

Levelland Spring 2019 Comm 1307.001 Intro to Mass Comm- **Tentative Schedule**

**Week 1**

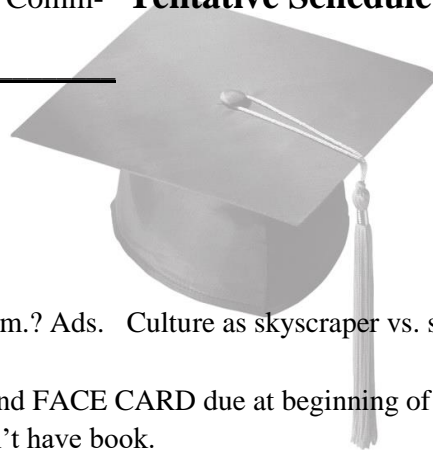
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Jan 14 **Introduction to Class-** Intro class blog-Profile  
<http://www.IntroMassCommClass.blogspot.com>  
Face Cards (5 points)

16 Show Profile results...Introduce Face Cards

What is Plagiarism?...What is culture? What is Mass Comm.? Ads. Culture as skyscraper vs. subway map. What is Media Literacy?

**Homework to do before next class:** Answer blog invite and FACE CARD due at beginning of next class. Read pp 17 to end of chapter as handout in case don't have book.



**Week 2**

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21 – MLK Holiday

23 Face Card 1 due!!! 5 points

Media Literacy....Complete My Pop Studio in class project.

**Homework to do before next class:**

Sign into class blog and complete first assignment. Directions are listed on the blog.

**And...** Review p. 6 and 18 to end of Chapter 1. Then **read** pages 1 -17 of Chapter 1.

**Week 3**

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28 – **Media & Culture** - Chapter 1 page 1 to 18. Go over outline of chapter.

**Homework to do before next class:** Re-read the Case Study “The Sleeper Curve” on pages 24 – 25.

Interview someone who is close to you-but from an earlier generation- about media and story preferences.

Ask them the questions listed in the case study: What types of stories and games do they enjoy? What did this person from an earlier generation value in storytelling? **Bring your notes to class and be**

**prepared to discuss them.** In class next time you will write about any common ground and/or cultural differences you discovered in comparing your tastes to theirs.

**30 Media & Culture**

Discuss interview results and write “Sleeper Curve” comparison in class. Due at end of class.

**Homework to do before next class:** Read Chapter 2- “The Internet, Digital Media, and Media Convergence”

**And...begin your media diary tomorrow.** You will keep diary from Thursday January 31 through Wednesday Feb 6. Go over handout for details. The project is due at start of class 2/13.

**Week 4**

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Feb 4 **Media & Culture** Books

You will get an assignment that you will turn in as homework on Monday 2/11. It is a book chapter assignment- see handout. (worth 25 points)

**6** Class discussion media diary paper- due at start of class 2/13.  
Books – Banned books assignment to do in class. Turn in at end of class as classwork (worth 25 points)  
**Homework to do before next class:** Finish media diary paper, finish book chapter assignment, and finish reading Chapter 2.

### Week 5

**11** Turn in Book Chapter assignment at beginning of class  
The Internet, Digital media, and Media Convergence- Chapter 2.  
**Homework to do before next class:** Blog Post and response re Internet Privacy. See handout for details. **And Read Chapter 3: Digital Gaming and the Media Playground**

**13** Turn in Media Diary Assignment at beginning of class – Class discussion about it.  
Digital Gaming and the Media Playground Chapter 3

### Week 6

**18** Sound Recording and Popular Music Chapter 4  
Gramophones and phonographs; really early recordings; Watch intro to Hip-Hop: Beyond Beats and Rhymes  
**Homework to do before next class:** submit the “Soundtrack of Your Life”- Choose 5 – and ONLY 5- single songs to include on the Soundtrack of Your Life. They may be from any genre of music and may be chosen for any reason (meaningful lyrics, memories associated with the song, favorite artist, etc.)  
Write a one- page (and ONLY one-page), double-spaced essay listing the songs and describing why you picked them.

**20** Turn in Soundtrack of Your Life  
JEOPARDY Review for Exam 1 covering Chapters 1, 2, 3, and 4  
**Homework to do before next class:** Study chapters 1, 2, 3 and 4 for exam next class

### Week 7

**25 Exam 1 on chapters 1, 2, 3, 4**  
**Homework to do before next class:** Read Chapter 8 “Newspapers: The Rise and Decline of Modern Journalism”

**27 Newspapers – Chapter 8**

### Week 8

**March 4** Newspapers - State of the Media; Print vs. Online Newspaper exercise in class. See handout for details.

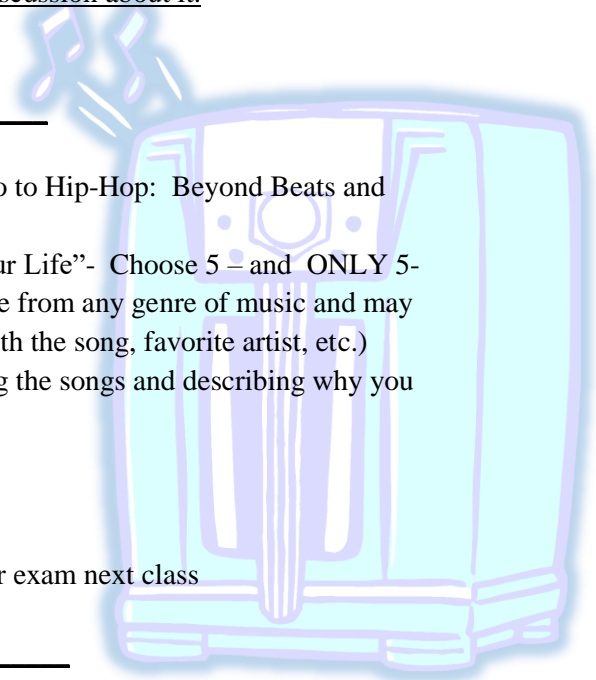
**Homework to do before next class:** Finish Print vs. Online Newspaper exercise to turn in at beginning of class and read Chapter 9 re Magazines.



**March 6 Magazines - Chapter 9**

Photojournalism; digital photography and ethics.

**Homework to do before next class:** Read Chapter 5: Radio



## **Week 9**

**Spring Break!!! 11-15**

## **Week 10**

**18** Radio Watch beginning of “Empires of the Air” documentary in class.

**20** Radio. Chapter 5

## **Week 11**

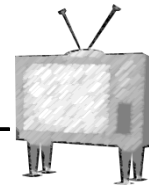
**25** JEOPARDY Review for Exam 2

**Homework to do before next class:** Study for exam on Chapters 8, 9, and 5

**27 Exam** on Chapters 8, 9 and 5

## **Week 12**

**April 1** Television and Cable –Chapter 6



**3** Watch program in class. **Homework to do before next class:** Read pp 260 to 268 in chapter 7 about movies before next class

## **Week 13**

**8** Watch “Behind the Screens: Hollywood goes Hypercommercial” in class.

**Homework to do before next class:** write a paragraph that addresses the questions: If you were a Hollywood film producer or executive, what kinds of films would you like to see made? What changes would you make in what we see at the movies? Turn it in at the beginning of next class.

**10** Turn in paragraph about Hollywood film producer. Movies – go over Chapter 7 pp 260 - 268.

**Homework to do before next class:** Movie Review Assignment. See handout for details. Turn in at beginning of next class.

## **Week 14**

**15** Turn in Movie Review Assignment. View beginning of “The Merchants of Cool” documentary in class about advertising

**Homework to do before next class:** Read pp 396 - 415 in Chapter 11 about advertising before next class.

**17 Hand out Final Exam project**

Advertising Ethos, Pathos, Logos

**Homework to do before next class!** Blog assignment about advertising. See blog for details.

**Week 15**

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**22** Easter Break!!!!

**24** JEOPARDY Review for Exam 3 on Chapters 6, 7, and 11

**Week 16**

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**29** Exam 3 on Chapters 6, 7, and 11

**Homework to do before next class:** Read Chapter 16 “Legal Controls and Freedom of Expression”

May 1- Media Law & Ethics ...worksheet due in class (10 points)

**Week 17 Final Exam week**

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**May 6 - 9**

Exam 4 = Final project due on exam day which is \_\_\_\_\_.