JAMS 101 Introduction to Mass Media, Spring 2016

Prof. Michael Newman
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Lectures: Monday and Wednesday 2:00-2:50 MER 131
Office hrs: M 11:30-1:30 or by appointment

Teaching Assistants:
Danielle Brooks dbrooks@uwm.edu BOL 528 office hrs R 10:00-12:00
Daniel Murphy murph226@uwm.edu BOL 522 office hrs W 11:30-1:30
Lindsay Weber weberl@uwm.edu BOL 520 office hrs R 10:00-12:00
Emily Wright eawright@uwm.edu BOL 516 office hrs M 11:30-1:30

Sections:
601 W 3:00-3:50 NWQ G567 Weber
602 W 3:00-3:50 NWQ G578 Wright
603 W 3:00-3:50 MER 342 Brooks
604 W 3:00-3:50 CRT 203 Murphy
605 W 4:00-4:50 CRT 303 Weber
606 W 4:00-4:50 BOL B60 Wright
607 W 4:00-4:50 BOL B40 Brooks
608 R 10:00-10:50 NWQ G558 Murphy
609 R 9:00-9:50 BOL B56 Murphy
610 R 9:00-9:50 BOL B95 Weber
611 R 9:00-9:50 KEN 1130 Brooks
612 R 10:00-10:50 NWQ G578 Wright

This course is an introduction to the most significant forms of media in society, including newspapers, magazines, radio, television, film, video games, and the internet. It considers media as both news and entertainment, in commercial and non-commercial form, of the past and present. The course is organized topically, centering on three central functions of media in western (and primarily American) society: as a business, as a shaper of identity, and as civic culture. Readings, lectures, and discussions will provide both historical background and present-day understandings of media from these three perspectives.

Course Objectives:
By the end of this course, you will:
1) Understand the function of media as a business
2) Understand how media participates in shaping identity
3) Understand the place of media in civic culture
4) Improve your media analysis skills, both oral and written
5) Improve your ability to read and understand media studies scholarship
6) Further develop a critical perspective on your own relationship to media

**Readings:**
All course readings are available for free, either as PDF documents or links to websites posted under “content” in our course D2L site. If you have problems accessing online course materials please seek call the campus help desk 229-4040 or email help@uwm.edu.

**Class expectations:**
You are expected to come to each lecture having done the readings for that day. You are expected to come to each section having done the readings for that week, and to bring those readings with you ready to discuss them.

While you are encouraged to engage in class using whatever tools best meet your needs, you are also expected to avoid distracting your classmates by talking or using connected devices for non-class purposes. You are responsible for your own attention.

From time to time your instructors will send you e-mail at your UWM account, which you should check daily to make sure you are up-to-date on any course business. The best way to contact your instructors is by visiting their office hours or sending them email.

Your instructors will do their best to respond to your emails promptly, but may not read email at all on the weekend or in the evening. If you email the professor at night or on the weekend, please do not expect to hear back until the next weekday.

**Course requirements:**
The total number of points for this course is 100.

- **Papers**, 30 points (three papers, 10 points each). All papers are to be 500-600 words long and submitted electronically using the D2L dropbox. Your TA might also have further specifications of required submission format. See section on course policies re late papers;

- **Exams**, 45 points (three exams, 15 points each). All three exams will be multiple choice plus one essay and none will be cumulative. Please see section on course policies below re makeup exams;

- **Quizzes**, 10 points (1 point each). Each quiz will be on that week’s readings. Please see course policies below re late quizzes;

- **Section**, 15 points. This includes participation and coming to class with readings and prepared to discuss them. Students who rarely or never participate in section discussions may be given a failing section grade at their TA’s discretion. Students are required to bring course readings to discussion section and to have done readings before class. Those who habitually do not bring their readings to section or who have not read the assigned readings may be given a failing section grade at their TA’s discretion. TAs may give short homework assignments to count
toward this grade, and this may vary from instructor to instructor. Please see attendance and lateness policies below.

Course policies:

absence
Section attendance is mandatory. You may miss two section meetings without penalty. This is meant to cover unexpected absences in the event of illness or family emergency. These absences require no excuse or explanation. For every absence above two, you will be penalized 10 points (10% of your final grade). Students who arrive very late or who are late habitually may be considered absent at their instructor’s discretion. The only exceptions to the attendance policy must come from Prof. Newman in writing (via email) in the event only of extraordinary circumstances, so do not spend your two absences frivolously.

The only possible way of making up an absence from section if and only if you have already missed two: within one week of your absence, you may meet in person with Prof. Newman in his office for 10 minutes to discuss the readings from the week you missed. If this meeting is satisfactory (i.e., if you clearly read the assigned text and engaged critically with the material), the absence may be considered “made up.” I.e., you will still have only two absences.

course policies:

paper due dates
Papers are always due at 9 a.m. Mondays in the D2L dropbox. Late papers will be penalized one point out of ten per weekday.

quizzes and exams
Quizzes are always due at 2 p.m. Wednesdays in D2L. (The only exception is the practice quiz the first week.) No late quizzes will be given for any reason, including D2L or computer or Internet issues. One way to avoid these issues to take the quiz early enough to have time to try again later if problems arise.

Exams will be given online only, using D2L. They will also be called “quizzes” in D2L but otherwise we will call them exams. There will be no lecture on the day of the exam.

skipping assignments
To get credit for this course, you must complete all major assignments (papers and exams). This means that if you do not submit a paper or if you miss an exam, you will automatically fail. If your paper is more than a week late your work in the course will be considered incomplete and you will automatically fail.

makeup exams
Makeup exams will be given only for students who have a legitimate religious observance. If you have to miss an exam day for any other reason, please do not take this course. No early exams will be given for any reason.
extra credit
No extra credit assignments will be given for any reason to any student except as an incentive to complete course evaluations. Please do not ask your instructor about extra credit.

special accommodations
If you need special accommodations in order to meet any of the requirements of this course, please contact your instructor as soon as possible, preferably during the first week of the semester. You must have an Accessibility Resource Center (ARC) visa to receive any accommodation. For more see: http://uwm.edu/arc/

academic misconduct
Academic misconduct, including plagiarism, will be treated severely. Students are responsible for the honest completion and representation of their work and for the proper citation of sources. Please familiarize yourself with the university’s policies and procedures regarding academic misconduct.

University policies:
Please familiarize yourself with the university’s policies on students with disabilities, religious observance, students called to active military duty, incompletes, discriminatory conduct (such as sexual harassment), academic misconduct, complaint procedures, grade appeal procedures, and final examinations. Go to http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf for more information about these policies.

Allocation of student time for the semester:
Time in the classroom (face-to-face instruction): 26 hours
Time in discussions (online and/or in person): 14 hours
Time taking exams: 4 hours
Time completing assignments: 70 hours
Time for preparation and study: 30 hours
Total: 144 hours

GER Distribution Requirements and Learning Goals
To satisfy GER distribution requirements for the Social Sciences, Fac. Doc. 1382 lists 5 criteria. Courses must make at least one of these their intellectual focus. JAMS 101 will emphasize the following two instructional purposes:

a) The study of intrapersonal, interpersonal, and/or socio-cultural factors associated with individual behavior, collective action, or societal development.

b) The study of human collectivities, organizations, institutions, and cultures, their infrastructures and interrelationships.

In addition, JAMS 101 will contribute to the following Core Knowledge and Skill areas:
Foundations of Social and Cultural Analysis; and Textual Analysis and Interpretation.

Learning Goals
When you complete this course, you will:

- Understand the socio-cultural factors associated with the development of a society and culture in which media are omnipresent features of everyday life that participate in shaping individual and social beliefs and behaviors at local, national, and global levels.

- Understand the media industries as institutions with specific infrastructures, which influence individual and social experiences of media.

In addition, JAMS 101 will lead you to the following Essential Learning Outcomes:

- Critical thinking: the comprehensive exploration of issues, ideas, artifacts, and events through challenging assumptions and using multiple theories and perspectives before arriving at conclusions.

- Information literacy: ability to identify, locate, evaluate, and productively and responsibly use and share diverse kinds of information for the problem at hand.

- Civic knowledge and engagement: understanding and appreciation of the individual’s role in enhancing the public good, including active participation in communities—local and global.

GER Assessment:
To assess the success of this course in meeting these learning goals and outcomes, your instructors will assess your learning of the course’s material by quizzing you regularly on your understanding of the reading materials, administering three exams to test your mastery of reading, lecture, and discussion section materials, and assigning you three papers. By reviewing the class’s work, your instructors will know the extent to which the class as a whole has achieved its goals. A review of the course assignments will reveal elements of the course that are being communicated well and those that are not. This will enable your instructors to make changes to the course to increase success in those areas where improvement is desired.

Digital Arts and Culture
This course fulfills one of the requirements for the Digital Arts and Culture certificate. For more information on the DAC program, please visit http://dac.uwm.edu

Schedule:

week 1
January 25 What is Mass Media?
Unit I: Commerce

take practice quiz #1 by 2 pm Wednesday
Jan 27 Corporate Interest, Public Interest, and Today's Media Companies (Croteau & Hoynes, “Introduction” PDF and “Strategies of the New Media Giants” PDF)

week 2
Feb 1 Legacy Media Company: Disney (Wasko PDF)
take practice quiz #2 by 2 pm Wednesday
Feb 3 Media Franchise: Star Wars (The Economist, “Star Wars, Disney and Myth Making” PDF, Jenkins online)

week 3
Feb 8 Advertising: Historical Perspective (Stole PDF)
take quiz #1 by 2 pm Wednesday
Feb 10 Advertising as Content: MTV (Levine PDF, Maslin PDF)

week 4
Paper #1 due Monday, February 15 9 a.m.
Feb 15 Advertising: 21st Century Developments (Myers online)
take quiz #2 by 2 pm Wednesday
Feb 17 Big Data and Surveillance (Simonite online, Marwick PDF)

week 5
Feb 22 New Media Company: Netflix (Auletta PDF, Havens PDF)
take quiz #3 by 2pm Wednesday
Feb 24 The New News Ecosystem (Honan online)

week 6
Feb 29 No class; Exam #1 online

Unit II: Identity

Mar 2 Representation, Reality, Identity (Mittell PDF)

week 7
Mar 7 Class I: Origins of Mass Culture (Gabler PDF)
take quiz #4 by 2 pm Wednesday
Mar 9 Class II: Reality TV (Klein x2 online)

----- spring break ------

week 8
Mar 21  Nation: Broadcasting and National Identity (Hilmes PDF)
   take quiz #5 by 2 pm Wednesday
Mar 23  Nation: Popular Culture, Global and Local (Tobin PDF)

week 9
Paper #2 due Monday, March 28 9 a.m.
Mar 28  Gender I: *Twilight* and Girl Culture (Aubrey, Wallace & Click PDF)
   take quiz #6 by 2 pm Wednesday
Mar 30  Gender II: Video Games and Boy Culture (Newman & Vanderhoef PDF; Meléndez online)

week 10
Apr 4  Race & Ethnicity I: Reality TV (Kraszewski PDF)
   take quiz #7 by 2 pm Wednesday 4
Apr 6  Race & Ethnicity II: Sports (McKay & Johnson PDF)

week 11
Apr 11  No class; Exam #2 online

Unit III: Civic Culture

Apr 13  Media for Citizens (Dahlgren PDF)

week 12
Apr 18  Newspapers: The Penny Press (Schudson, “The Revolution in American Journalism” PDF)
   take quiz #8 by 2 pm Wednesday
Apr 20  Newspapers: Information Technology (Schudson, “National News Culture” PDF)

week 13
Apr 25  Entertainment as News (Baym PDF)
   take quiz #9 by 2 pm Wednesday
Apr 27  Propaganda (Ewen PDF)

week 14
Paper #3 due Monday, May 2 at 9 a.m.
May 2  Online Communities (Rheingold PDF)
   take quiz #10 by 2 pm Wednesday 5
May 4  Social Media as Civic Culture (Tufekci & Wilson PDF)

week 15
May 9  TBD
Final Exam: online Wednesday, May 18, 12:30-2:30

Grade breakdown:
93-100 A
90-92 A-
87-89 B+
83-86 B
80-82 B-
77-79 C+
73-76 C
70-73 C-
67-69 D+
63-66 D
60-62 D-
less than 60 F

Readings (all available as PDF documents or as links to websites):


Havens, Timothy. “Media Programming in an Era of Big Data.” Media Industries Journal 1.2


Jenkins, Henry. “What We Talk About When We Talk About Star Wars.” Confesssions of an Aca-Fan (December 22, 2015).


This syllabus is subject to change at the instructor's discretion: readings may be subtracted or added, and dates may change. Any changes will be announced in lecture and on D2L.