**BROOKLYN COLLEGE**

**Department of Television, Radio & Emerging Media**

**INTRODUCTION TO MASS MEDIA**

**TREM 1165**

**TEAF (21842), TEBF (22105), TR11 (21484), TREQ (22104**

**Fall 2020, Tuesdays & Thursdays 11:00-12:15pm**

**Fully Online**

Professor Brian Dunphy Office: My attic

Phone: 718-951-5000 x2797

E-mail: [Profdunphy@gmail.com](mailto:Profdunphy@gmail.com) - **Do not use my Brooklyn College email.**

Office Hours BY appointment ONLY:

**Tuesdays and Thursdays:** 12:15-2:05pm

IN-CLASS TA: Micah - [msanderta@gmail.com](mailto:msanderta@gmail.com)

Out of Class TAs: Alan - [tanero1165@gmail.com](mailto:tanero1165@gmail.com), Nicole - [NicoleBensonTA@gmail.com](mailto:NicoleBensonTA@gmail.com) and Camila - camiladejesusta@gmail.com

Expected Outcomes

In this course students will become familiar with the history, current industry practices, and controversies involved in the mainstream mass media (newspapers, magazines, books, radio, television, film, recordings, and the Internet), their information and persuasion industries (news, advertising and public relations) and media issues (including impact, legal, and ethical issues).

In doing so, students will come to understand the relationships among the history of the media, their current industry practices, and the controversies that arise from these practices. A series of reading assignments, lectures, discussions (online, groups, pods) make up the course material. You are expected to read the assigned material before class and bring any questions or items for discussion. Following that discussion, we will explore areas in class that are beyond the readings.

**Required Texts**

*Understanding Media & Culture.* University of Minnesota.

Link: <https://open.lib.umn.edu/mediaandculture/>

Weekly Readings via blog/blackboard

Link:

Diana Hacker. A Writer’s Reference. Newest edition. New York: Bedford/St. Martins.

**This is a required text for all TV/Radio classes, so please retain it.**

Required Sites

Class Blackboard page

Class Blog:

**All the information will be posted on this site. Check frequently, just in case!**

###### Outcomes Assessment

Your comprehension of reading assignments will be evaluated through several areas of online interaction and participation. Your synthesis of this material with our other class activities will be measured through the instructor’s evaluation your blog, the group discussions, pod work, and quizzes.

Assignments & Academic Integrity

**See other sheet for details on assignment.**

*Academic Integrity:* The faculty and administration of Brooklyn College support an environment free from cheating and plagiarism. Each student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure for implementing that policy can be found at this site: http://www.brooklyn.cuny.edu/bc/policies. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty member MUST report the violation.

Class Structure

Since this is a large class, we will have Tuesday lectures and Thursdays will be our “pod” days. When you’re not in a “pod” day you will be involved in group discussions or work on other assignments/readings/viewings.

Blog Work

See assignment sheet. Due every Thursday **BEFORE 11:00am.**

Your blog work is due even if you are not in a pod that week.

Pods

Almost every Thursday there will be 2 pods with about 15 students per pod.

Pod A: 11:00-11:30

Pod B: 11:40-12:10

In the pod – the students & professor (that’s me) will meet and discuss that week’s blog topic.

You will be assessed on contribution, participation, attendance, and other factors.

If you are not in a pod that week – see below regarding group discussions.

Every student will be randomly assigned 3 pods by their TA. Your TA will send you the information after the first class.

You may join more than the minimum required pods but only with permission.

Group Discussions:

During the POD times (Thursdays 11-12:15pm) you will engage in the group discussion hosted on blackboard. Your job is to really have a conversation about the issue/blog not just post and move on. The more conversation, the more interaction—the better for your grade.

The group discussion is open from Tuesday after class till the following Monday.

WATCH WHEN THE GROUP DISCUSSIONS CLOSE.

Example: Blog due on Thursday, the group discussion will be opened from Tuesday 12:15pm till the following Monday 9:00am

Option: You can use the Thursday 11:00-12:15pm time to get ahead of work and contribute at a later day/time or contribute any other time before the group closes.

Those who were in the weekly pod are more than welcomed to comment on the group’s commentary that week but are not required.

Exams & Quizzes

There are no exams in this class but there is the possibility for weekly quizzes on blackboard.

Extra Credit

You can earn up to 3 extra credit points per semester.

Extra Credit – *TV shows (full seasons, 3 points),* going to movies or watching films are 1 point. All extra credits have to be earned with the right amount of length and effort. Other opportunities for extra credit will be announced in class throughout the semester.

All ECs are due by end of semester —no later unless given specific permission.

If you are absent more than 5 times, you will not be allowed to do extra credit.

Extra credits help you “get over the hump” of a grade. Example is if you’re at a B+ and you do three extra credits that puts you in a position for an A- or even an A.

Extra credits do not help if you haven’t done any work.

Grades

The following percentage/points will be assigned:

Blog Work 40%/40 points

Pod Work 25%/25 points

Group Discussions 15%/15 points

Quizzes,. 20%/20 points

Total %/points = 100%/100points

\*\*\*Rubric on grading to be posted online\*\*\*

\*\*\*The % change depending on overall effort, work, and discretion. \*\*\*

**Working Fully Online:**

Power Outage:

* I live in a town that frequently loses power
* If the power goes out:
  + Remain near your computer for updates on what is going on.
  + I will do my best to send something out.
    - It may be a 2 minute outage or something more significant.
  + Once the power is restored
    - Class will resume.
    - Return promptly.
    - Depending on the time – I may just end class.
      * If there’s 5 mins left in the class, I will call it a day.
      * If there is 60 mins left… you get the idea.
  + Take the opportunity to do work for the class.

**Attendance/Lateness, Proper Etiquette & Cell Phone Policy**

Attendance/Lateness:

* B.C. attendance policy states that students are expected to attend all scheduled sessions of every class.
* Your name must be in “box” – this is how I will take attendance.
* The professor will try to consider emergencies, when they are documented, but the basic rule is that because class attendance is part of your grade, absences make the grade grow smaller.
* Lateness, eventually I will start to get angry, don’t be late. Be Kind, Be Online, Be On Time.

Proper Etiquette for Online Courses:

When Playing A Video:

* We will all watch them from a google drive or on YouTube, or a wetransfer file.
* Please have the videos/links ready to go and easily accessible
  + Reason for this:
    - The picture stutters on shared screens, delays etc.
    - Keep your video on makes everybody feel they are still together
    - I get to enjoy seeing your reactions in real time.
* After watching a video, please be prompt and return as quickly as possible to the “room.”

The etiquette of fully online classes:

* Your name must be in “box” – this is how I will take attendance
* Video must be on the entire class. Audio will be muted.
  + this is to avoid distractions
  + Honor those who make an effort.
* All students should be sitting up.
  + Do not lay in bed under the covers.
* Please dress appropriately.
  + Dress as you would to class.
  + No funny hats, lightsabers, etc.
* Please find a shady spot in your apartment/house/mansion/cottage/bungalow/castle – as in a private place for you to go.
  + If you’re only spot is your bed.
    - It would be great if we see less of it
    - Make sure it’s made.
    - Hospital corners not needed.
* Please keep your pets (dogs, cats, King Cobras, Cheetahs), family members, etc out of the frame as much as possible.
  + I know cats are annoying and crawl on your computer but then you should have gotten a dog that sleeps at your feet.
* All frames should be consistent
  + Medium Shot
* Eyes should be framed along imagined upper third line (not middle that would be awkward and have too much head room).
* Students should not sit in front of the window and their face should be the brightest spot in the frame.

Cell Phone Use

* **\*\*RULE ON CELL PHONES\*\***
  + Please refrain from the using cell phones, including and especially *texting* during the class.
  + Using a cell phone is rude and distracting.
  + Class is ONLY 75 mins -. I think you can survive without checking your phone.
* Warning System on Cell Phone:
  + Caught using you cell phone once= Warning
  + Second Violation= Last Warning
  + Third Warning= Points off class-work or points off exam/work.
  + Fourth & Fifth Warning = Absence for day of class or MORE points off exam/work.
  + Last Warning = Will consider failing for the class.

\*\*This will be a running list throughout the semester\*\*

Schedule of Class Meetings:

The following is a list of class meetings for this semester.

Reading & Blog assignments are to be completed ***BY*** the class date listed.

**SCHEDULE IS SUBJECT TO CHANGE**

Weekly Meetings:

*Tuesday/Thursday:*

Class 1 – August 27th – Introduction Class

Class 2 – Sept 1st – Chapter 1 & 2 – Media Culture and Media Effects

Class 3 – Sept 3rd – **Blog #1 due/POD #1A and POD #1B**

Class 4 – Sept 8th – Chapter 1, 2 & 13 Finish

Class 5 – Sept 10th – **POD #1C and POD #1D/Workday (Group discussion closed)**

Class 6 – Sept 15th – Books

Class 7 – Sept 17th – **Blog #2/POD #2A & POD #2B**

Class 8 – Sept 22nd - Newspapers

Class 9 – Sept 24th – **Blog #3/POD #3A & POD #3B**

**No class on Tuesday, Sept 29th**

Class 10 – October 1ss – **Blog #3/POD #3C & POD #3D/Workday (group discussion closed)**

Class 11 – October 6th – Magazine/Radio

Class 12 – Oct 8th – **Blog #4/POD #4A & POD #4B**

Class 13 – Oct. 13th – Music & Radio

Class 14 – Oct 15th – **Blog #5/ POD #5A & POD #5B**

Class 15 – Oct 20th – Guest Speaker

Class 16 – Oct 22nd – **Blog #6/ POD #6A & POD #6B**

Class 17 – Oct 27th - Movies

Class 18 – Oct 29th – **Blog #7/ POD #7A & POD #7B**

Class 19 – Nov 3 – Movies/TV

Class 20 – Nov 5 – **Blog #8/POD #8A & POD #8B**

Class 21 – Nov 10th - TV

Class 22 – Nov 12th – **Blog #9/ POD #9A & POD #9B**

Class 23 – Nov 17th – TV/Internet

Class 24 – Nov 19th – **Blog #10/ POD #10A & POD #10B**

Class 25 – Nov 24th – Internet

THANKSGIVING

Class 26 – Dec 1st – Guest Speaker

Class 27 – Dec 3rd – News

Class 28 – Dec 8th - Ethics & MM, Media & Govt