

COURSE OUTLINE:

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| Week 1 | 1/6 | Review syllabus. Screen <i>Digital Nation</i> READ: Potter/Chapters 1-2 |
| | 1/8 | Media Literacy Approach READ: Potter/Chapters 3-4 HOMEWORK: Online Discussion Question |
| Week 2 | 1/13 | Understanding Audiences READ: Potter/Chapter 5 Midterm Paper (Due 2/3) |
| | 1/15 | Screen <i>Consuming Kids</i> READ: Potter/Chapters 6-7 HOMEWORK: Online Discussion Question |
| Week 3 | 1/20 | Media Industries |
| | 1/22 | Screen <i>Documentary</i> READ: Potter/Chapter 8 HOMEWORK: Online Discussion Question |
| Week 4 | 1/27 | Media Content READ Potter/Chapter 9 |
| | 1/29 | News pt. 1 Midterm Review |
| Week 5 | 2/3 | Midterm (in class section only)* |
| | 2/5 | Screen <i>How TV Ruined Your Life</i> . Midterm Review HOMEWORK: Online Discussion Question |
| Week 6 | 2/10 | News pt.2 HOMEWORK: Final Project (Due 3/5) |
| | 2/12 | Screen <i>Documentary</i> READ: Potter/Chapter 11 HOMEWORK: Online Discussion Question |
| Week 7 | 2/17 | Advertising |
| | 2/19 | Screen <i>Documentary</i> READ: Potter/Chapter 12 HOMEWORK: Online Discussion Question |
| Week 8 | 2/24 | Interactive Media |
| | 2/26 | Screen <i>Documentary</i> READ: Potter/Chapter 15 HOMEWORK: Online Discussion Question |

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| Week 9 | 3/3 | Media Issues |
| | 3/5 | Project Presentations (in class section) |
| | | Final Review |
| Week 10 | 3/10 | Project Presentations (in class section) |
| | 3/12 | Final Exam (in class section only)* |

• **This syllabus is subject to change at the teacher's discretion.**

Online Discussion Question: Your weekly discussion questions are located under the Discussion tab in d2l. Your discussion response must be 250 words or more and must contain at least 2 terms/concepts from the readings and lectures. Your discussion responses are formal responses (no slang, check for typos, etc...) which demonstrate your understanding of the concepts covered during the week. You are also required to respond to at least 2 of your classmate's discussion posts. These responses should, of course, be thoughtful.

*** Exams**

You are responsible for signing up for proctored exams at one of the campuses when notified by the professor. Because of limited seating, you will not be allowed to take exams with the classroom section.

Textbooks

Media Literacy by W. James Potter

Grading

Midterm 15%, Discussion Questions 25%, Midterm Paper 20%, Final Project 25%,
Final 15%

A = 100-93, A- = 92-90, B+ = 89-88, B = 87-83, B- = 82-80, C+ = 79-78, C = 77-73, C- = 72-70, D+ = 69-68, D = 67-63, D- = 62-60, F = 59-0. A indicates excellence, B indicates good work, C indicates satisfactory work, D work is unsatisfactory in some respect, F is substantially unsatisfactory work.

Plagiarism

The university and school policy on plagiarism can be summarized as follows: Students in this course, as well as all other courses in which independent research or writing play a vital part in the course requirements should be aware of the strong sanctions that can be imposed against someone guilty of plagiarism. If proven, a charge of plagiarism could result in an automatic F in the course and possible expulsion. The strongest of sanctions will be imposed on anyone who submits as his/her own work a report, examination paper, computer file, lab report, or other assignment which has been prepared by someone else. If you have any questions or doubts about what plagiarism entails or how to properly acknowledge source materials be sure to consult the instructor.