



Department of Media, Culture, and Communication

Introduction to Media Studies MCC-UE 9001 Spring 2021 Section 1 Wednesdays 9am (CET) Section 2 Wednesdays 6pm (CET)

Instructor

- Prof. Aurora Wallace, Office 6.11
- Office hours by appointment

Course Description

Introduces students to the study of contemporary forms of mediated communication. The course surveys the main topics in the field and introduces students to a variety of analytical perspectives. Issues include the economics of media production; the impact of media on individual attitudes, values, and behaviors; the role of media professionals, and the impact of new media technologies.

Readings/Texts

- Croteau and Hoynes, *Media/Society: Industries, Images, and Audiences*, 6th edition, 2019.
- Supplemental materials will be posted on NYU Classes under “Resources”

Evaluation

Weekly Responses	20%
Chapter Presentation	20%
Media Analysis Paper	20%

Midterm	20%
Final Exam	20%

Participation is evaluated on consistent and thoughtful engagement with course materials, it is therefore imperative that the week's readings have been done in advance of class.

The Media Analysis paper will use the theories of content production covered in the first half of the course to show how a chosen example of media content is the result of one or more of the approaches. Due Week 7.

Evaluation Rubric

A = Excellent

This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

B = Good

This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

C = Average

This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

D = Unsatisfactory

This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

F = Failed

This grade indicates a failure to participate and/or incomplete assignments

A = 94-100

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 65-69

D = 60-64

F = 0-59

Course Policies

Absences and Lateness

More than two unexcused absences will automatically result in a lower grade. Chronic lateness will also be reflected in your evaluation of participation. Regardless of the reason for your absence you will be responsible for any missed work.

Format

Please type and double-space your written work. You are free to use your preferred citation style, but please use it consistently throughout your writing. Submit documents in either Word or pdf as email attachments and use the following format to name documents: lastnamefirstname Coursenumber Assignment1.doc for example WallaceAurora MCC9001 assignment1

Grade Appeals

Please allow two days to pass before you submit a grade appeal. This gives you time to reflect on my assessment. If you still want to appeal your grade, please submit a short but considered paragraph detailing your concerns. Based on this paragraph I will review the question and either augment your grade or refine my explanation for the lost points.

Academic Dishonesty and Plagiarism

http://steinhardt.nyu.edu/policies/academic_integrity

The relationship between students and faculty is the keystone of the educational experience at New York University in the Steinhardt School of Culture, Education, and Human Development. This relationship takes an honor code for granted and mutual trust, respect, and responsibility as foundational requirements. Thus, how you learn is as important as what you learn. A university education aims not only to produce high-quality scholars, but to also cultivate honorable citizens.

Academic integrity is the guiding principle for all that you do, from taking exams to making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others and take credit only for ideas and work that are yours.

You violate the principle of academic integrity when you cheat on an exam, submit the same work for two different courses without prior permission from your professors, receive help on a take-home examination that calls for independent work, or plagiarize.

Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning, and discovering knowledge, plagiarism cannot be tolerated.

Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score, and/or other materials that are not your original work. You plagiarize when, without proper attribution, you do any of the following: copy verbatim from a book, an article, or other media; download documents from the Internet; purchase documents; report from other's oral work; paraphrase or restate someone else's facts, analysis, and/or conclusions; or copy directly from a classmate or allow a classmate to copy from you.

Your professors are responsible for helping you to understand other people's ideas, to use resources and conscientiously acknowledge them, and to develop and clarify your own thinking. You should know what constitutes good and honest scholarship, style guide preferences, and formats for assignments for each of your courses. Consult your professors for help with problems related to fulfilling course assignments, including questions related to attribution of sources.

Through reading, writing, and discussion, you will undoubtedly acquire ideas from others, and exchange ideas and opinions with others, including your classmates and professors. You will be expected, and often required, to build your own work on that of other people. In so doing, you are expected to credit those sources that have contributed to the development of your ideas.

Avoiding Academic Dishonesty

- Organize your time appropriately to avoid undue pressure, and acquire good study habits, including note taking.
- Learn proper forms of citation. Always check with your professors of record for their preferred style guides. Directly copied material must always be in quotes; paraphrased material must be acknowledged; even ideas and organization derived from your own previous work or another's work need to be acknowledged.
- Always proofread your finished work to be sure that quotation marks, footnotes and other references were not inadvertently omitted. Know the source of each citation.
- Do not submit the same work for more than one class without first obtaining the permission of both professors even if you believe that work you have already completed satisfies the requirements of another assignment.
- Save your notes and drafts of your papers as evidence of your original work.

Disciplinary Sanctions

When a professor suspects cheating, plagiarism, and/or other forms of academic dishonesty, appropriate disciplinary action may be taken following the department procedure or through referral to the Committee on Student Discipline.

The Steinhardt School Statement on Academic Integrity is consistent with the New York University Policy on Student Conduct, published in the NYU Student Guide.

Student Resources

- Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities mosescsd@nyu.edu for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

My Accountability to You and Us to Each Other

Students and faculty each have responsibility for maintaining an appropriate learning environment. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, (a) sexual orientation, (a) gender, gender identity and gender

expression, age, disability, immigration status, language, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or (a) gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

Schedule of Classes, Readings, and Assignments

Week 1 Feb 3	Introduction to Course and Overview
Week 2 Feb 10	Structure and Agency Read: C&H Chapter 1
Week 3 Feb 17	Media Technology Read: C&H Chapter 2
Week 4 Feb 24	Economics of the Media Industry Read: C&H Chapter 3
Week 5 Mar 3	Political Influence on Media Read: C&H Chapter 4
Week 6 Mar 10	Media Organizations Read: C&H Chapter 5
Week 7 Mar 17	Ideology Read: C&H Chapter 6
Week 8 Mar 24	Midterm Exam
Week 9 Mar 31	Gender and Representation
Week 10 Apr 7	Media Representation Read: C&H Chapter 7
Week 11 Apr 14	Media Audiences Read: C&H Chapter 8
Week 12 Apr 21	Media Influence Read: C&H Chapter 9
Week 13	Globalization

Apr 28 Read: C&H Chapter 10

Week 14 Wrap-up and Review
May 5

Week 15 Final Exam
May 12