and Entertainment View 30-Minute Episode of **** In-Class Assignment: Exercise 10.1	Ch. 10		1, 4

Week 10 Media Literacy and Advertising				
Tues., Nov. 3	Media and Advertising In-Class Assignment: Exercise 11.2 with Magazines Homework: Exercise 11.1 <i>or</i> 11.3	Ch. 11		1, 4
Thurs., Nov. 5	Media and Advertising Class Discussion about Homework Exercises	Ch. 11		1, 4

Week 11 Persuasive Speeches, Posters, and Videos about Media Literacy Issues				
Tues., Nov. 10	Persuasive Speeches, Posters, and Videos about Media Literacy Issues		Persuasive Speech, Poster, <i>or</i> Video about a Media Literacy Issue	1, 2, 3, 4, 5
Thurs., Nov. 12	Persuasive Speeches, Posters, and Videos about Media Literacy Issues		Persuasive Speech, Poster, <i>or</i> Video about a Media Literacy Issue	1, 2, 3, 4, 5

Week 12 Class Project on Increasing Media Literacy about Privacy				
Tues., Nov. 17	Explanation of Media Literacy Class Project on Privacy Creation of Teams Allocation of Sub-Topics to Teammates			1, 2, 3, 4, 5, 6
Thurs., Nov. 19	Research Day; No In-Class Attendance Required; Instructor Absence for Conference			1, 2, 3, 4, 5, 6

Week 13 Class Project on Increasing Media Literacy about Privacy				
Tues., Nov. 24	Research Day; No In-Class			

	Attendance Required			
Thurs., Nov. 26	Happy Thanksgiving!			

Week 14 Class Project on Increasing Media Literacy about Privacy				
Tues., Dec. 1	Class Update on Project Team Updates on Project Meetings with Matched-Topic Classmates			1, 2, 3, 4, 5, 6
Thurs., Dec. 3	Tutorial on WordPress Meet in Computer Lab		Individual Research Paper Draft	1, 2, 3, 4, 5, 6

Week 15 Class Project on Increasing Media Literacy about Privacy				
Tues., Dec. 8	Individual Meetings with Students about Paper Draft and WordPress Contribution			1, 2, 3, 4, 5, 6
Thurs., Dec. 10	Individual Meetings with Students about Paper Draft and WordPress Contribution			1, 2, 3, 4, 5, 6

Finals Week				
No In-Class Final				
Submit Final Individual Research Paper to WyoCourses by Thurs., Dec. 17 @12:15 p.m.				
Complete Individual Contribution to Team WordPress Blog by Thurs., Dec. 17 @ 12:15 p.m.				

***FYS SLO = First-Year Seminar Student Learning Outcomes**