

Sociology of Mass Media: Role and Influence in U.S. Culture

Sociology 4490/W01; CRN 80518, Fall 2012

Online Course - (Prerequisites: SOCI 2201 or SOCI 2105)

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Online Consultation/Skype Hours: Friday 10 am – 12 pm; or by appointment (Skype@InstructorC)

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Students will use Skype to connect via voice call for student-instructor appointments – detailed instructions on how to join are posted on GeorgiaVIEW Vista in the “Start Here” section. **Please use GeorgiaVIEW Vista for all written course communication.**

Summary: This online course is designed to explore and analyze generally recognized mass media – print, film, radio, television, sound recordings, the Internet, and social networks – its function, significance, and influence in United States culture from a sociological perspective, as well as emerging forms of global media. Because mass media plays a role in shaping our culture - influences social life and affects how we see others and ourselves - an important area of sociological inquiry will focus on the function of entertainment mass media and social media in the United States. The social, economic and political systems that influence and are influenced by mass media will also be examined.

Course Learning Objectives:

- Examine major sociological theories and concepts related to mass media in U.S. society.
- Critically assess published research related to the study of mass media.
- Describe the history, function, and impact of entertainment mass media in the United States.
- Explain the significance of ownership on media content, and its relationship to the larger system of economic inequality.
- Deconstruct and explain depictions of social class, race, ethnicity, gender, age, and sexual orientation in the media to unmask media bias.

Required Texts and Other Resources

Obtaining the required texts is solely the responsibility of the student. If you order the assigned books from sources other than the bookstore, you are responsible for ensuring that the books arrive on time or securing another copy in the meantime - you are responsible for remaining current with your assigned readings.

- 📖 Croteau, David and William Hoynes. 2003. *Media/Society: Industries, Images, and Audiences*, 3rd ed. Thousand Oaks, CA: Pine Forge Press.
- 📖 Subscribe to the "On The Media" podcast, visit <http://www.onthemedial.org/> for formats and instructions. The show “On The Media” claims to take a clear-eyed look at all media, public radio included. This media source will serve as a primary pool of topics for discussion pool.
- 📖 Join Google+, and search for "Sociology of Mass Media with Instructor Crawford." We will use this social media tool, in addition to Vista, to connect this semester.
- 📖 Additional articles listed will be available as Web Article links or online via GeorgiaVIEW Vista

Technology - GeorgiaVIEW Vista will be used for announcements, assignments, and other pertinent materials. You will also be able to check grades, communicate with fellow classmates, communicate with me through e-mail, and access additional links to articles, etc. You should be checking GeorgiaVIEW Vista at least four times a week to stay current. When you have a question, comment, complaint, concern, or you just want to say how much you are enjoying your learning experience, **you can post on the “Ask the Instructor” discussion board so that the class can benefit from the question and response. For personal matters, e-mail me through GeorgiaVIEW Vista.** My goal is to respond within 48 hours (Monday – Friday) to e-mails that don't require effort beyond a quick response. If your e-mail requires effort beyond a quick response, my goal is to respond as soon as possible. If you need to use my university e-mail, include your last name - course and section in the subject line (ex. Crawford – Sociology 4490/01). You may also view video clips, online talks, presentations, discussions and debates via a variety of websites (e.g., YouTube, TED Talks, FORA.tv, NPR, etc.). **For technology problems, visit the Student**

Technology Services website at <http://its.kennesaw.edu/students.htm>.

Minimum Technology skills needed:

- Working understanding of navigating web sites.
- Knowledge and experience using e-mail and attachments.
- Familiarity with using online resources such as web instructional materials; online talks, presentations, discussions and debates; and discussion boards.
- Knowledge and experience with setting the properties of your browser (e.g., enable/disable pop-up boxes).

Special Accommodations Notice - In accordance with University policy and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to my attention, as I am not legally permitted to inquire about such particular needs of students. For more information on KSU's institutional policies for disability services visit: http://www.kennesaw.edu/stu_dev/dsss/policies.html

The Undergraduate Advising Center - The College of Humanities and Social Sciences is pleased to offer academic advising to students in the Undergraduate Advising Center (UAC). The UAC is located in Pilcher 129, on the first floor near the Foreign Language Resource Center. Their hours are **Monday - Thursday** 8 am - 6 pm, and **Friday** 8 am to 5 pm. Students are strongly encouraged to make appointments using the website, <http://www.kennesaw.edu/hssadvising/appointments.php>, or by calling the Center during office hours at **770-794-7728**. For more information, visit the UAC website:<http://www.kennesaw.edu/hssadvising/home.php>.

Academic Honesty and Plagiarism - I conform to the rules listed in the Undergraduate Catalog concerning cheating. Please familiarize yourself with your rights and responsibilities. Any student caught cheating automatically receives a zero for the exam or assignment and will not be given a chance to make it up. The submission of the work of someone else as one's own is plagiarism. Academic honesty requires that ideas or materials taken from another course for use as a course paper or project be fully acknowledged. Plagiarism is a very serious offense in whatever form it may appear, be it submission of an entire article falsely represented as the student's own, the inclusion within a piece of the student's writing of an idea for which the student does not provide sufficient documentation, or the inclusion of a documented idea not sufficiently assimilated into the student's language and style. It is your responsibility to know and understand what constitutes plagiarism. **Plagiarized assignments will receive a zero - no exceptions.**

Check out: <http://www.youtube.com/watch?v=gC2ew6qLa8U> and <http://nutsandbolts.washcoll.edu/plagiarism.html>.

The KSU Writing Center - is a free service offered to all KSU students. Experienced, friendly writing assistants work with you on thesis development, organization, research documentation, grammar, mechanics, and more. They help you improve your paper AND teach you strategies to become a better writer on your own. For more information or to make an appointment, visit <http://www.kennesaw.edu/english/WritingCenter>, or stop by Room 242 in the English Building. Extra points will be awarded for visits to the writing center (with official documentation).

General Course Info - Guidelines for your assignments will be posted on GeorgiaVIEW Vista including grading rubrics. Additional information and tips will be available to help you get the most from your reading, writing, and online class discussions.

- A variety of teaching methods may be employed (i.e., written lectures; viewing online talks, presentations, discussions, and debates; video clips and films; news and entertainment television; popular music analysis).
- Review assignment guidelines for formatting specifics. All assignments should be typed and should include your name, date, class, etc., 1" margins, double-spaced in the font of your choice. Please include your last name and page numbers in the footer of all of your papers. Papers will be evaluated based on content, use of sociological concepts, structure, and mechanics, which includes integrating the [ASA documentation style](#) (link also posted on GeorgiaVIEW Vista).
- **Late assignments will be reduced 10%** of the total grade received for each weekday (Mon. – Fri.) late. Late papers without official documentation of illness or other emergency will not be accepted. Official documentation and a hard copy of the late assignment MUST be turned in to the instructor. Please do not email me your excuse or papers.
- Excessive use of profanity and/or the degradation of specific individuals or groups in any online class discussion or assignment will not be tolerated and may compromise your grade.
- Please contact instructor privately about any personal hardships.

- Please DO NOT save your work on KSU computers - email your work to yourself or use a personal flash drive. If you choose to ignore this policy and save your work on KSU computers, know that having the KSU computer crash or having your work erased or corrupted if it is saved on a KSU lab or classroom computer is not an acceptable excuse for late or missing papers, assignments, and other products.

Summary of Evaluations – Assignments are treated as they would be treated in the working world. No supervisor will tolerate an employee turning in an expected report a day late or failing to present an oral presentation on the date anticipated. Meeting deadlines is an important key to success as a student and as a professional in the working world. All assignments are due on the specified due date. Failure to turn in the assignment or turning in only a portion of the assignment will result in a 10% deduction per weekday. Grades are typically posted on GeorgiaVIEW Vista within ten (10) business days (Mon. – Fri.) after the assignment/exam is submitted.

NOTE: All assignments/exams are due by Thursday at 11:59 pm (with the exception of your final exam), which makes it easier for you to plan your online learning strategy each week and successfully manage the course.

“On The Media” Discussion Board (15%) - Each week you will sociologically analyze your assigned readings; “On the Media” podcasts; noteworthy news events; observations of a public place or special event; documentaries, etc. (using concepts and theories learned in class to interpret social influence and impact) in an online discussion format. You and your fellow classmates will post and respond to one another. It is a fun and interesting way to explore your social world with a focus on media issues, and their role and influence). *You are required to complete eleven (11) during the semester.* Fifteen (15) percentage points will be awarded if you participate in all weekly discussions. For each discussion you do not participate in, one percentage point will be deducted. Questions may be posted by the instructor based on weekly reading assignments; written lectures; or online videos, presentations, discussions, debates; etc., from which you can choose to respond (*first post due Thursday, August 30th by 11:59 pm*). Comments should be more than “I agree” or other short affirmative/negative comments. Instead, demonstrate your critical thinking abilities, in-depth understanding and analytical skills of the text, articles and the “On the Media” podcasts. A grading rubric is posted on Vista. *Final post due Thursday, November 29th by 11:59 pm.*

Online Reflection Journal (15%) - You will submit a reflective journal (300+ words) highlighting your thoughts, realizations, learnings, questions, arguments, etc. related to what you’ve covered after each major topic section (six (6) entries). Reflective writing is a powerful learning tool that assists with comprehension and personal application. These journal entries are private – between the student and instructor, fellow classmates will not have access to your online journal. *Check the detailed course schedule for due dates.*

Media Project (30%) – This capstone assignment involves expanding your knowledge of a social issue related to mass media. You will select one of four topics – Children’s Television and Socialization, Social Problems Depicted in the News Through the Lenses of Race, Class, Gender, and Sexual Orientation, Mass Media’s Role in Politics or The Role and Influence of Social Media to explore in-depth. Details and a grading rubric are posted on Vista. *Due Thursday, November 29th by 11:59 pm.*

Essay Exams (40%)

There will be two (2) online essay exams – a midterm and a final. The Midterm Essay Exam will be posted on Sunday by noon and available through Thursday by 11:59 pm on the scheduled date (see below). Late exams will only be accepted in emergency situations with “official” documentation. No “official” documentation, no late exam, no grade – no exceptions! ***The Final Essay Exam will be available on Sunday at noon and available through Tuesday by 11:59 pm (see below).***

- **Midterm Essay Exam - Thursday, October 11th by 11:59 pm**
- **Final Essay Exam - Thursday, December 4th by 11:59 pm**

Assignment Schedule/Grading Scheme

<u>Due Date</u>	<u>Evaluation</u>	<u>Percentage</u>
Weekly	"On the Media" Discussion Board (11)	15%
See schedule	Online Reflection Journal (6)	15%
October 11 th	Midterm Essay Exam	20%
November 29 th	Media Project	30%
December 4 th	Final Essay Exam	<u>20%</u>
	TOTAL	100%

Grading Scale - 100-90 = A; 89-80 = B; 79-70 = C; 69-60 = D; 59 and below = F

Important Dates

<i>August 17</i>	First Day of Classes
<i>August 17-23</i>	Drop/Add
<i>August 28</i>	Final Payment Deadline
<i>September 1-3</i>	Labor Day Break (Sat. – Mon.)
<i>October 12</i>	Last Day to Withdraw Without Penalty
<i>November 21-25</i>	Fall Break – NO CLASSES
<i>December 5</i>	Last Day of Classes
<i>December 6-12</i>	Final Exams
<i>December 12-13</i>	Graduation (Tentative)
<i>December 15</i>	Final Grades Due: 5 pm

Detailed Course Schedule (The instructor reserves the right to adjust the course schedule as needed.)

(JA) = Journal Article; (WA) Web Article – simply click the links or copy and paste the URL into your browser window

Wk	Date	Reading/Assignment Due Dates/Exam Dates	
PART I – MEDIA/SOCIETY			
1	8/18/12	Learning Module 1	Orientation
2	8/25/12	Learning Module 2	Media and the Social World (pp. 3 – 28) (JA) Deuze, Mark. 2011 “Media Life.” <i>Media Culture and Society</i> . 33(1): 137-148.
Online Reflection Journal Entry (Part I) Due Thursday, August 30th			
PART II – PRODUCTION; THE MEDIA INDUSTRY AND THE SOCIAL WORLD			
3	9/1/12	Learning Module 3	The Economics of the Media Industry (pp. 31 – 70) (JA) Gamson, Josh and Pearl Latteier. 2004. “Do Media Monsters Devout Diversity”? <i>Contexts</i> . Summer: 26-32
4	9/8/12	Learning Module 4	Political Influence on Media (pp. 71 – 111) Select one of the following to review: (JA) Cucolo, Major General Tony. 2008. “The military and the media: shotgun wedding, rocky marriage, committed relationship.” <i>Media, War & Conflict</i> . 1(1): 84-89. (JA) Rossman, Gabriel. 2004. “Elites, Masses, and Media Blacklists: The Dixie Chicks Controversy.” <i>Social Forces</i> . 83(1): 61-79.
5	9/15/12	Learning Module 5	Media Organizations and Professionals (pp. 113 – 150) (JA) Cleary, Johanna and Terry Bloom. “Gatekeeping at the Portal: An Analysis of Local Television Websites’ User-Generated Content.” <i>Electronic News</i> . 5(2): 93-111. (WA) Pew Research Center. 2012. “Further Decline in Credibility Ratings for Most News Organizations.” (http://www.people-press.org/2012/08/16/further-decline-in-credibility-ratings-for-most-news-organizations/)
Online Reflection Journal Entry (Part II) Due Thursday, September 20th			
PART III – CONTENT: MEDIA REPRESENTATIONS OF THE SOCIAL WORLD			
6	9/22/12	Learning Module 6	Media and Ideology (pp. 153 – 184) (JA) Botteril, Jacqueline. 2007. “Cowboys, Outlaws and Artists: The rhetoric of authenticity and contemporary jeans and sneaker advertisements.” <i>Journal of Consumer Culture</i> . 7(1): 105-125.
7	9/29/12	Learning Module 7	Social Inequality and Media Representation (pp. 185 – 215) Select one of the following to review: (JA) Daniels, Elizabeth A. 2009. “Sex Objects, Athletes, and Sexy Athletes: How Media Representations of Women Athletes Can Impact Adolescent Girls and College Women.” <i>Journal of Adolescent Research</i> . 24(4): 399-422. (JA) Williams, Dmitri, Nicole Martins, Mia Consalvo and James D. Ivory. 2009. “The virtual census: representations of gender, race and age in video games.” <i>New Media & Society</i> . 11(5): 815-834.
8	10/6/12	Midterm Exam I (Wks 1-7): Due Thursday, October 11th by 11:59 pm	

Online Reflection Journal Entry (Part III) Due Thursday, October 11th

PART IV – AUDIENCES: MEANING AND INFLUENCE

9	10/13/12	Learning Module 8	<p>Media Influence and the Political World (pp. 219 – 254)</p> <p>Select one of the following to review:</p> <p>(JA) Matsaganis, Matthew D. and J. Gregory Payne. 2005. "Agenda Setting in a Culture of Fear: The Lasting Effects of September 11 on American Politics and Journalism." <i>American Behavioral Scientist</i>. 49(3): 379-392.</p> <p>(JA) Ridout, Travis N. and Glen R. Smith. 2008. "Free Advertising: How the Media Amplify Campaign Messages." <i>Political Research Quarterly</i>. 61(4): 598-608.</p>
10	10/20/12	Learning Module 9	<p>Active Audiences and the Construction of Meaning (pp. 255 – 284)</p> <p>Select one of the following to review:</p> <p>(JA) DeVane, Ben and Kurt D. Squire. 2008. "The Meaning of Race and Violence in Grand Theft Auto San Andreas." <i>Games and Culture</i>. 3(3-4): 264-285.</p> <p>(JA) Marwick, Alice and Danah Boyd. 2011. "To See and Be Seen: Celebrity Practice on Twitter." <i>Convergence</i>. 17(2): 139-158.</p>
11	10/27/12	Learning Module 10	<p>Media Technology (pp. 285 – 321)</p> <p>Select one of the following to review:</p> <p>(JA) Anthony, Denise, Sean W. Smith, and Timothy Williamson. 2009. "Reputation and Reliability in Collective Goods: The Case of the Online Encyclopedia Wikipedia." <i>Rationality and Society</i>. 21(3): 283-306.</p> <p>(JA) Schoon, Eric and Cindy L. Cain. 2011. "Facebook's Boundaries." <i>Contexts</i>. 10(2): 70-71.</p>

Online Reflection Journal Entry (Part IV) Due Thursday, November 1st

PART V – GLOBALIZATION AND THE FUTURE

12	11/3/12	Learning Module 11	<p>Media in a Changing Global Culture (pp. 325 – 347)</p> <p>Select one of the following to review:</p> <p>(JA) Milner, Helen V. 2006. "The Digital Divide: The Role of Political Institutions in Technology Diffusion." <i>Comparative Political Studies</i>. 39(2): 176-199.</p> <p>(JA) Shi, Yu. 2011. "iPhones in China: The Contradictory Stories of Media-ICT Globalization in the Era of Media Convergence and Corporate Synergy." <i>Journal of Communication Inquiry</i>. 35(2): 134-156.</p>
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Online Reflection Journal Entry (Part V) Due Thursday, November 8th

PART VI – SOCIAL MEDIA

13	11/10/12	Learning Module 12	<p>(JA) Childress, C. Clayton. 2012. "All Media Are Social." <i>Contexts</i>. 11(1): 54-55.</p> <p>(WA) Asur, Sitaram and Bernardo A. Huberman. 2010. "Predicting the Future With Social Media." Cornell University Library. arXiv:1003.5699v1 [cs.CY] (once the page comes up, simply click PDF along the right toolbar for full article)</p> <p>(WA) <i>Digital Journal Reports</i>. 2012. "New Research: YouTube becoming a major platform for viewing news." http://www.digitaljournal.com/article/328600#ixzz23pEQtnKh</p> <p>(WA) Madden, Mary. 2012. "Privacy management on social media sites." <i>Pew Research Center</i>. http://pewinternet.org/Reports/2012/Privacy-management-on-social-media.aspx</p> <p>(WA) <i>Pew Research Center</i>. 2012. "How the Presidential Candidates Use the Web and Social Media." http://www.journalism.org/analysis-report/how-presidential-candidates-use-web-and-social-media</p>
14	11/17/12		

			(WA) Pew Research Center. 2011. "Social networking sites and our lives." http://www.pewinternet.org/Reports/2011/Technology-and-social-networks/Summary.aspx (review as single page view or download full report PDF)
Online Reflection Journal Entry (Part VI) Due Tuesday, November 20th (adjusted date due to holiday)			
November 21 – 25: Fall Break – NO CLASSES (Wednesday – Sunday)			
15	11/24/12	Learning Module 13	Media Project: Due Thursday, November 29th by 11:59 pm
16	12/1/12		Final Exam II: Due Tuesday, December 4th by 11:59 pm