

FA17: MEDIA: 11469

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**C101—Media (Section #11469)
Fall Semester, 2017**

Professor

Dr. **Robert F. Potter** (<http://mediaschool.indiana.edu/profile/?p=rfpotter>) (rfpotter)
812-856-2546 (leave message)
Office hour Thursdays 8-9:30 Franklin 019

Associate Instructors

Allison Brown (brown532)
Office Hour Mondays 1-2pm

Fridays 9:05-9:55 in RA B111 (11520)

Fridays 10:10-11:00 in RA B111 (11506)

Fridays 2:30-3:20 in FR C230 (11599)

Kelsey Prena (kprena)
Office hour Wednesday 9-10

Fridays 8:00-8:50 in WT 12-029B (11511)

Fridays 9:05-9:55 in WT 12-029B (11512)

Fridays 10:10-11:00 in WT 12-029B (11518)

Christian Potter (chrlpott)
Office hour Thursday 1-2

Fridays 8:00-8:50 in BQ C130 (11492)

Fridays 9:05-9:55 in BQ C130 (11493)

Fridays 10:10-11:00 in BQ C130 (11739)

Yanyan Zhou (zhouyany)

Office hour Thursdays 3-4pm

Fridays 9:05-9:55 in WI C111 (11508)

Fridays 10:10-11:00 in WI C111 (11509)

Fridays 2:30 - 3:20 in TE F104 (11495)

Class meetings

M&W from 2:30-3:20pm

Woodburn 100

*Plus, you have registered for a SPECIFIC discussion section led by one of the Associate Instructors. This meets on Fridays in a different room and time.

Many of your assignments will be handed out (and some even completed) during discussion section. You may ONLY attend the discussion section you have registered for.

C101 course objectives

1. Inform students about the Media School and field at large; provide an understanding of media issues as they might apply to academia, business, advocacy, or any other applied field students might be interested in pursuing
2. Develop an entry-level understanding of the variety of approaches and methods that those within the Media School take when thinking, making, or managing media
3. Identify the major actors and institutions of public communication; articulate the relationship of those institutions to society and enumerate the issues that arise out of that relationship
4. Develop argumentation/critical thinking skills, with a special eye toward evaluating and applying evidence to build an argument
5. Acquire tools to be informed media consumers and contributors to the public discussion of media

Course resources

All readings, videos, and other resources can be found here. There is no book to buy; this Canvas site is your stop for information related to C101.

Course lectures and note-taking

Most of the time, lecture notes will not be posted online. You should come to class, actively listen to lectures, and take good notes. Doing so will help to make sure you REALLY understand what is being said in lecture. If you don't understand something...ASK! Note-taking is a skill that requires practice but really does pay off in deeper learning. Not only in a college classroom, but in business as well. Audio recordings of most course meetings will be posted on Canvas. So, if you want to review your notes, miss a class, or want to listen to something again, you have the opportunity to do that.

Religious Holidays

According to IU policy, accommodations will be made if you need to miss class for observance of a religious holiday. However, there are some things that you MUST do in order for these accommodations to be made. Find what to do by clicking the

"Forms" link on this page: <http://www.indiana.edu/~vpfaa> (<http://www.indiana.edu/~deanfac/download/download.html#awnom>)

Grading

There are 10 different assignments during the semester, worth 30 points each. There are two exams, each worth 100 points. So there are 500 points available for the class. The minimum total points required for each letter grade are as follows:

A+	(97%)	=	485
A	(93%)	=	465
A-	(90%)	=	450
B+	(87%)	=	435
B	(83%)	=	415
B-	(80%)	=	400
C+	(77%)	=	385
C	(73%)	=	365
C-	(70%)	=	350
D+	(67%)	=	335
D	(63%)	=	315
D-	(60%)	=	300

Final grades will only be changed if there was a clerical error in their calculation. Because exams are curved and many of the assignments are based simply on completion, grades will NOT be rounded up further at the end of the semester. If you become concerned about your grades at any point in the semester, please feel free to set up a meeting or drop in during office hours for extra help with material or assignments you find challenging.

General assignment requirements

The assignments will each be discussed in more detail in either lecture or discussion section (or both). Some assignment prompts will be posted in the **Assignment List**, others will take place in class only. Late assignments will be docked 3 points (one letter grade), with an additional 3 point penalty every 24 hours. If an assignment is turned in online, the student is responsible for insuring that the correct assignment is successfully uploaded to the right place on time. Technical problems are not an excuse! Canvas gives you the opportunity to double-check to be sure you've uploaded the assignment correctly; you should do so to make sure it's there. If Canvas isn't working or you have any doubt about whether it successfully submitted, email the assignment to your discussion section instructor directly.

If the assignment is to be completed in class and you have a university-approved excuse for missing, you will be given an alternative assignment that is due at the same time as your discussion section. You need to notify your discussion section instructor in advance to get this alternative assignment.

All assignments will be expected to meet an acceptable standard of grammar and organization, in addition to fulfilling the requirements of the specific assignment. The university has a number of excellent resources available to students who are working on course assignments and papers (see <http://www.indiana.edu/~acadsupp/ASHome.shtml> (<http://www.indiana.edu/~acadsupp/ASHome.shtml>)). Please utilize these resources, particularly if you could use help with any of the different aspects of paper writing (organizing your thoughts, structuring the paper, grammar, etc.).

When outside sources are used in a paper, students will be expected to reference these sources properly. Any type of plagiarism will result in an F for the course and could result in further sanctions from the university. For information on how to

properly cite sources using APA style, see http://www.indiana.edu/~wts/pamphlets/apa_style.shtml (http://www.indiana.edu/~wts/pamphlets/apa_style.shtml). For more on the university's policies toward plagiarism and cheating, see <http://www.iu.edu/~code/code/responsibilities/academic/index.shtml> (<http://www.iu.edu/~code/code/responsibilities/academic/index.shtml>).

Related to the above, please be protective of your assignments. It is your responsibility to make sure that your assignments do not end up in the hands of someone who might plagiarize it. If your assignment is copied by someone from this class or from another section of C101, you will be subject to the same penalties as the student who copied it. If parts of your assignment are copied by someone in a future semester of C101, you will still be subject to university sanctions according to the academic misconduct code.

No rewrites of any assignment will be allowed. If you are having a problem with a particular assignment, or you want to make sure that you're on the right track, please feel free to meet with me or with your SAA before the assignment is due to ask questions.

Exams and in-class assignments

Make-up or conflict exams and opportunities to make up in-class assignments will be given only for university-approved reasons. If a conflict exam or assignment is required, let me know as soon as possible to make arrangements. There are no attendance points in this class, but again, in-class assignments cannot be made up without university approval.

Accommodation for disabilities

Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, physical, hearing, vision, neurological, etc.). You must have established your eligibility for support services through Disability Services for Students. Note that services are confidential, may take time to put into place, and are not retroactive. Captions and alternate media for print materials may take three or more weeks to get produced. Please contact Disability Services for Students at <http://disabilityservices.indiana.edu> (<http://disabilityservices.indiana.edu>) or 812-855-7578 as soon as possible if accommodations are needed. The office is located on the third floor, west tower, of the Wells Library (Room W302). Walk-ins are welcome 8 AM to 5 PM, Monday through Friday. You can also locate a variety of campus resources for students and visitors who need assistance at <http://www.iu.edu/~ada/index.shtml> (<http://www.iu.edu/~ada/index.shtml>).

Sexual Misconduct and Title IX

As your instructor, one of my responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

- The Sexual Assault Crisis Services (SACS) at (812) 855-8900
 - (counseling services)
- Confidential Victim Advocates (CVA) at (812) 856-2469 d
 - (advocacy & advice services)
- IU Health Center at (812) 855-4011
 - (health & medical services)

It is also important that you know that Title IX and University policy require me to share any information brought to my attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken and resources are made available. Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist.

I encourage you to visit stopsexualviolence.iu.edu (<http://stopsexualviolence.iu.edu>) to learn more.

Earn extra points by reading this syllabus. [Click here. \(https://iu.co1.qualtrics.com/jfe/form/SV_5vCn4Gy45pCPAS9\)](https://iu.co1.qualtrics.com/jfe/form/SV_5vCn4Gy45pCPAS9)

Academic Integrity: As a student at IU, you are expected to adhere to the standards and policies detailed in the [Code of Student Rights, Responsibilities, and Conduct \(http://www.iu.edu/~code/\)](http://www.iu.edu/~code/) (Code). When you submit an assignment with your name on it, you are signifying that the work contained therein is yours, unless otherwise cited or referenced. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged. All suspected violations of the Code will be reported to the Dean of Students and handled according to University policies. Sanctions for academic misconduct may include a failing grade on the assignment, reduction in your final course grade, and a failing grade in the course, among other possibilities. If you are unsure about the expectations for completing an assignment or taking a test or exam, be sure to seek clarification beforehand.

Note Selling: Several commercial services have approached students regarding selling class notes/study guides to their classmates. Selling the instructor's notes/study guides in this course is not permitted. Violations of this policy will be reported to the Dean of Students as academic misconduct (violation of course rules). Sanctions for academic misconduct may include a failing grade on the assignment for which the notes/study guides are being sold, a reduction in your final course grade, a failing grade in the course, among other possibilities. Additionally, you should know that selling a faculty member's notes/study guides individually or on behalf of one of these services using IU email, or via Canvas may also constitute a violation of IU information technology and IU intellectual property policies and additional consequences may result.

Schedule and readings (note that these are subject to change; check back often)

Week 1: The Media School

Monday, Aug. 21 - Course introduction

Wednesday, Aug. 23 – What is media?

Reading: [Nielsen report: Total Audience Report \(2017\)](#) 

Friday, Aug. 25 - Discussion section introductions

Assignment: Pretest (taken in class...no points given, but attendance taken)

Assignment: [Start media journal assignment](#)

Week 2: Media Literacy

Monday, Aug. 28 – What does it mean to be 'media literate'? Is it important?

Wednesday, Aug. 30 - Guest Speaker: [Dean Jim Shanahan \(http://mediaschool.indiana.edu/our-people/meet-the-dean/\)](http://mediaschool.indiana.edu/our-people/meet-the-dean/)

Friday, Sept. 1 - Thinking about media use

Assignment: [Media journal](#) due in discussion section

Week 3: Media Use, Ownership, Economy

Monday, Sept. 4 - NO CLASS: Labor Day

Wednesday, Sept. 6 - Media ownership/economy

Reading: [McChesney, Policing the Unthinkable \(2001\)](#)

Friday, Sept. 8 - Discussion of media ownership issues

Week 4: Management, Industry, and Policy

Monday, Sept. 11 - The First Amendment

Wednesday, Sept. 13 - Guest speaker [Matt Pierce \(http://mediaschool.indiana.edu/profile/?p=mspierce\)](http://mediaschool.indiana.edu/profile/?p=mspierce)

Friday, Sept. 15 – First Amendment

Assignment: [First Amendment case debate](#)

Week 5: Media Science

Monday, Sept. 18 - Using science to answer questions

Reading: [Sparks \(2013\).pdf](#)

Wednesday, Sept. 20 - Guest speaker [Andrew Weaver \(http://mediaschool.indiana.edu/profile/?p=weaveraj\)](http://mediaschool.indiana.edu/profile/?p=weaveraj)

Friday, Sept. 22 - Asking questions

Assignment: [A scientific question](#)

Week 6: Cinema and Media Studies

Monday, Sept. 25 - Analyzing film

Reading: [Smith, What media classes really want to discuss\(2010\)](#)

Reading: [Belton-Ch3.pdf](#)

Wednesday, Sept. 27 - Guest speaker [Josh Malitsky \(http://mediaschool.indiana.edu/profile/?p=jmalitsk\)](http://mediaschool.indiana.edu/profile/?p=jmalitsk)

Friday, Sept. 29 - Applying film analysis

Assignment: [Shot analysis](#) workshopped in class, submitted in Canvas

Week 7: Media Technology and Cultures

Monday, Oct. 2 - Media technology and cultures

Reading: [Baym, Personal Connections in the Digital Age\(2010\)](#)

Wednesday, Oct. 4 - Guest speaker [Raiford Guins \(http://mediaschool.indiana.edu/profile/?p=rguins\)](http://mediaschool.indiana.edu/profile/?p=rguins)

Friday, Oct. 6 - Analysis of new technology

Assignment: [Analyzing an app](#) (assignment completed in discussion section)

Week 8: Midterm

Monday, Oct. 9 - Midterm synthesis and review: What we know now

Wednesday, Oct. 11 - Midterm exam

Friday, Oct. 13 - NO DISCUSSION SECTIONS

Week 9: Cinema and Media Production

Monday, Oct. 16 - The production process

Wednesday, Oct. 18 - Guest speaker [Norbert Herber \(http://mediaschool.indiana.edu/profile/?p=nherber\)](http://mediaschool.indiana.edu/profile/?p=nherber)

Friday, Oct. 20 - Storyboards

Assignment: [Storyboards](#) workshopped in discussion section, due to Canvas

Week 10: Game Design

Monday, Oct. 23 - An intro to game design

Reading: **The Formal Systems of Games** (<http://www.acagamic.com/courses/infr1330-2014/the-formal-systems-of-games-and-game-design-atoms/>)

Wednesday, Oct. 25 – Guest speaker: **Will Emigh** (<http://mediaschool.indiana.edu/profile/?p=wemigh>)

Friday, Oct. 27 - Building game mechanics

Assignment: **Game mechanics** (assignment completed in discussion section)

Week 11: News Reporting & Editing

Monday, Oct. 30 - Elements of Journalism

Reading: Web article from **American Press Institute** (<https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/elements-journalism/>)

Video: **John Oliver on Journalism** (https://www.youtube.com/watch?v=bq2_wSsDwkQ)

Wednesday, Nov. 1 - Guest speaker **Anne Ryder** (<http://mediaschool.indiana.edu/profile/?p=rydera>)

Friday, Nov. 3 - Journalism in practice

Assignment: **Writing the lead** (assignment completed in discussion section)

Week 12: Sports Media

Monday, Nov. 6

Wednesday, Nov. 8 - Guest speaker: **Galen Clavio** (<http://mediaschool.indiana.edu/profile/?p=gclavio2>)

Friday, Nov. 10- No discussion section this week

Week 13: Advertising

Monday, Nov. 13

Reading: To be announced

Wednesday, Nov. 15 -

Friday, Nov. 17 - Ethics in advertising

Assignment: **TARES test** (discussed in section, due on Canvas)

THANKSGIVING BREAK: Nov. 18 - Nov. 26**Week 14: Public Relations**

Monday, Nov. 27 - Intro to PR

Reading: **Public relations overview**

Wednesday, Nov. 29 - Guest speaker **Nick Browning** (<http://mediaschool.indiana.edu/profile/?p=nickphd>)

Friday, Dec. 1 - PR in practice

Assignment: **PR campaign** (assigned and completed in discussion section)

Week 15: Reflections and Conclusions














Monday, Dec. 4 - Course evaluations (bring a web-device). Receive Study Guide.

Wednesday, Dec. 6 - Course synthesis and review; what we know now

Friday, Dec. 8 - Final exam review

FINAL EXAM: Monday Dec. 11, 12:30-2:30pm.

Course Summary:

Date	Details
Fri Sep 1, 2017	 Media journal (https://iu.instructure.com/courses/1654161/assignments/7308123) due by 11:59pm
Fri Sep 15, 2017	 First Amendment assignment (https://iu.instructure.com/courses/1654161/assignments/7308121) due by 11:59pm
Mon Sep 25, 2017	 A scientific question (https://iu.instructure.com/courses/1654161/assignments/7308118) due by 5pm
Mon Oct 2, 2017	 Shot analysis (https://iu.instructure.com/courses/1654161/assignments/7308127) due by 11:59pm
Fri Oct 6, 2017	 App analysis (https://iu.instructure.com/courses/1654161/assignments/7308117) due by 11:59pm
Mon Oct 23, 2017	 Storyboards (https://iu.instructure.com/courses/1654161/assignments/7308128) due by 11:59pm
Fri Oct 27, 2017	 Game mechanics (https://iu.instructure.com/courses/1654161/assignments/7308122) due by 11:59pm
Fri Nov 3, 2017	 Writing the lead (https://iu.instructure.com/courses/1654161/assignments/7308130) due by 11:59pm
Fri Nov 17, 2017	 TARES test (https://iu.instructure.com/courses/1654161/assignments/7308129) due by 5pm
Fri Dec 1, 2017	 PR Campaign (https://iu.instructure.com/courses/1654161/assignments/7308125) due by 11:59pm
	 Extra Credit-Research Experience (https://iu.instructure.com/courses/1654161/assignments/7308119)
	 Final exam (https://iu.instructure.com/courses/1654161/assignments/7308120)
	 Midterm Exam (https://iu.instructure.com/courses/1654161/assignments/7308124)

