Journalism 101
Media & Society

Fall 2018
Section 002 Credit Hours: 3
Tuesday/Thursday, 10-11:15 a.m.
CRN #: 83203
Martin Hall Room 205
Office Hours:
TR Mornings 8:00-10:00 a.m. (Martin)
TR Afternoons 11:30am-1:00 p.m. (Martin)
MW Afternoons 2:30-3 p.m. (Evansdale SAS-E 1021)
Teaching Assistant
Michael Bediako
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Reed College of Media
Downtown Campus
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Course Description
This lecture-based course examines the relationship between media, culture and society, with emphasis on the history, structure, and organization of the mass media.

Course-Level Learning Objectives

1. Explore the structure and organization of the various mass media. (ACEJMC: Global/International)
2. Examine the functions of the mass media in society. (ACEJMC: Critical Thinking)
3. Chart the historical development of the mass media in the United States. (ACEJMC: History)
4. Analyze the mass communication process.
5. Examine theory and possible effects of mass media on society. (ACEJMC: Theory)
6. Examine some of the ethical issues concerning the mass media. (ACEJMC: Ethics)
7. Incorporate and assess current events to raise awareness of Internet, cyber law and ethical issues. (ACEJMC: First Amendment, Freedom of Speech, Law)
8. Demonstrate an understanding of media tech history and Silicon Valley, which lead to today’s digital environment. (ACEJMC: History)
9. Demonstrate awareness of and critical thinking around tech development and related diversity issues. (ACEJMC: Diversity/Inclusion)
10. Demonstrate an awareness of the relevance of programming for media majors. (ACEJMC: Design, Applied Use of Technology)
11. Demonstrate an awareness of audience measurement techniques and methods as a media consumer or producer. (ACEJMC: Research)
Grading Scale

The following grading scale will be followed: (This is a grading guide for the semester, subject to change. You will be notified of any modifications.)

A  367 - 410 points  
B  326 - 366 points  
C  286 - 325 points  
D  244 - 324 points  
F  0 - 243 points

Graded Work

Each student should keep track of his/her own grades. There are a total of 410 points possible in this course, and grades will be based on the following:

- Fifteen (15) quizzes worth 15 points each for a total of 225 points
- Fourteen (14) participation events (iClicker) worth 5 points each for a total of 70 points
- One (1) Diversity lecture worth 15 points
- Service-Learning Assignment worth 50 points
- A final worth 50 points

Quizzes

Quizzes will include multiple-choice and true/false questions. You will need the following to take the tests or we may elect to just use the iClicker system:

1. A blue scantron form (Form #30423)  
2. A #2 pencil

Please be on time for exams/quizzes. Any student arriving late, after 10:05 a.m., will be rescheduled and given an essay exam. Interrupting other students by being late for a scheduled exam/quiz will not be tolerated.

Students must make advance arrangements if they are going to miss an exam/quiz. If you do not take the exam/quiz at the scheduled time and have not made advance arrangements to makeup the test, you will not be offered a makeup.

Your final exam will be given on Thursday, December 6. Exam begins at 10 a.m., in the same room. Make your travel arrangements accordingly. University policy forbids taking finals at other than the assigned time.
Service-Learning Assignment
Students in this course will have the opportunity to work with local nonprofit organizations under the direction of older students in the Reed College to help with event planning, promotion and research. This will be worth 50 points.

JRL 101-002: Media & Society
Service-Learning Assignment

- Students in this course will have the opportunity to work with local nonprofit organizations under the direction of sophomore/junior level students in the Reed College to help with event planning, promotion and research.
- A list of project options will be presented to students in class 8/23.
- Students will be able to sign up first-come, first-serve for projects of their choice beginning 8/23.
- In class on 8/30 students will work with their group to complete research questions and a media analysis about the organization in which they will be working. They will also reach out to their mentor students about setting up a meeting to discuss details of their project.
- Students will meet with mentor students to complete a service-learning contract, detailing expectations for their service project and will complete this contract by 9/12.
- Once contract has been completed, students will begin working on their projects as scheduled and will complete their 2-3 page service-learning reflection paper by due date assigned (1 week after service project is completed).
- A follow up media analysis will be completed in class on November 14th for comparing the digital presence of each organization.

Assignment Point Distribution Summary:
10pts Students complete 9 community agency research questions and media analysis
5 pts Students register and log at least 6 hours through iServe
35pts 2-3 page service-learning reflection paper
50pts service-learning assignment

Reflection Paper Questions to Address: Due 1 week after service work. Submit to Michael or Sarah. Explain the community agency and the service provided. How did the service benefit the organization? How did the service benefit the student? How did the impression of the organization change between completing the community agency research questions and the initial media analysis and their service hours?

Nonprofit Organizations
WVU Core Arboretum: Sat. Sept. 29, Paw Paw Festival, Work Day Wednesdays, Recruit Volunteers

Mountaineer Idol Gives Back: Contest/Auction Fri. Oct. 5, ARC Blood Drive for Contestants

Get Moving!: Mini Day of Play Mon. Oct. 15 Shack Neighborhood House, Submit Grants

Operation Welcome Home: Golf Tournament Fri. Sept. 7, Digital Storytelling w/Interviews

Falling Run Greenspace: Plan Fall Event, Recruit Volunteers

Morgantown Marathon: Sat/Sun. Sept. 15 &16, Recruit Volunteers

JRL 101-002 Service Learning Process Fall 2018

JRL 101 TR 10-11:15 Schedule

- Thursday 8/23 Project info shared on iServe, go over the assignment
- Friday 8/24 – iServe available for signups
- Tuesday 8/28 – check-in about project signup
- Research questions – due by Thursday 8/30 to Sarah
- In class 8/30, group will meet, complete the media analysis as a group in class (pre-survey), choose captain
- Thursday, 9/6 STCM representatives come to meet with JRL teams work on contracts – due by 9/13, Sarah will help to oversee this (In contract with STCM students, discuss transportation logistics, meeting times)
- Reflection paper due the week after event, monitoring by Sarah
- Thursday 11/15 post survey/digital analysis
- Service-learning group presentations Tuesday 11/13 or 11/15 (assignment details needed)

STCM 315 MW 11:30-12:45 Schedule

- Monday August 20 S-learning presentation, project overview
- Client research questions due Tuesday 8/21 by noon
- Wed 8/22 meet class partners (pre-survey)
- Monday 8/27 Partner Day Mountainlair: Blackwater Room (Sarah should come if available)
- Monday 8/27 Diversity Assignment: Nonprofit Audience Analysis
- Thursday 9/6 STCM students visit JRL 101
- Thursday 9/13 All service-learning contracts due both classes
- Wednesday 11/14 digital analysis/post-survey and JRL evaluations
- Final presentations Mon 12/3 and Wed 12/5

Event Schedule for Nonprofit Agencies (Community Partners)

- WVU Core Arboretum: Sept. 29, Paw Paw Festival, Work Day Wednesdays, Recruit Volunteers
- Mountaineer Idol Gives Back: Contest/Auction Oct. 5 9 p.m., American Red Cross Blood Drive
- Get Moving!: Mini Day of Play Oct. 15, Submit Grants
- Operation Welcome Home: Golf Tournament Sept. 7, Digital Storytelling w/Interviews
- Falling Run Greenspace: Plan Fall Event, Recruit Volunteer
- Morgantown Marathon: Sept. 15 &16, Recruit Volunteers
- Old Hemlock: Sept. 16, 1-4 p.m. Public Tours of Home, Oct.: Leaf Roundup, Video of OH Mission
Extra Credit
Several extra credit opportunities will be offered throughout the semester. Take advantage of them. They may be the difference in a letter grade at the end of the semester. Missed extra credit cannot be made up.

Some extra credit opportunities may require attending a guest speaker lecturing on campus. Plan on these presentations to last approximately 90 minutes. All students attending these presentations should be respectful of the speaker and follow these rules when attending presentations:

1. Arrive at the lecture location at least 15 minutes before the scheduled start time.
2. Before entering the lecture hall, turn your mobile devices and leave them off until after you have exited the lecture hall at the end of the presentation.
3. Do not get up and leave until the presentation is final. This may include a Q & A session. If you must leave early, do not attend the lecture.

In conjunction with WVU’s Diversity Week, there will be an in-class, extra credit diversity exercise the week of Oct. 1-4.

Office Hours
My office hours will be Monday and Wednesday afternoons 2:30-3 on Evansdale Campus Evansdale Campus at the downstairs door SAS 1021 lecture hall. Also, I have office hours Tuesday and Thursday mornings 8-10:00 a.m. in 204D Martin Hall. Additionally, on Tuesday and Thursday afternoons, from 11:30 to 1 p.m. in 204D Martin Hall, I am available after class. Other appointment times can easily be arranged by contacting me by phone or email. Please feel free to discuss problems on a one-to-one basis with me. If you have any questions about or problems with course material, please communicate with me.

My email address is elizabeth.oppe@mail.wvu.edu and my office phone is 304-293-6773.

WVU eCampus
The class syllabus, schedule, lecture notes and additional material will be available in eCampus. You can access the course homepage at (https://ecampus.wvu.edu). You will use this password-protected site to do your check your grades and download lecture notes.

You should log onto eCampus during the first week of class to establish that you are able to do so. If you have any problems logging in, call the ITS Service Desk @ 293-4444, or send email to ITSHELP@mail.wvu.edu.

Email
I will often message the entire class through the MIX email system. You should get in the habit of checking your MIX account on a regular basis.

Attendance
Regular, punctual attendance is expected. If you miss the lectures, you may have difficulty passing the class. Every class session has points allotted, if you miss class, you are missing points for your final grade.
In the event of emergencies, family issues, or any other extraordinary circumstances that will prevent you from participating in your courses (i.e., attending class, taking exams) students and/or parents should contact the WVU Office of Student Life at 304-293-5611. Please note that Student Life officers are trained to handle emergencies and other issues involving WVU students and will notify necessary University personnel to assist with the situation. Absences credited to emergencies that are not documented by the WVU Office of Student Life will not be excused.

Class Conduct
In such a large class, please be even more considerate and refrain from anything that could be a distraction to your classmates.

iClicker and iClicker Cloud
We will be using clicker devices or our mobile devices during class to answer poll questions on the content and quiz questions about material covered.

West Virginia University is committed to providing students, faculty, staff and job applicants with a work and educational environment free from all forms of sexual harassment. Therefore, sexual harassment, in any manner or form, is expressly prohibited.

Academic Integrity Statement

The integrity of the classes offered by any academic institution solidifies the foundation of its mission and cannot be sacrificed to expediency, ignorance, or blatant fraud. Therefore, instructors will enforce rigorous standards of academic integrity in all aspects and assignments of their courses. For the detailed policy of West Virginia University regarding the definitions of acts considered to fall under academic dishonesty and possible ensuing sanctions, please see the West Virginia University Academic Standards Policy (http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification). Should you have any questions about possibly improper research citations or references, or any other activity that may be interpreted as an attempt at academic dishonesty, please see your instructor before the assignment is due to discuss the matter.

Academic Standards Policy, including Academic Dishonesty

The WVU Catalog contains the full Academic Standards Policy. http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification/

College of Media Statement on Plagiarism & Fabrication

As future journalists and communicators, your reputation for honesty and integrity is the basis of your credibility. In this course, you will be held to the highest standard of ethical behavior. If you are caught cheating, or engaging in plagiarism or fabrication, meaning the invention of any fact, quote or source, you could receive an “F” for the course, or an “F” for the assignment. You could also receive an “Unforgivable F” on your academic transcript.

- College of Media Statement on Plagiarism

Students are expected to understand that such practices constitute academic dishonesty regardless of motive. Those who deny deceitful intent, claim not to have known that the act
constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed. Plagiarism includes, but is not limited to, the following:

1. Submitting as one’s own work the product of someone else’s research, writing, artistic conception, theme, thesis, dissertation, commercially prepared paper, musical piece or other written, visual, oral or electronic/computerized material that has been copied in whole or in part from the work of others, whether such source is published or unpublished.

2. Incorporating in one’s submission, without appropriate acknowledgment and attribution, portions of the works of others; that is, failing to use the conventional marks and symbols, such as quotation marks, to acknowledge the use of verbatim and near-verbatim passages of someone else’s work or failing to name the source of words, pictures, graphs, etc., other than one’s own, that are incorporated into any work submitted as one’s own.

- **College of Media Statement on Cheating**

Cheating includes, but is not limited to:

1. Obtaining help from another student during examinations.

2. Knowingly giving help to another student during examinations, taking an examination or doing academic work for another student, or providing one’s own work for another student to copy and submit as his own.

3. The unauthorized use of notes, books, or other sources of information during examinations.

4. Obtaining without authorization an examination or any part thereof.

5. Submitting materials developed for one assignment/class and using them in another assignment/class without instructor knowledge/permission.

6. Note that the College of Media includes fabrication of quotes as a form of cheating. Any student who presents work that knowingly, and without instructor approval, fabricates quotes of sources can be found guilty of cheating.

Refer to the University Academic Standards Policy and/or consult your professor for more information. [http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification/](http://catalog.wvu.edu/undergraduate/coursecreditstermsclassification/).

**Days of Special Concern**

WVU recognizes the diversity of its students and the needs of those who wish to be absent from class to participate in Days of Special Concern, which are listed on WVU’s Web site. Students should notify their instructor by the end of the second week of classes or prior to the first Day of Special Concern, whichever is earlier, regarding such absences. Your professor will make reasonable accommodations for assignments that a student misses as a result of observing a Day of Special Concern, providing the absence/s are discussed with the professor in advance.

**Inclusivity Statement**
The West Virginia University community is committed to creating and fostering a positive learning and working environment based on open communication, mutual respect, and inclusion.

If you are a person with a disability and anticipate needing any type of accommodation in order to participate in your classes, please advise your instructors and make appropriate arrangements with the Office of Accessibility Services. (https://accessibilityservices.wvu.edu/)

More information is available at the Division of Diversity, Equity, and Inclusion (https://diversity.wvu.edu/) as well. [adopted 2-11-2013]

**College of Media Diversity Statement**

Through its faculty and student work, the Reed College of Media is actively committed to presenting diverse viewpoints to a general audience and to seeking, nurturing and maintaining ties to a base of multicultural sources. In public relations and advertising, the college equates excellence in campaigns to representing and communicating with diverse clients and audiences. In news storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences.

**Social Justice**

West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. Our University does not discriminate on the basis of race, sex, age, disability, veteran’s status, religion, sexual orientation, color or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration.

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**WVU Adverse Weather Statement:**

In the event of inclement or threatening weather, everyone should use his or her best judgment regarding travel to and from campus. Safety should be the main concern. If you cannot get to class because of adverse weather conditions, you should contact your instructor as soon as possible. Similarly, if your instructor(s) are unable to reach the class location, they will notify you of any cancellation or change as soon as possible, using agreed upon methods to prevent students from embarking on any unnecessary travel. If you cannot get to class because of weather conditions, instructors will make allowances relative to required attendance policies, as well as any scheduled tests, quizzes, or other assessments. [adopted 9-8-2014]

**Student Evaluation of Instruction Statement:**

Effective teaching is a primary mission of West Virginia University. Student evaluation of instruction provides the university and the instructor with feedback about your experiences in the course for review and course improvement. Your participation in the evaluation of course instruction is both strongly encouraged and highly valued. Results are strictly confidential, anonymous, and not available to the instructor until after final grades are released by Admissions and Records. Information about how you can complete this evaluation will provided by your instructor. [adopted 4-14-2008]
(This is a guide for the semester, subject to change. You will be notified of any modifications.)

Week 1 (Aug. 16)
- Introduction and review of the syllabus (iClicker Introduction)
- Chapter 1: Living in a Media World (LO #1, #4)

Week 2 (Aug. 21 and 23) iClicker Revision
- Chapter 1: Living in a Media World
- **Chapter 1 Quiz**
- Chapter 2: Mass Communication Effects: How Society and Media Interact (LO#5)
- Aug. 23: Service-learning introduction at the beginning of class, iServe
- iServe available for signups

Week 3 (Aug. 28 & 30)
- Chapter 2: Mass Communication Effects: How Society and Media Interact
  - **Chapter 2 Quiz**
- Aug. 28: Follow-up service-learning community agency sign-up
- Chapter 3: The Media Business: Consolidation, Globalization and the Long Tail
- Aug. 30: Client research questions due to SLTA; group assignments & digital analysis survey (pre-survey); choose group captain

Week 4 (Sept. 4 & 6)
- Chapter 3: The Media Business: Consolidation, Globalization and the Long Tail (LO #1, 11)
- Sep. 6: STCM 315 students visit JRL 101 class to work on contracts
- **Chapter 3 Quiz**

Week 5 (Sept. 11 & 13)
- Chapter 13: Media Law: Free Speech and Fairness (LO #2 & #7)
  - **Chapter 13 Quiz**
- STCM 315 contracts due

Week 6 (Sept. 18 & 20)
- Chapter 14: Media Ethics: Truthfulness, Fairness and Standards of Decency (LO#6)
  - **Chapter 14 Quiz**
- Sep 20: Reflection paper due

Week 7 (Sept. 25 & 27) Midterm Grades Due by Sept 28
- Chapter 4: Books: The Birth of the Mass Media (LO#3)
  - **Chapter 4 Quiz**
- Chapter 5: Magazines: The Power of Words and Images (LO#3)
  - **Chapter 5 Quiz**

Week 8 (Oct. 2 & 4)
- Chapter 6: Newspapers and the News: Reflection of a Democratic Society (LO#3)
  - **Chapter 6 Quiz**
  - DIVERSITY WEEK – In-class Assignments

Week 9 (October 9 & 11)
• Chapter 7: Audio: Music and Talk Across Media (LO#3)
• Chapter 7 Quiz

Week 10 (Oct. 16 & 18)
  • Chapter 8: Movies: Mass Producing Entertainment (LO#3)
  • Chapter 8 Quiz

Week 11 (Oct. 23 & 25) (Oct. 23: Last Day to Drop a Class)
  • Chapter 9: Television: Broadcast and Beyond (LO#3)
  • Chapter 9 Quiz

Week 12 (Oct. 30 & Nov. 1)
  • Chapter 10: The Internet: Interactive and Mobile Media (LO #3, #8, #9 & #10)
  • Chapter 10 Quiz

Week 13 (Nov. 8) Nov. 6 (General Election) No class
  • Chapter 11: Advertising: Selling a Message (LO#3)
  • Chapter 11 Quiz

Week 14 (Nov. 13 & 15)
  • Chapter 12: Public Relations: Interactions, Relationships and the News (LO#3)
  • Chapter 12 Quiz
  • Nov 13: Post-survey deadline
  • Nov. 15: Service-learning group presentations

Thanksgiving Week (Nov. 17-25)
  • No Class – Thanksgiving Holiday

Week 15 (Nov. 27 & 29)
  • Global Media: Communication Around the World
  • Chapter 15 Quiz
  • Nov. 29: Coding

Week 16 (Dec. 4 & 6)
  • Dec. 4: Review

Final
  • Thursday, December 6
  • Exam begins promptly at 10 a.m.