**MDIA 3660: Media Influence on Individuals and Society**

**Syllabus – Spring 2017**

**Instructor:** Ruonan Zhang

**Class Meeting:** MWF 2:30pm – 3:20pm, Education Building 114

**Office:** 405 Kuhlin Center

**E-Mail:** ruonanz@bgsu.edu

**Office Hours:** TH 9:30pm – 6:00pm by appointment

**Required Texts:**

Potter, W. James. *Media effects*. Sage Publications, 2012.

Available on Amazon at https://www.amazon.com/Media-Effects-W-James-Potter/dp/1412964695

Additional reading materials will be posted on Canvas.

**Course Expectations:**

* Enhance your knowledge and understanding of major media effects theories and research.
* Enhance your knowledge and understanding of six types of media effects on individuals: physiological, cognitive, belief, attitudinal, affective, and behavioral effects.
* Enhance your knowledge and understanding of media effects on the public, institutions, society, culture, and mass media.
* Help you become strategic consumers of media contents.
* Help you become helpful reference on matters of media effects to people around you.

**Assignments (1000 points in total)**

***Attendance and Participation (160 points)***

Attendance and participation are the foundations of success in this class. You should attend all class meetings throughout the semester once you are enrolled in this course. You should not be late and should not leave the room before the class is dismissed. Also, attendance is not equal to participation. Therefore, you should actively participate in the discussions and answer in-class questions. Each week of course is worth **10** points. Since we have three meetings per week, each class meeting is worth **3.33** points. Students who attended all class meetings but didn’t participate in any in-class discussion will not earn full points for their weekly attendance and participation.

Since attendance is an important part of final grade, student missing more than 12 class meetings (4 weeks) cannot receive an A, regardless of their final score; students missing more than 24 class meetings (8 weeks) cannot receive a B or higher, regardless of their final score.

***Canvas Reflection Questions (140 points)***

Throughout the semester, 14 reflection questions will be given to students on Canvas to indicate their thoughts regarding the reading materials. With the exception of chapter 5, which has a two-part reflection question, each chapter will have one reflection question. Each reflection question is worth **10** points (the two parts of chapter 5 reflection question are worth 10 points in total). Students are expected to answer the reflection questions after reading correspondent chapter materials. *Students* ***MUST*** *use their own words to answer the* reflection *questions.* Copy and paste of the textbook sentences are strictly prohibited.

***Papers and Presentation (300 points)***

Students are expected to write two papers to reflect in-class learning and their ability to apply knowledge to real-life media effects analysis. The first paper is a **2-3** page, typed, double spaced, 12-point font with 1-inch margin essay, asking students to apply one media theory in the analysis of one media message. The second paper is a **4-5** page, typed, double spaced, 12-point font with 1-inch margin essay. It should be an in-depth analysis of the effects of a media message on individuals. The analysis should include at least two of the six aspects: physiological, cognitive, belief, attitudinal, affective, and behavioral effects. Detailed instructions for the papers will be posted on Canvas.

Students should prepare a **7 to10-minute** presentation on the second paper to share with the class their analysis. Visual aids (e.g. PPT, Prezi, pictures, audios, or videos) are expected to assist the presentation.

The first paper is worth **100** point, the second paper **150** points, and the presentation **50** points.

***Exams (400 points)***

There will be two non-cumulative exams and a final exam. All are closed-book exams. The first exam will cover materials from chapter 1 to 5. The second exam will cover materials from chapter 6 to 11. The final exam will cover all materials from chapter 1 to 14. Each exam will be composed of definition explanation questions and short essay questions. Makeup exam will be given only to students with medical excuses AND supporting documents.

The first exam is worth **100** points, the second exam **100** points, and the final exam **200** points.

***Initial Assessment***

|  |  |  |
| --- | --- | --- |
| Attendance & Participation | 10 \* 16 weeks | 160 |
| Reflection questions | 10 \* 14 chapters | 140 |
| Two papers | 100 + 150 | 250 |
| Presentation | 50 | 50 |
| Two exams | 100 \* 2 | 200 |
| Final exam | 200 | 200 |
| Total |  | 1000 |

**Grading**

Once the initial assessment is completed, your final score will be calculated by counting your absences. If the number of absences does not exceed 9, a letter grade will be given according to the following criteria: A ≥ 900, 750 ≤ B < 900, 600 ≤ C < 750, 450 ≤ D < 600, F < 450.

**Course Policies**

***Attendance***

Attendance will be taken by sign-in sheets. Students are responsible for making sure they have signed the attendance sheets. Excused absence will only be given to students who are attending university-sanctioned events or students with medical excuses. Proper documents must be submitted within seven days of the excused absence.

***Assignments via E-mail***

Assignments turned in via e-mail will NOT be accepted. Reflection questions answers and papers must be submitted via *Turnitin* on Canvas for plagiarism check.

***Communicating with Your Instructor***

Students are advised to contact the instructor via [ruonanz@bgsu.edu](mailto:ruonanz@bgsu.edu). Students’ emails are expected to be professional and courteous. Please put MDIA 3660 in the subject line, use proper greetings, and sign your name to your emails. Emails regarding questions that can be answered by the syllabus will not be replied.

***Codes of Conduct and Academic Honesty Policy***

The instructor and students in this course will adhere to the University’s general Codes of Conduct defined in the BGSU Student Handbook. The Code of Academic Conduct (Academic Honesty Policy) requires that students do not engage in academic dishonesty. For details, refer to:

BGSU Student Handbook (http://bgsu.edu/downloads/sa/file15768.pdf)

The Academic Charter, B.II.H (http://www.bgsu.edu/offices/facsenate/page471.html)

Student Discipline Programs (http://bgsu.edu/offices/sa/studentdiscipline/index.html)

***Disability Policy***

According to the University policy, students with documented disability and require accommodations to obtain equal access in this course should contact the instructor at the beginning of the semester. Students can contact the instructor via email or by face-to-face meeting. Students with disabilities must verify their eligibility through the Office of Disability Services for Students (http://www.bgsu.edu/offices/sa/disability/).

***Religious Holidays***

In accordance with the University policy, each student should be able to observe their religious holidays without academic penalty. In such cases, students should contact the instructor to inform the dates they will be absent. However, students who are absent for religious reasons are responsible for completing required work (paper or exam) missed. (As stated in The Academic Charter, B-II.G-4.b at: http://www.bgsu.edu/downloads/bgsu/file919.pdf).

***University Closure***

The University will close for winter conditions only when the Wood County Sheriff’s Department declares a Level 3 emergency. Information about University closures is communicated by the Office of Marketing and Communications. Students can get the information from University Fact Line, local FM & AM radio stations and the four Toledo television stations (see Weather Policy for lists).

***Indicator of Support for Student Success***

MDIA 3660 requires a positive and supportive environment for all students. It’s the instructors job to make sure that all students are provided a safe learning environments. Therefore, some rules need to be made clear. No racist, sexist, homophobic, or any other type of oppressive, prejudiced language will be tolerated in this classroom. Students are expected to respect other students’ opinions, even with disagreement. Healthy, logical, and thoughtful debates are expected, instead of disrespectful insults. The instructor reserved the right to ask students who violated these rules to leave the classroom with no credit for attendance. Students who feel victimized by the above prohibited activities can contact the instructor via ruonanz@bgsu.edu or interpersonal meetings. My office hour is Thursday from 9:30am to 6:00pm.

Students are expected to use grammatically correct and word-processed in 12-point Times New Roman or Helvetica font for reflection questions, and double-spaced, spell-checked, grammatically correct, and word-processed in 12-point Times New Roman or Helvetica font with 1-inch margins for papers. For papers, please use introductions, transitions, and conclusions in accordance with standard academic writing. Students are expected to use APA or MLA style of academic writing. If students have any questions about any assignment, please contact the instructor via email. Students are also advised to use writing assistance (The Learning Commons, 140 Jerome Library, 419-372-2823).

**Pedagogical Efforts that Engage Students in the Learning Process**

Students are expected to read required readings before class and complete reflection questions on Canvas. Students are also encouraged to bring other related materials to share with the class. For papers and exams, if students encounter any difficulty, they are advised to contact the instructor through email or set up face-to-face meetings.

**Schedule and Methods of Assessment**

***Week 1: Introduction & Why Study Media Effects***

**M 1/9:** Introduction to the Course, Syllabus, etc.

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 1 (Soft DDL, in case students haven’t received their textbooks. Hard DDL on 1/18 before class.)*

**W 1/11:** Media Message Saturation & Challenges of Coping

**F 1/13:** Media Influence & Knowledge Base

***Week 2: Defining Key Ideas***

**M 1/16:** *Martin Luther King, Jr. Day – NO CLASS*

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 2*

**W 1/18:** Nature of Audience Members & Media Exposure

**F 1/20:** Information-Processing Tasks & Algorithms

***Week 3: What Is a Media Effect & Media Influence***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 3*

**M 1/23:** Media Effects

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 4*

**W 1/25:** Media Influence

**F 1/27:** Media Influence - continued

***Week 4: Media Theories – Part 1***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 5-1 (p.65-p.77)*

**M 1/30:** Cultivation & Third Person

**W 2/1:** Agenda Setting & Uses and Gratification

**F 2/3:** Priming & Cognitive Capacity

***Week 5: Media Theories – Part 2***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 5-2 (p.77-p.83)*

**M 2/6:** Framing & Feminism

**W 2/8:** Social Learning & Elaboration Likelihood

\* Assign first paper

**F 2/10:** Schema & Diffusion of Innovation

***Week 6: First Exam & Physiological Effects***

**M 2/13:** ***First Exam***

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 6*

**W 2/15:** Nature of & Triggering Physiological Effects

**F 2/17:** Altering & Reinforcing Physiological Effects

***Week 7: Cognitive Effects***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 7*

**M 2/20:** Nature of & Acquiring Cognitive Effects

**W 2/22:** Triggering & Altering Cognitive Effects

**F 2/24:** Reinforcing Cognitive Effects

***Week 8: Belief Effects***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 8*

**M 2/27:** Nature of & Acquiring Beliefs

**W 3/1:** Triggering & Altering Beliefs

**F 3/3:** Reinforcing Beliefs & Process of Media Influence on Beliefs

***\* First paper due (Canvas submission) on 3/3 before class***

***Week 9: Spring Break***

**M 3/6 – 3/10:** *SPRING BREAK – NO CLASSES*

***Week 10: Attitudinal Effects***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 9*

\* Assign second paper

**M 3/13:** Nature of & AcquiringAttitudes

**W 3/15:** Triggering & Altering Attitudes

**F 3/17:** Reinforcing Attitudes

***Week 11: Affective Effects***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 10*

**M 3/20:** Nature of & Acquiring Affect

**W 3/22:** Triggering & Altering Affect

**F 3/24:** Reinforcing Affect

***Week 12: Behavioral Effects***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 11*

**M 3/27:** Nature of & Acquiring Behavior

**W 3/29:** Triggering & Altering Behavior

**F 3/31:** Reinforcing Behavior

***Week 13: Second Exam & Macro-Level Effects on the public***

**M 4/3:** ***Second Exam***

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 12*

**W 4/5:** Effects on Public Knowledge & Public Beliefs

**F 4/7:** Public Attitudes, Opinion, Affect, & Behavior

***Week 14: Macro-Level Effects on the Institutions & Society, Culture, and Mass Media***

*\* Reading and Canvas* reflection question *due on Monday before class: Chapter 13*

**M 4/10:** Effects on Political System & Economic System

*\* Reading and Canvas* reflection question *due on Wednesday before class: Chapter 14*

**W 4/12:** Effects on Family, Religion, & Society

**F 4/14:** Effects on Culture & Mass Media

***Week 15: Presentations***

***\* Second paper due (Canvas submission) on 4/17 before class***

**M 4/17:** Presentations – part 1

**W 4/19:** Presentations – part 2

**F 4/21:** Presentations – part 3

***Week 16: Presentations***

**M 4/24:** Presentations – part 4

**W 4/26:** Presentations – part 5

**F 4/28:** Presentations – part 6

***Final Exam: Thurs, May 4, 3:30 – 5:30 pm***