

Media & Society

COMM 1500-001 | Spring 2025 | Tu/Th, 10:45 a.m. - 12:05 p.m. | GC 4020

Instructor: Marcie Young Cancio, clinical associate professor

Office: LNCO 2425

Email: Please message me via the Canvas inbox

Phone: 801-581-6889 (office)

Office Hours: Monday 3-4 p.m. and Tuesday 12:30-2 p.m. (via phone or Zoom). If you'd like to meet outside these hours, please message me via Canvas, and we can set something up in-person, over the phone or by Zoom.

Note: This is a face-to-face class held on campus on Tuesdays and Thursdays from 10:45 a.m. to 12:05 p.m. In-person attendance and participation are mandatory. (There are no hybrid or Zoom options for attending class.) Please arrive on time and ready to learn and engage with your instructor and classmates.

Course Overview

Description

This course addresses mediated communication as it enables – and affects – how people interact, pursue goals, and produce results. It emphasizes critical consumption of media messages and the implications of producing such messages. Students engage with technological, business, historical, legal, and ethical foundations of mediated communication to become more informed and responsible participants and citizens.

Course objectives and goals

This course meets the Humanities (HF) General Education requirement. Courses in the humanities focus on developing a critical understanding of human thought, culture, and society through the study of big questions, both contemporary and enduring.

At the end of this course, students will be able to:

- Employ communication theories, perspectives, principles, and concepts
- Apply the 5-step critical process to critically examine mass media messages
- Apply ethical mass media communication principles and practices
- Evaluate the connection between communication and culture and how it incorporates a range of perspectives.
- Each module in the course includes specific learning objectives that will help you build knowledge and skills to meet the above learning outcomes.

Prerequisite

None

Required materials

Media & Culture: An Introduction to Mass Communication, by Campbell, Martin, and Fabos, 13th Edition

The required textbook is provided digitally to students through Canvas and paid for as a lower-cost course fee. You will not need to purchase or order the book because it has been automatically preloaded into the Canvas course under the “Bookshelf” tab. (If you prefer a hardcopy of the textbook, you may opt-out of the preloaded digital text by contacting the campus bookstore. [Click here](#) for details.)

Accessing the textbook:

To get the ebook, click on the “Bookshelf” tab in the left-hand Canvas menu. (Pop-up blockers may need to be removed to allow new tabs to open.) When your list of courses and titles pull up, you will see *Media & Culture: An Introduction to Mass Communication*.

Click "read now" under the *Media & Culture: An Introduction to Mass Communication* book. The bookstore uses VitalSource to deliver the textbook. If you have not already set up a VitalSource account, you will need to create one using your Umail email. The title should then automatically pop up in your VitalSource bookshelf.

Assessment

10% Participation (includes mandatory attendance, in-class exercises and ungraded assignments)

10% Weekly quizzes

15% Discussions

25% Written assignments

20% Midterm paper

20% Final paper

Evaluation and assignments

Your performance in this course will be evaluated by:

- **Attendance and Participation:** Regular on-time attendance and active engagement with instructor, peers and guests during in-class exercises, activities and discussions.
- **Discussions:** Weekly online conversations that show critical thinking, insightful commentary, salient discussion with your classmates.
- **Weekly Quizzes:** Designed to assess comprehension of weekly reading assignments and module content. (I will drop your lowest quiz.)
- **Written Assignments:** 500-word (minimum) assignments that correlate with the week's chapter and module content. APA/MLA style scholarly sources, research, and proper citations required on all written assignments.
- **5-Step Critical Process Assignments:** Assignments that engage you with a specific media topic and get you to reflect on your own personal media consumption. The Module 1 Written Assignment, Midterm Paper and Final Paper— will follow the format of the 5-Step Critical Process. APA/MLA style scholarly sources, research, and proper citations required.

Submitting Assignments

All assignments, unless otherwise announced, must be submitted to the designated area of Canvas. Do not submit assignments via email. Please read the assignment instructions closely (whether you're working on a quiz, discussion or written assignment) to assure you fully understand the expectations, including what to submit to Canvas.

Readings for each module should be completed no later than Friday as the quizzes will pull heavily from the textbook chapters as well as the in-class lectures.

Late Assignments

- Late work is downgraded if submitted more than 24 hours past the due date. Scores will be reduced by 2% for every day (after 24 hours) an assignment is late. (For example, grading on a 100-point written assignment handed in 3 days late will begin at 96/100 points.)
- Assignments handed in after the close date -- typically one week after the deadline --cannot be made up (except by prior professor approval).
- For problems such as unscheduled absences, always contact me immediately and preferably in advance.
- Documented absences may be excused (such as medical emergencies). I reserve the right to require official documentation.
- There is no grace period for the midterm and final.

Extra Credit

There will be opportunities for extra credit throughout the semester. I will let you know by Canvas email or announcement when assignments, projects or other opportunities for extra credit arise. Extra credit must be turned in by the deadline.

General Grading Guidelines

Grades are assigned using the following scale:

A	94%-100%	B-	80%-83.9%	D+	67%-69.9%
A-	90%-93.9%	C+	77%-79.9%	D	64%-66.9%
B+	87%-89.9%	C	74%-76.9%	D-	60%-63.9%
B	84%-86.9%	C-	70%-73.9%	E	59.9% or less

Note: A C grade or higher is required if this course is needed for your major.

Attendance

You must attend class. There are no "free days." If you choose to miss class, you choose to lower your grade. Three unexcused absences could result in a course grade of E. Contact me immediately (in advance if possible) if you cannot make it to class. Documented absences may be excused (i.e. medical emergencies) with official documentation.

Course Schedule

A general schedule of class lectures, activities, assignments and deadlines will follow in Canvas. *Please Note: I reserve the right to modify information about the content of the course when necessary and with reasonable notice to students.*

Withdrawal

According to the Office of the Registrar, withdrawing from a course and other registration matters are your responsibility.

Our Social Contract

To ensure a successful semester, both you and I must follow the expectations that are listed and described in the syllabus. In particular, you must be willing to actively engage in this class and take charge of your education. And I — as your teacher — pledge to be available to you throughout the semester, provide relevant feedback in a timely manner, and ensure that our class remains a safe and respectful space for learning and engagement. Additionally:

- I expect each of you to treat others with respect. You may not agree with everyone, but this class must be a safe place for discussion of media messages and interpretation in society.
- Proper writing mechanics, spelling, grammar and punctuation are expected for all your work in this class.
- If you need additional instruction or time, please make arrangements with me *before* work is due.
- Contact me in-person/by phone during posted office hours. I'm available by Canvas messages outside of office hours, but it may take me longer to respond. (Up to 24 hours during the week and 48 hours over the weekend.)

Academic Misconduct and Plagiarism

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in university courses are expected to complete coursework with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own (plagiarizing) can result in disciplinary action including dismissal from the course and a failing grade or dismissal from the university. This includes the use of ChatGPT to write any or all of work submitted for grading and assessment. For more information, consult me and/or read Section I (General Provisions and Definitions) of the Code of Student Rights and Responsibilities ("[Student Code](#)"). Academic integrity also entails doing unique work for each class. According to Policy 6-400: "Misrepresenting one's work includes, but is not limited to, representing material prepared by another as one's own work, or submitting the same work in more than one course without prior permission of both faculty members."

University Policies

Updated mandatory syllabus policies regarding the ADA Act, Safety at the U, Addressing Sexual Misconduct, and Academic Misconduct can be viewed at:

<https://cte.utah.edu/instructor-education/syllabus/institutional-policies.php>

University Safety Statement: The University of Utah values the safety of all campus community members. To report suspicious activity or to request a courtesy escort, call campus

police at 585- COPS (585-2677). You will receive important emergency alerts and safety messages regarding campus safety via text message (enroll via CIS). For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu

Addressing Sexual Misconduct: Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil-rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran's status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 581-8365, or the Office of the Dean of Students, 581-7066. For support and confidential consultation, contact the Center for Student Wellness, 581-7776. To report to the police, contact the Department of Public Safety, 585-2677 (COPS).

The Americans with Disabilities Act (ADA): The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you need accommodations in this class, consult the [Center for Disability and Access](#), 581-5020 (V/TDD).

Additional resources, tech help and tips on how to succeed in this course and in your academic career are listed in detail on the home page for this course in Canvas.

Preliminary Course Schedule

A fuller, general schedule of class lectures, activities, assignments and deadlines to follow in Canvas. *Please Note: I reserve the right to modify information about the content of the course when necessary and with reasonable notice to students.*

Week 1:	Course Orientation and Syllabus Review <i>Orientation quiz due</i>
Week 2:	A Critical Approach to Media, Culture, and Communication <i>Module 1 quiz, written assignment due</i>
Week 3:	The Internet and Digital Media <i>Module 2 quiz, discussion due</i>
Week 4:	Digital Gaming and the Media Playground <i>Module 3 quiz, written assignment due</i>
Week 5:	Sound Recording and Popular Music <i>Module 4 quiz, discussion due</i>
Week 6:	Radio and the Origins of Broadcasting <i>Module 5 quiz, written assignment due</i>
Week 7:	From Television Broadcasting to Streaming <i>Module 6 quiz, discussion due</i>
Week 8:	Movies and the Power of Images <i>Module 7 quiz, midterm due</i>

- Week 9: Newspapers and the Rise and Decline of Print Journalism
Module 8 quiz, discussion due
- Week 10: Spring Break
- Week 11: Magazines in the Age of Specialization
Module 9 quiz, written assignment due
- Week 12: Books and the Power of Print
Module 10 quiz, discussion due
- Week 13: Advertising and Commercial Culture
Module 11 quiz, written assignment due
- Week 14: Public Relations and Framing the Message
Module 12 quiz, discussion due
- Week 15: Media Economics and the Global Marketplace
Module 13 quiz, written assignment due
- Week 16: The Culture of Journalism
Module 14 quiz, discussion due
- Finals Week: ***Final paper due***