

**New Media Literacy (JOUR 154)
Western Kentucky University
Spring Term, 2011**

CATALOG DESCRIPTION

New Media Literacy provides a framework to access, analyze, evaluate and create messages in a variety of forms — from print, to video, to the Internet and beyond. This course attempts to build an understanding of the role of media in society and culture, and apply the essential skills of inquiry and self-expression necessary for citizens of an informed democracy. (New) Media Literacy inspires independent thinking, fosters critical analysis, encourages participation, and promotes wise media choices.

INSTRUCTOR

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OFFICE HOURS

Monday, Wednesday and Friday 9:00 a.m. to 12:00 p.m., or by appointment.

TEXTBOOK/MATERIALS

Media Essentials: A Brief Introduction by Campbell, Martin and Fabos, Bedford/St. Martin's, 1st Edition. **Available at:**
<http://www.bedfordstmartins.com>, the WKU Bookstore, and Amazon.com
(<http://www.amazon.com/Media-Essentials-Introduction-Richard-Campbell/dp/0312590857>).

ONLINE ACCESS

YOU MUST HAVE A COMPUTER RUNNING THE LATEST VERSION OF ANY POPULAR BROWSER AND A RELIABLE CONNECTION TO THE INTERNET TO COMPLETE THIS COURSE. A COMPUTER CAMERA AND MICROPHONE ARE HIGHLY RECOMMENDED AND NECESSARY FOR VOICE/VIDEO COMMUNICATION WITH THE INSTRUCTOR.

Here are the steps to getting to class information through Blackboard:

- * Log on to the WKU web site.
- * Click on the Blackboard link on the left side of the site.
- * When the Blackboard site appears, log in with your WKU username and password.
- * When the next page appears, click on the Media and Society link.

Here is how you check your grades on Blackboard:

- * Once you are on the Blackboard site, click on the “Tools” button.
- * Click on “My Grades.”

GRADE SCALE

Course grades will be assigned based on the following ratio:

Exam One - 10%
Exam Two- 10%
Exam Three -10%
Exam Four (Final) -10%
iLecture Quizzes -10%
Media Update – 10%
Reading Guides -10%
APP+MLP – 30%

ASSIGNMENTS/REQUIREMENTS

Reading Guides - Each chapter of the Media Essentials text has an associated Reading Guide. You should complete the Reading Guide as you read each chapter. Each Reading Guide has 20 multiple-choice or true/false questions. This assignment accounts for 40% of your final grade with the lowest two (2) grades dropped from the average.

iLecture Quizzes – Each chapter of the Media Essentials text has an associated Tegrity discussion (recorded lecture). After viewing the Tegrity recording, you should complete a comprehension review for the lecture. Each iLecture Quiz has 10 true/false questions. This assignment accounts for 10% of your final grade with the lowest single (1) grade dropped from the average.

Media Update – The instructor continually scans the Internet looking for relevant examples of mass communication and cultural issues in the popular press. Then, at least twice a week during the course, I will post these stories to the course blog on Blackboard. You will have the opportunity to react and respond to the posting in the Message Boards section of the course. Each student reaction (posting) is worth 10 points, up to a maximum of 100 points available for this assignment. The Media Update assignment accounts for 10% of your final grade.

Exam One – This first exam will test your understanding of the culture and evolution of mass communication, books and the power of print, the rise and decline of newspapers, and magazines in the age of specialization (Chapters 1-4). The exam questions are pulled from the chapter Reading Guides (30), the iLecture Quizzes (20), and essay questions that are taken from the Exam Scam wiki (10). This exam accounts for 10% of your final grade.

Exam Two – This second exam will test your understanding of sound recording and popular music, radio and the origins of broadcasting, movies and the impact of images, and television and the power of visual culture (Chapters 5-8). The exam questions are pulled from the chapter Reading Guides (30), the iLecture Quizzes (20), and essay questions that are taken from the Exam Scam wiki (10). This exam accounts for 10% of your final grade.

Exam Three – This third exam will test your understanding of the impact of the internet and new technologies, advertising and the commercial culture, and the power and impact of public relations, and the culture of journalism (Chapters 9-12). The exam questions are pulled from the chapter Reading Guides (30), the iLecture Quizzes (20), and essay questions that are taken from the Exam Scam wiki (10). This exam accounts for 10% of your final grade.

Exam Four – This final exam will test your understanding of media economics and the global marketplace, cultural and social-scientific approaches to research, and our freedoms of expression (Chapters 13-15). The exam questions are pulled from the chapter Reading Guides (30), the iLecture Quizzes (20), and essay questions that are taken from the Exam Scam wiki (10). This exam accounts for 10% of your final grade.

Application (APP) + Media Literacy Practice (MLP) – Here you will be offered a chance to participate in the media product creation and distribution process that is changing our media landscape and culture. Each week the instructor will introduce a new technology designed to allow engagement with the material covered in the text. Students gain points through the completion of the Application task (100), plus the Media Literacy Practice exercise (50). APP + MLP account for 30% of your final grade.

Adaptive Release: The course is structured linearly and content distribution is controlled. Therefore, new content and tasks are displayed within each chapter based on the completion of the previous content and/or task.

For example, when you begin the course the Chapter 1 section will initially display the Chapter Objectives and the Reading Guide for Chapter 1. When you submit the Reading Guide for grading (automatic), the iLecture recording and the iLecture Quiz will appear below the Reading Guide. When you submit the iLecture Quiz for grading, the APP+MLP section for Chapter 1 will appear.

Once you complete the iLecture Quiz for Chapter 1, the Reading Guide for Chapter 2 will appear. The course continues in this way through Exam One where you will stop and take the exam on the prescribed day and time per

the Course Schedule.

Once you complete Exam One, you will be cleared to continue with Chapters 5 - 8. The course continues in this way through Exam Four, which is the final task of the course.

NOTE: YOU MUST COMPLETE ALL THE READING GUIDES AND ILECTURE QUIZZES PRIOR TO THE START TIME OF THE EXAM FOR THAT SECTION. STUDENTS WHO DO NOT COMPLETE ALL READING GUIDES AND ILECTURE QUIZZES FOR SECTION ONE (CHAPTERS 1-4) BEFORE THE START OF EXAM ONE ARE ENCOURAGED TO DROP THE COURSE.

ACEJMC Competencies: The accrediting agency for the School of Journalism & Broadcasting is called the Accrediting Council on Education in Journalism and Mass Communications. The Council requires that students learn certain values and competencies. With those requirements in mind, JOUR 201 helps students achieve the following goals of journalism education:

- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; and
- Think critically, creatively and independently.

Academic Honesty: You are expected to act honestly while completing all tests and assignments. Dishonest conduct such as cheating on a test or plagiarizing may result in an “F” for the assignment and for the course. Additionally, the incident may be reported to the Office of Student Life for disciplinary sanctions.

Plagiarism: Plagiarism is cheating, and it will be treated as such. If you are not sure what constitutes plagiarism, consider the following, from page 7 of the WKU Student Handbook:

“To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving

credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.”