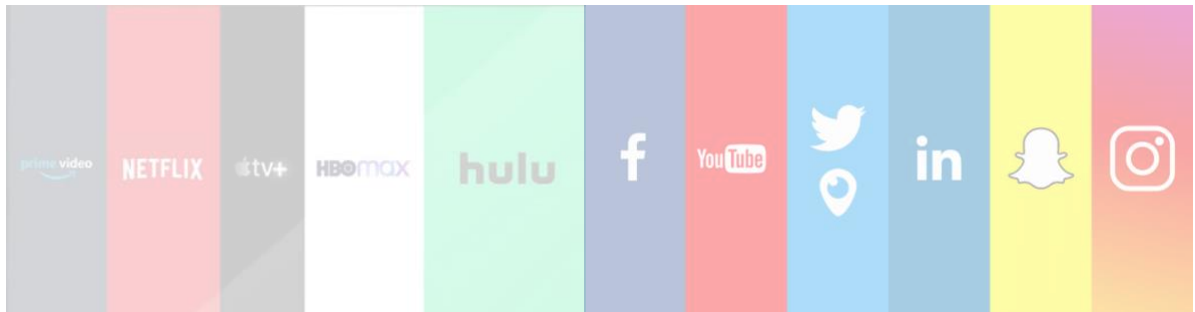


COM120: MEDIA INDUSTRIES & TRENDS



MOLLY YANITY, Ph.D.

8-8:50 a.m., MWF in CCE 140/Zoom

Fall 2020

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OFFICE HOURS in CCE 267 or Zoom:

Tuesdays & Thursdays (10 a.m.-noon), Wednesdays (9:30 a.m.-noon)

Office hours will be held *by appointment** in CCE 267, or via Zoom at my [personal meeting room](#) (873 158 5327), which will be open during the above hours. *Office hours are typically drop-in, but because of social distancing requirements, I request students make appointments this semester.

COURSE OVERVIEW

You are surrounded by information. It bombards you in some form of media nearly every minute of the day in an attempt to inform, entertain, persuade and even lead you astray. How you receive, interpret and act upon information makes a real difference in your life and the world.

But, what does it really mean? What is “the media?” How do we know what to trust and what to dismiss? How do we understand what is meant to misinform us? And, how do we process information that purports to be truth?

This course introduces students to the structure, function, uses and social implications of media industries.

Students will examine the ways individual industries inform, entertain and influence media consumers. Significant focus will be placed on media literacy.

The course also surveys issues related to ownership, regulation, ethics and globalization.

The main objectives of COM 120 are to help students understand media professions, industries and technologies in relation to key trends, including the increasing commercialization of media products, the consolidation and convergence of media industries, and the implications these processes hold for society. The course will foster the development of skills including the ability to access, analyze and properly cite sources for research on the media.

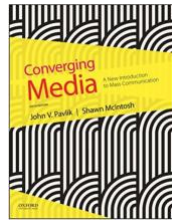
PURPOSE

At the conclusion of this course, the assigned readings, class discussions and completed assignments should have helped you to be able to:

- Understand media professions, industries and technologies in relation to key trends Determine appropriate sources for research and interview material
- Identify and understand the increasing commercialization of media products
- Critically understand and define the consolidation and convergence of media industries, as well as their implications on society
- Access and analyze research materials
- Properly cite sources for research on the media
- Exhibit beginning levels of expertise on media literacy

REQUIRED TEXTBOOK

- Pavlik, John V. and Shawn McIntosh. [Converging Media: A New Introduction to Mass Communication](#), 6th Edition. Oxford University Press. ISBN: 978-0190646653



GRADING

Your grade will be comprised of the total score of the following:

Exam #1	20%
Exam #2	20%
Exam #3	20%
Group Presentation	20%
Engagement/Attendance/Homework	20%

Scale:

A	93-100	C+	79-77
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D	60-69
B-	82-20	F	0-59

Rubrics for all assignments are included on individual assignment sheets found in Bb and the course website.

COURSE POLICIES

ATTENDANCE/ENGAGEMENT

Participation and engagement: This class is a mix of lecture, discussion, readings and screenings. Most of the material discussed in class is not in the readings. Class lectures, discussions and screenings will add complexity and keep the course up-to-date with current trends and issues in the media industries that pop up throughout the semester. Thus, attendance is mandatory and participation is extremely important.

I see the classroom as your “workplace” while you are in college. Thus, you should treat both your on-campus and remote class attendance the same way you would treat work attendance. You may miss **THREE class meetings*** without penalty – consider these your “sick/personal days.” After three absences, unless you have a documented excuse for missing those additional class meetings (ex: serious illness, family emergency, quarantine, etc.), you will receive ZERO of the attendance/engagement points.

Attendance cohort: You have been assigned an “attendance cohort” and are required to be physically in class one day per week. You can find your group on Blackboard by going to the course home page, clicking on “Groups” in the left nav bar and finding your name under either Monday, Wednesday or Friday. Whichever group you are in is the day are required to *be in the classroom*. Participating via Zoom is not a substitute.*

On the other two days, you will attend class remotely through Zoom. The Zoom meeting links are also on Blackboard.

Zoom on-camera attendance requirement: On the days you are scheduled to attend class remotely, I prefer that you appear on camera for the entire class period. You can’t just log in and walk away/do other work/sleep (it is an 8 a.m. course!), which some people do when the camera is off. However, I recognize that there are times when you may not be able to appear on camera (ex: tech issues, privacy concerns). If for some reason you cannot appear on camera during a class meeting, you should send me a private message in the Zoom Chat explaining the reasons at least 5 minutes prior to the start of class. *You will still be required to participate in the class discussions by typing your name and any comments into the Chat.*

Sign-in: You must sign in via Zoom by typing your name in the chat at the start of every class. If you fail to sign in, you will be marked as absent for that class meeting.

Other engagement notes:

- You need to come to class *prepared*. This means you have done the reading, done the homework, prepared questions and discussion points.

- You will regularly present your writing, your ideas, your opinions. You may be challenged. Respect and civility are expected. So are your voice and uniqueness.
- While in class (*on campus and on Zoom*), you need to be on task. If you are working on other materials or engaged in activities beyond the course, you may be asked to leave the room or the Zoom session, which will count as an absence.
- **IF YOU MISS CLASS, it is YOUR responsibility to makeup work. Do not ask the professor what you missed; ask a classmate and/or consult the schedule.**

***COVID-19 PROCEDURES**

That said, there may be instances in which students (or the professor) must quarantine or become ill. In the former circumstance, the course will be available via Zoom and quarantined students will participate via Zoom. Doctor's notes confirming illnesses, or official contact tracing notifications will also negate the three-absence policy. Deadlines will be adjusted on an individual basis.

OUT-OF-TIME ZONE EXEMPTIONS. *If you live in a time zone (West Coast or abroad) that makes live Zooming difficult, please contact me before classes begin.*

OTHER COVID-19 POLICIES

- **Face coverings.** The University policy is that face coverings must be properly worn (covering both nose and mouth) in the classroom and in all public places at all times. Students with questions about medical exemptions for masks should contact the [Office of Student Accessibility](#).
- **Social distancing.** The University policy is that everyone must practice social distancing, staying at least six feet away from others at all times. Students should respect the personal space of their instructors and fellow students at all times.
- **Entering/exiting the classroom.** Maintain social distancing as they enter and exit the classroom, staying at least six feet away from others in a single-file fashion.
- **Cleaning your workspace.** The University policy is that everyone must clean their workspaces/desks at the end of each class period. Cleaning supplies provided by the University are available in every classroom.
- **Zoom recordings and privacy concerns.** Zoom sessions are recorded. Cameras must be turned on for the duration of synchronous online classes. If you aren't able to turn on your camera, please inform the instructor *before* class begins.
- **Symptom checking and tracking.** Please see and [follow university protocols](#).

CONTACTING PROFESSOR YANITY

The best way to reach me is via email (Molly.Yanity@qu.edu) or at my office phone (203-582-5031). **PLEASE DO NOT TEXT ME FOR CLASS-RELATED THINGS UNLESS IT IS AN EMERGENCY.** I'll respond within 24 hours on weekdays and 48 hours on weekends, although I'll usually get back to you much sooner. I routinely send out emails and may post announcements via Blackboard, so be sure to check your QU email and our course Blackboard page frequently.

SYLLABUS REVISION DISCLAIMER

I reserve the right to revise the syllabus, class schedule or assignment guidelines at any point during the semester if I deem that changes are necessary. I will inform you of any changes in class, via email and on the course website. I'll also send and post any revised documents.

Also, if you are reading the syllabus, email the professor and cut and paste this sentence in its entirety for five points toward the Engagement by 12 a.m., Tuesday, Aug. 25, 2020. Good sign of engagement from the get-go! This is one of just two ways I offer extra credit. We will talk about the second in our first meeting.

Technology and Respect

Out of respect for your professor and fellow classmates, phones are not permitted for use in class unless specified by the professor beforehand. They should be stored, in the off/silent position.

It is recommended that note-taking is done via pen/paper and can be transferred to electronic format outside of the class time. If you prefer to use the laptop, that is fine, but if the laptop is being used for non-class purposes, *the professor reserves the right to penalize the student in the Attendance/Engagement category.*

Assistance

Quinnipiac University is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me.

If you have a disability, or think you may have a disability, you may also want to meet with the Office of Student Accessibility, to begin this conversation or to request reasonable accommodations. Quinnipiac University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

Please contact the Office of Student Accessibility by emailing access@qu.edu, or by calling (203) 582-7600. If you have already been approved for accommodations through the Office of Student Accessibility, please meet with me so we can develop an implementation plan together.

Supplemental Assistance

Understanding and using the basics of grammar, punctuation and writing structure are expected. If you are having difficulty with this, please seek assistance from the QU Learning Center at TH 119, or call (203) 582-8628.

Academic Integrity

Familiarize yourself with Quinnipiac University's [policy on Academic Integrity](#). *Along with the University's policy, understand that made-up sources, cheating or helping*

someone else cheat on an exam, plagiarizing or falsifying information will result in failing and/or lower grades.

UNIVERSITY LEARNING OUTCOMES

Quinnipiac University has established Essential Learning Outcomes and learning paradigms. They include Interpersonal Proficiencies: Written communication, oral communication, responsible citizenship, diversity awareness & sensitivity and social intelligence, and Intellectual Outcomes: Critical thinking & reasoning, scientific literacy, quantitative reasoning, information fluency, creative thinking and visual literacy.

More on these outcomes is [available here](#).