

I. Catalog Description:

An introduction to text, sound and picture content production and its dissemination via traditional and emerging mass media. (3)

II. Prerequisite(s):

Completion of 15 credit hours, including a “C” or higher in EN 100 (or advanced placement).

III. Objectives:

The Department of Mass Media at Southeast Missouri State University holds accreditation in mass communication from the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). We embrace the values and competencies of ACEJMC.

The five key values are (1) freedom of speech and press; (2) history of communications; (3) diversity in a global society; (4) application of theories in communications; and (5) legal and ethical issues in pursuit of truth, accuracy, fairness and diversity.

The six key competencies are (1) critical, creative and independent thinking; (2) correct and clear writing; (3) appropriate use of research and evaluation; (4) application of basic numerical and statistical concepts; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

The course content includes an overview of each of the five key values. Emphasis is placed on the key competencies (1) critical, creative and independent thinking; (2) correct and clear writing; (5) appropriate application of tools and technologies for the communications professions; and (6) critical evaluation of work for accuracy, fairness and clarity.

- A. To provide students an introduction to the processes of producing news, information and social-contact content production and dissemination utilizing the print, broadcast, and online forms of mass communication.
- B. To provide students with a broad overview of the role of mass media gatekeepers and the principles of news judgment.
- C. To educate students to in the styles of writing appropriate to the methods of dissemination and develop proficiencies in writing for the eye and the ear.

- D. To inform students about the influences of law and ethics on the process of creating news and information content.
- E. To cultivate in students an awareness of and respect for diversity and multiculturalism in the workplace and in society.
- F. To assist students in applying the critical thinking skills necessary to evaluate issues relating to the free exchange of ideas and information.

IV. Expectations of Students:

- A. Students are expected to attend each class.
- B. Students are expected to read all text and supplemental materials, to participate in class discussions and activities.
- C. Students will be expected to satisfactorily complete in-class and out-of-class writing and aural/visual production assignment assignments. The out-of-class assignments include a writing-across-media-platform assignment and assignments to acquaint them with aural, visual and online content production, editing and dissemination.
- D. Students are expected to successfully complete three examinations (objective/essay questions) which will require analysis and synthesis of course material.

V. Course Outline:

- A. Introduction to multimedia and media industry convergence (1 week)
 - 1. Characteristics of mass communication
 - 2. Mass media's responsibilities to society
 - 3. Brief history of multimedia
- B. Valuing news and information content (2 weeks)
 - 1. News judgment: Media gatekeepers
 - 2. The news cycle
 - 3. Diversity/Multiculturalism
 - 4. Ethical decision-making

- C. Contemporary overview of content production for print, electronic and online media
1. Fundamentals of preparing print media content (2 weeks)
 - a. Newspapers
 - b. Magazines
 2. Fundamentals of preparing aural media content (2 weeks)
 - a. AM-FM radio broadcasting
 - b. Satellite distribution
 3. Fundamentals of preparing visual media content (2 weeks)
 - a. Television and cable-TV broadcasting
 - b. Satellite distribution
 4. Fundamentals of preparing online/interactive media content (2 weeks)
 - a. Webstreaming
 - b. Podcasting
 - c. Interactive
- D. Mass media law and regulation (2 weeks)
- a. First Amendment
 - b. Libel
 - c. Federal Communication Commission
 - d. Copyright
- E. Social networking in mass media industries (2 weeks)
- a. Facebook, MySpace
 - b. Twitter
 - c. Blogs
 - d. YouTube, Flickr,
 - e. LinkedIn, TripAdvisor, Foursquare

VII Textbook:

John V. Pavlik and Shawn McIntosh, Converging Media, Second Edition. Oxford University Press (2011).

VIII. Basis for Student Evaluation:

Class Participation (class discussion & activities) (10-25 points ea)	20%
Print-Media Content Production Activity (100 points)	10%
Aural Media Content Production Activity (100 points)	10%
Visual Media Content Production Activity (100 points)	10%
Social Media Content Production Activity (100 points)	10%
Midterm Examination (200 points)	20%
Final Examination (200 points)	20%
Total Points Available = 1,000	

Grading Scale

A = 90% - 100% of available points

B = 80% - 89% "

C = 70% - 79% "

D = 60% - 69% "

F = 0% - 59% "