

The Art Institute of Pittsburgh

Course Syllabus

Course Information

Course Title: Fundamentals of Media Communication
Course Code: FND114
Course Prerequisite: None
Course Length: 11 Weeks
Contact Hours: 44 Hours
Credit Value: 3.0 Credits
Quarter/Year: Winter 2008
Section: B
Meeting Time/Day: Wednesday, 12:45 P.M. – 4:45 P.M.
Room: AIP Room 620

Instructor Contact Information

Name: William J. Moner
Office: AIP Main Building, Room 636
Office Hours: Wednesday, 10:00 AM – 12:00 PM
Phone: (412) 291-6200 x7135
Email: wjmoner@aii.edu
Web Site: <http://www.williamjmoner.com>

Course Description:

An overview of informational media from the historical perspective to practical uses, from page to pixels. The course will cover print media, film, television, and computer media applications.

Course Competencies:

Upon successful completion of this course, the student should be able to:

1. Students will be able to relate the historical importance of the various forms of media.
2. Students will be able to describe the pertinent categories of media: print, film, video, computers
3. Students will be able to describe the pertinent sub-categories: i.e. print--journalism, advertising, non-fiction, etc.

Students with Disabilities:

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1st floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

Attendance Policy:

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

Student Conduct Policy:

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

Grading Scale:

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

Method of Assessment:

Papers	45%
Quizzes	30%
Assignments/Participation	15%
Attendance	10%

Textbook (Required):

Introduction to Mass Communication: Media Literacy and Culture
Fifth Edition
Stanley J. Baran
McGraw-Hill, 2007
ISBN-10: 0073302716
ISBN-13: 978-0073302713

Materials and Supplies:

Note-taking supplies
#2 Pencil for quizzes
Access to audio/video equipment for viewing of course materials

Classroom Policies

Attendance and Participation

The AIP attendance policy (5 hours missed = probation; 10 hours missed = suspension) will be strictly enforced. Exceptions to this policy are granted at the discretion of the instructor and require written documentation.

If you know you will be absent, email me at wjmoner@aii.edu and check my web site, <http://www.williamjmoner.com>, for course notes and assignments.

Regardless of the reason for your absence, you are responsible for obtaining lecture notes and submitting your course work on-time.

Food and Drink

AIP policy states that food and drink are not permitted in classrooms. Please do not bring food into the labs, and drinks should have a secure lid to prevent spillage.

Late Work Policy

All assignments are due at the beginning of the class period unless otherwise specified. An assignment is **late** if it is not submitted during the designated collection time.

If your project or assignment is late, it will be penalized as follows:

Individual projects: Late work submitted on the calendar date of the assignment is worth 90% of the possible grade. If your assignment is submitted after 11:59 PM on the assignment due date, maximum credit drops to 50% of the possible grade. Late work can be submitted at 50% credit until the beginning of the next class period.

Late work will not be accepted for credit after one week.

Group projects and final projects: Late work will **not** be accepted for credit under any circumstance.

You may email me late assignments (digital files only) or make arrangements to deliver the assignments to me (print/CD/other media).

Plagiarism

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

Quizzes and Exams

Any communication, verbal or non-verbal, during a quiz or exam will result in a 0% on the quiz or exam for **both** parties. Any instance of cheating is subject to further disciplinary action and may result in failure for the course.

Tutoring and Resources

The Art Institute of Pittsburgh Library contains numerous resources dedicated to student success. If you require peer tutoring at any point throughout the term, the library (located on the 3rd Floor) will be able to assist you. More details about the AIP library can be located at <http://www.aiplib.aiiresources.com/>

Use of Technology

Use of any and all technology in this classroom is reserved for class-related use only.

- Mobile phones must be placed in silent or vibrate mode during class. If you need to place/receive a phone call, kindly excuse yourself from the room prior to conducting the call.
- Use of portable audio, video, or gaming devices during class is prohibited.
- Working on other projects, listening to music, web surfing, email, Instant Messaging, gaming, or any other use of classroom technology not related to the coursework is prohibited.
- All students are expected to conduct themselves in a professional manner. Please be respectful of the computer equipment, your classmates, your instructor, the physical facilities, and other technology within the classroom.
- If your work requires audio, please use headphones and maintain a low volume that does not disturb other students.

FND114 Weekly Course Outline

	Topic of Discussion	Reading Due	Quiz/HW Due	Journal Article Due
Week 1	Course Introduction; Mass Communication, Culture, and Media Literacy	-	-	-
Week 2	Books and Newspapers	Chapters 1 – 4	-	Topic: Newspapers
Week 3	Magazines and Film	Chapters 5 – 6	Quiz 1 (Ch. 1 – 4)	Topic: Magazines or Film
Week 4	Radio, Recording, and Popular Music	Chapter 7	Quiz 2 (Ch. 5 – 6)	Topic: Radio or Recorded Music
Week 5	Television and Cable; Video Games	Chapter 8 – 9	Paper 1 Due	Topic: Television or Video Games
Week 6	The Internet and the World Wide Web	Chapter 10	Quiz 3 (Ch. 7 – 9)	Topic: Internet or World Wide Web
Week 7	Public Relations; Advertising	Chapters 11 – 12		Topic: Advertising or Public Relations
Week 8	Theories and Effects of Mass Communication	Chapter 13	Paper 2 Due	Topic: Media Effects on Society
Week 9	Media Freedom, Regulation, & Ethics	Chapter 14	Quiz 4 (Ch. 10 – 13)	Topic: Media Ethics or Media Regulation
Week 10	Global Media	Chapter 15		Topic: International Media Perspectives
Week 11	Final Papers & Discussion	-	Quiz 6 (Ch. 14 – 15); Final Paper Due	-

Journal (Submitted weekly)

Each week, you will be asked to submit an article about a media topic. I will be checking each week to make sure you have submitted an article as listed in the weekly outline for the course.

All articles compiled as part of your participation grade will need to be compiled in a **small, lightweight binder or folder**. You are required to keep all articles for the entirety of the course, and each week I will check to see that the articles have been completed.

Guidelines for article submission:

1. All articles must be contained in a binder or folder
2. Your binder/folder must have your name on it
3. **Be prepared to discuss your article with the class.** This will count towards your participation grade for the course. I will randomly ask you the topic of your article, what you found interesting or relevant about the topic, and how the article contributes to our media environment.
4. All articles must be clipped from the publication, printed from an Internet source, or photocopied from a library source.
5. Make it interesting! Find articles that are interesting to you, relevant to the topic, and expand your understanding of the media.

General Grading Rubric:

- A** Expressive/Creative interpretation of assignment with superior command of tools, thorough understanding of style with polished results. Work handed in on time.
- B** Execution of given assignment with good command of tools and above-average understanding of style. Work handed in within calendar day.
- C** Average quality of execution of assignment, basic command of tools, average understanding of style.
- D** Below average execution of assignment.
- F** Non-execution of an assignment. Late work.

Papers: Grading Criteria

Paper Guidelines

All papers are due at the beginning of class. The MLA citation format must be followed for any cited sources. Topics are subject to change.

Paper topics:

Paper 1 (500 – 750 words, choose one of the following topics):

- a. The cult phenomenon; why certain media content has gained a cult following
- b. The evolution of the newspaper: Past, present, and future
- c. Magazines and their role in prominent social movements within the 20th century

Paper 2 (500 – 750 words, choose one of the following topics):

- a. The Internet and its impact on society
- b. Television: Current challenges and trends

Paper 3 (900 – 1200 words, choose one of the following topics):

- a. The Telecommunications Act of 1996: Its Impact and Legacy
- b. The Patriot Act: Its effect on mass communication in the United States
- c. Cultural Effects in Media: The Impact of Media on Cultural Perception and Behavior

Paper Grading Rubric:

Category	A	B	C	D	F
Written Expression	Superior grasp of HTML code with negligible syntax errors	Good usage of HTML code with one or two non-destructive errors	Sufficient use of HTML code with numerous errors; portions of the code do not operate optimally	Poor code usage with major syntax errors and poorly formed elements	HTML code is not properly written and structured, and major elements are not working properly
Critical Thinking and Analysis	Strong composition skills with attention to detail	Good composition skills with consistent results	Fair composition; needs improvement	Poor composition skills	Lack of attention to composition and design
Accuracy/ Specifications	Precisely follows criteria	Mostly follows criteria	Somewhat follows criteria	Poorly follows criteria with disregard to specifications	Does not follow specifications; inaccurate
Descriptive Language	Tight, seamless navigation in a consistent and logical manner	Good usage of navigation with some need for thought	Fair navigation; navigation is available and operable, but is not intuitive or easily followed	Poor navigation; areas of the site cannot be accessed through navigation	Navigation absent from site
Presentation	Strong, professional presentation of materials and designs	Competent presentation of materials	Limited presentation skill; room for improvement	Poor, ineffective presentation skill	Presentation incomplete or lack of presentation
Spelling and Grammar	Perfect spelling and grammar	Minor spelling or grammatical errors	Many spelling and grammatical errors	Prevalent spelling and grammatical errors	Major spelling and grammar problems that impede communication
Timeliness	On time	Late (within calendar day)	n/a	n/a	50% up to one week after due date

MLA Resources

http://owl.english.purdue.edu/handouts/research/r_mla.html

- Include your Works Cited list on a separate, attached page

In MLA style, referring to the works of others in your text requires two items. When you make reference to someone else's idea, either through paraphrasing or quoting them directly, you:

- provide the author's name (or the title of the work) and the page (or paragraph) number of the work in a **parenthetical citation**
- provide full citation information for the work in your **Works Cited list**

MLA Templates: <http://www.wright.edu/~martin.maner/rptemp.htm>

Citation Machine: <http://citationmachine.net>

EasyBib: <http://www.easybib.com/>

Writers Center

The Writers Center at the Art Institute of Pittsburgh is located in Room 217. I will provide additional details on how to access and use the Writers Center as it becomes necessary. Feel free to locate and contact the staff at the Writers Center at your earliest convenience!