FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU email may be found at http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf

II. Course Description:
A survey of the role of mass media in modern society. The process, functions, responsibility and effects of various forms of mass communication will be analyzed.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Title IX – Sexual Misconduct
Fayetteville State University (University) is committed to fostering a safe campus environment where sexual misconduct — including sexual harassment, domestic and dating violence, sexual assault, and stalking - is unacceptable and is not tolerated. The University encourages students who may have experienced sexual misconduct to speak with someone at the University so that the University can provide the support that is needed and respond appropriately. The Sexual Misconduct policy can be found at the following link: http://www.uncfsu.edu/Documents/Policy/students/SexualMisconduct.pdf

Consulting with a Health Care Professional - A student who wishes to confidentially speak about an incident of sexual misconduct should contact either of the following individuals who are required to maintain confidentiality:

Ms. Pamela C. Fisher
Licensed Professional Counselor
Spaulding Building, Room 165
(910) 672-387
psmith@uncfsu.edu

Ms. Linda Melvin
Director, Student Health Services
Spaulding Building, Room 121
(910) 672-1454
lmelvi10@uncfsu.edu

Reporting an Incident of Sexual Misconduct - The University encourages students to report incidents of sexual misconduct. A student who wishes to report sexual misconduct or has questions about University policies and procedures regarding sexual misconduct should contact the following individual:

Ms. Victoria Ratliff
Deputy Title IX Coordinator for Students
Spaulding Building, Room 155
(910) 672-1222
vratliff@uncfsu.edu
Unlike the Licensed Professional Counselor or the Director of Student Health Services, the Deputy Title IX Coordinator is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee confidentiality, but a request for confidentiality will be considered and respected to the extent possible.

Students are also encouraged to report incidents of sexual misconduct to the University’s Police and Public Safety Department at (910) 672-1911.

V. Textbook:

VI. Student Learning Outcomes –
Upon completion of this course, it is anticipated that the student will be able:
   a. To generally trace the evolution of mass communication from it earliest beginnings to the modern age.
   b. To understand and appreciate the roles and responsibilities of two mass media, i.e., the press, business.
   c. To distinguish among several media forms and relate them to several media content.
   d. To compare the mass media of various times and various societies.

VII. Course Requirements and Evaluation Criteria
Success in this course will be based upon several factors, including:
   a. Possessing textbook
   b. Attending classes regularly and punctually.
   c. Participating in class discussion
   d. Performing satisfactorily on quizzes and exams
   e. All assignments must be typed (double spaced).
   f. Grade Distribution
      Five Quizzes: 50%
      Class Presentation, using technology
      and Diversity: 20%
      Two Exams: 20%
      Class Participation: 10%

The University Grade Scales will be followed.
A= 92 – 100,   B= 83 – 91,   C= 73 – 82,   D=64 – 72,   F=Below 64

If Student assignments are evaluated using letter grades, the following conversion will be used.
A+ = 99   A = 96   A- = 93
B+ = 91   B = 88   B- = 84
C+ = 81   C = 78   C- = 74
D+ = 71   D = 68   D- = 64

   g. Participation in class discussion.
   h. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
   i. Attendance at all assigned exercises and examinations.
   j. Access to the Internet for web-enhance material.
   k. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
   l. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
   m. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
   n. Students are not permitted to use profanity in the classroom.
   o. Students will not pass notes or carry on private conversations while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines, the instructor may deduct as many as twenty points from the student’s next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.
VIII. Academic Support Resources –
Chestnutt Library
Telecommunication Center (CCTV)
Public Radio WFSS
Student Radio WFSB
Telecommunication Center’s Computer Editing Lab

VII. Course Outline and Assignment Schedule

Week 1 & 2  Course Introduction
Definition of Terms
You in The New Information Age
Read: Chapter 1
Communication: Mass and Other Forms
Read: Chapter Two
Perspectives on Mass Communication
TEST ONE

Week 3 & 4  Read: Chapter 3
Historical and Cultural context
TEST TWO

Week 5 & 6  Read Chapter Four
Newspapers
Newspaper Assignment: Comparison of Two Newspapers
Read: Chapter Five
Magazines
Read Chapter Six
Books
Assignment: Publisher

Week 7  Read Chapter Seven
Radio
ASSIGNMENT: Radio Station Comparisons
Read Chapter Eight
Sound Recording

Week 8  Read Chapter Nine
Motion Pictures
TEST FOUR

Week 9  Read Chapter Ten
Broadcast Television
Read: Chapter Eleven
Cable, Satellite, and Internet Television

Week 8  Recording
Read: Chapter 6
Broadcasting Television
Read: Chapter 7

Week 10  Read Chapter Twelve
The Internet and the World Wide Web
TEST FIVE

Week 11  Read Chapter Fourteen
Public Relations
Read Chapter Fifteen
Advertising
PROJECT: 30 SECOND AD
PROJECT: PR CAMPAIGN
Week 12  Read Chapter 16  
Formal Controls: Laws, Rules, and Regulations

Week 13  Ethics and other Informal Controls  
TEST SIX

Week 14  Read Chapter Eighteen  
International and Comparative Media Systems

Week 15  Read Chapter 19  
Social Effects of Mass Communication

Week 16  Review and Final Exam

IX.  Teaching Strategies  
Teaching strategies include:  
• Lectures  
• Discussions  
• Student Presentations  
• Panel discussions  
• View, review, and analysis

Bibliography

References
Recommended Viewing
All local and network news programs, especially CNN’s Media Circus and Science This Week. Students should also try to watch the cable American Movie Channel (AMC), Arts and Entertainment Channel (A&E) and the Discovery Channel (DISC). In additions, students are encouraged to view films shown in local theaters and on campus. Feel free to introduce these topics into classroom discussions. This class only works if you participate and ask questions.

Recommended Reading
In order to truly get everything out of this course, daily reading of newspapers and magazines is imperative. Feel free to bring in clippings to discuss in class as it pertains to the topics. In addition, I strongly recommend the following newspapers, magazines and book to broaden understanding of the media and its interaction with our culture.

Newspapers  
Fayetteville Observer-Times (daily)  
Raleigh New-Observer (daily)  
New York Times (daily)  
Washington Post (daily)

Magazines  
Broadcasting and Cable (weekly)  
Time (weekly)  
Newsweek (weekly)  
Advertising Age (weekly) Wall Street Journal (daily)