

SP 464 (W) – Analysis of Public Communication

Fall 2003

Instructor: Dr. Michelle A. Mazur

Class Meeting: MWF 10:30-11:45

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COURSE DESCRIPTION

This course substantially integrates the fields of interpersonal communication and mass communication by analyzing and investigating how the mass media impacts and influences our interpersonal relationships. This course will primarily focus on television and the Internet; however, students are encouraged to research and discuss how other mass media forms (newspapers, movies, music, etc.) affect our understanding of interpersonal relationships. After completing this course you should have an understanding of the principles of mass communication and interpersonal theories, the impact of mass mediated communication on interpersonal relationships, and how to mediate and moderate these effects.

TEXT

Course Packet available at Kinko's.

COURSE FORMAT

Class periods will consist of lectures and discussion. The course format emphasizes active participation, critical analysis, and free exchange of ideas. Assigned readings should be completed **PRIOR** to each class. In most cases, assigned readings will parallel class lectures. However, you will be responsible for all the readings even when those readings are not discussed in class.

CLASS POLICIES

Appointments and Office Hours: Appointments are a privilege. Do not abuse it. You must come prepared with materials and questions to ask prior to meeting with the instructor. Otherwise, it wastes the instructor's time and other student's time. Plan early for appointments. Last minute appointments may NOT be accommodated.

Attendance and Other Course Policies: Although attendance is not formally mandated, it is expected for at least two reasons. First, you may not make up missed assignments or class activities if you are absent (unless prior arrangements are made or extraordinary circumstances occur). Second, you'll miss out on the educational experience and we'll miss out on your contribution to the class! If you do miss class, it is your responsibility to get notes from a

classmate. Absolutely **NO make-ups** are allowed nor late assignments accepted. Thus, if you miss a presentation, reaction paper, or final paper, you will receive a zero. If you are participating in a university-related activity (football, track, etc.), then you must make arrangements with me **PRIOR** to your absence.

Course 'handouts' such as study guides, assignments, and miscellaneous reminders will be distributed via the course web site. If you choose to not obtain access to the web site, it is your responsibility to ask a classmate to print out any course materials for you. Where final averaged grades are borderline (i.e., less than half of a percentage point from the next grade), participation in class discussions and overall cooperation will be taken into account.

Written Requirements: In general, all work turned in for credit must be typewritten, use double-spacing throughout, use a standard font type and size, and contain one inch margins on the left, right, top, and bottom of each page. All work that does not conform to these requirements will be considered late. Students should avoid language that is sexist, racist, and ageist in their writing and speaking.

Drafts: In general, drafts will be accepted up to a week before the due date (via email only), and I will review them (focusing primarily on stylistic concerns, structuring of ideas, and major content flaws). It is **STRONGLY** recommended that students review each other's drafts for spelling, stylistic, and grammatical errors before I evaluate them. All work submitted for this course should show critical thinking, thoughtful writing, and careful editing.

Written Assignment: All written assignments should be sent to me (mmazur@hawaii.edu) via electronic mail. Attach the assignment as a Microsoft Word document. Title the attached document with your LAST NAME (e.g., Mazur.doc). Assignments are due via email BEFORE the beginning of the class period in which they are due. Activities not turned in (emailed) at this time will be given ZERO credit. **NO LATE PAPERS WILL BE ACCEPTED.** Exceptions may be made for MAJOR medical and MAJOR personal problems when the instructor has been given notification at the first possible opportunity. Excused absences must be documented (e.g., doctor's note on official stationery) and turned in on the first day of your return to class. All missed work due to an excused absence must be turned in within one week of your return to class.

Academic Integrity: The mission of a university can only be accomplished in an environment where academic integrity is valued. The Code of Student Conduct states that academic dishonesty includes both cheating and plagiarism. The penalties for academic dishonesty are severe, and I will do all I can to see that violations are severely punished. **If anyone is determined to have cheated, plagiarized, or misrepresented work in this class, the best he or she can hope for is failure in the course. I will additionally recommend to the Department Head or hearing committees that the person be suspended or expelled from the University.** Papers submitted for credit in other classes may **NOT** be submitted for credit in this course. You are expected to have full knowledge of the University's Student Conduct Code. A copy of the code may be obtained at the Office of the Dean of Students, Student Services Center, Room 409

Miscellaneous: Before coming to class, please turn **OFF** all pagers and cellular phones. Cell phones or pagers that ring during class will cause the owner to lose 2 points off their final grade for every infraction. The ringing of cell phones in class is your instructor's biggest pet peeve. Expect this rule to be strictly enforced.

Your instructor's second biggest pet peeve is people who come to class late. It is your responsibility to show up for class on time and ready to learn. Do everything in your power to arrive to class on time.

ASSIGNMENTS AND GRADING

Your grade will be assigned based on the percentage of total points accumulated from the two exams, application presentation and write-ups, and the group project.

Evaluation: 90-100% = A, 80-89% = B, 70-79% = C, 60-69% = D, 59% & Below = F

Reaction Papers (200 points)

This assignment requires you to write a 2-page response/critique of 10 of the articles we read for class. Select an article that we are reading for class. The reaction papers are due at the beginning of the class period of the assigned reading. The reaction paper is NOT a summary of the article, but instead asks you to analyze and share your own thoughts or ideas on the article. These papers will be particularly useful for class discussion. The titles of your paper should include the title of the article you are responding to. Reaction papers must be typed, double-spaced, 1 inch margins, and no more or no less than two pages.

Research Proposal (300 points)

- 1) The first part of this assignment requires you pick a research topic that substantial integrates the areas of mass communication and interpersonal communication (you are not limited to the topics covered in this class. You may examine a wide variety of issues i.e. political communication, persuasive campaigns, the impact of movies, music, etc.).
- 2) Secondly, you need to gather all or most of the research articles that pertain to your topic (from Hamilton Library and not the Internet).
- 3) Next, read these articles, write a synopsis of each (2-3 sentences), and write-up an annotated bibliography of your research articles.
- 4) Develop research questions.
- 5) Finally, write a literature review that culminates in a rationale for your research questions. The final paper should be 10-12 pages in length typed, double spaced, 12 point font, 1 inch margins, and follow APA guidelines.

Due Dates for the components of your research proposal

Topic Selection	September 9	5 points
Annotated Bibliography	October 28	75 points
Research Questions	November 13	20 points
Final Paper	December 11	200 points

Discussion Leader (100 Points)

This project will allow you to lead a class discussion on a topic of your choosing. You may work with a partner on this project. You will learn how to prepare for and lead a group discussion using one of the articles in the course packet.

- A. **Article:** Select an article from the course packet on which to do your major class presentation (select this very early in the session – by September 2nd). The date of your presentation will be the date the article is scheduled to be read in class. Topics will be assigned on a first come - first served basis. You will be responsible for approximately an entire class period.
- B. **Research:** Find at least 1 relevant journal article (**NOT** from the packet) that pertain to the topic you have selected. Summarize the articles in your own words (do **NOT** just copy the abstract). Integrate the journal articles with the reading that pertains to your topic and provide an outline summarizing the information for the entire class. Put the full citation of the articles on the outline and provide a copy of the articles to me on the day you lead class discussion.
- C. **Media:** Bring a media or other creative example or illustration of the topic and share it with the class as part of your report (e.g., this could be a t.v. show clip, movie clip, website, chatroom log, or popular magazine article). Provide a complete introduction and explanation of your example, and relate it to the specific concept(s) in your reading(s).
- D. **Discussion Questions:** As part of your summary, prepare a minimum of 4 discussion/thought questions based on the readings (and/or your media example) for the class meeting. Your discussion questions should be included as the last item on your summary report that you distribute. Be prepared to offer thoughtful and informative comments during the day's readings.

Research Presentation (100 points)

At the end of the semester you will be asked to give a 10-12 minute presentation of your paper. This presentation should summarize the literature, discuss your rationale for your research questions, and give the research questions.

Class Participation (100 points)

Since this is an upper-division seminar, you will be expected to be prepared each class period (i.e. have read and understand the reading prior to class) and be willing to contribute meaningfully to class discussion. This includes developing discussion questions for each article that we read in class.

Tentative Schedule for SP 464

Week	Date	Topic(s)	Readings
#1	Aug 26	Greetings and Course Overview	
	Aug 28	Reading research articles/ Writing research proposals and reaction papers	
#2	Sep 2	Rationale for the Study of Mass & IPC	#1 & #2
	Sep 4	Theoretical Underpinnings	#3
#3	Sep 9	Interpersonal Relationships on TV Research Topics Due	#4
	Sep 11	Parasocial Relationships	#5 & #6
#4	Sep 16	Families on TV	#7
	Sep 18	Families on TV Continued	#8 & #9
#5	Sep 23	Research Day	
	Sep 25	Deception in TV Families	#10
#6	Sep 30	<i>Bowling for Columbine</i>	
	Oct 2	<i>Bowling for Columbine</i>	
#7	Oct 7	Discussion of <i>Bowling for Columbine</i>	
	Oct 9	Blurring of Childhood and Adulthood	#11
#8	Oct 14	TV Violence & Children	#12
	Oct 16	Parental Mediation	#13
#9	Oct 21	Peer Mediation	#14
	Oct 23	Research Day	
#10	Oct 28	Theories of CMC Annotated Bibliographies Due	#15
	Oct 30	Theories of CMC (continued)	
#11	Nov 4	Interpersonal Relationships Online	#16
	Nov 6	Developing Relationships Online	#17
#12	Nov 11	No School: Veteran's Day	
	Nov 13	Gaining Social Support Online Research Questions Due	#18
#13	Nov 18	Internet Sexuality: Cybersex	#19
	Nov 20	Internet Sexuality: Pornography	#20
#14	Nov 25	Research Day	
	Nov 27	No School: Happy Thanksgiving!	
#15	Dec 2	Internet & Democracy	#21
	Dec 4	Research Presentations	
#16	Dec 9	Research Presentations	
	Dec 11	Research Presentations & Course Wrap-up Papers Due	