



NORTHEASTERN STATE UNIVERSITY

College of Liberal Arts
Department of Communication and Media Studies
SPRING 2017

- 1. Course Prefix, Number, CRN, Credits, and Title**
MS 1103 | CRN: 21245 | Introduction to Media Studies
- 2. Instructor Name:** Mike Brown
 - brownm@nsuok.edu
 - 918-444-2893
 - Leoser Center 240-C
 - Office Hours: MWF 8-10AM / T-TH 8-9:30AM
- 3. Course Delivery Mode:** Face to face
- 4. Class Days / Times:** Tuesday & Thursday / 9:30-10:45
- 5. Course Prerequisites and/or Co-requisites:** none
- 6. Catalog Description:** An introduction to the mass communication field. Includes a study of the radio, newspaper, television, public relations, and advertising fields.
- 7. Course Purpose / Goals:** This course is designed to provide students with information concerning the historical development, theoretical underpinnings, and modern processes of the mass media.
- 8. Student Learning Outcomes:** to facilitate your critical assessment of the mass media so that you may become a better consumer and, if applicable, producer of media messages.
- 9. Instructional Methods / Strategies:** The expected course outcomes will be realized through a variety of instructional strategies to complement students' other courses within the mass communication and visual communication curriculum. Those strategies include, but are not limited to, the following: discussion, demonstration, inquiry and group activities. Blackboard will be utilized in this course. Course assignments, documents, notes and materials will be posted on Blackboard. Students should check Blackboard regularly to download relevant materials, print documents they may need for class, and upload completed assignment files. Students are required to keep their Blackboard contact information updated, as class communication will occur through Blackboard.
- 10. Learning Outcome Assessment Methods**
 - Due dates will be given on all assignments and must be met for full credit potential.
 - Work is graded by total points averaged against a 100 point scale as follows:
100-90=A | 89-80=B | 79-70=C | 69-60=D | below 60=F

- All grades will be averaged to arrive at your final grade.
- You must attend the entire course and submit, in proper form, examples of all the course assignments to be credited with the course.
- Various class activities can be a part of your overall grade including but not limited to:
Discussion Boards | Blackboard Quizzes | Current Event Quizzes | Tests

11. Instructional Materials: REQUIRED TEXTBOOK - The Media of Mass Communication (11th ed.) by John Vivian

12. Class and Instructor Policies

- All coursework must be created by you within the time-frame of the class
- Students may not reuse work previously turned in to another class
- Profanity in the classroom will not be tolerated.
- Electronic devices must be turned off during lecture and critiques. (i.e. cell phones, music devices, etc.)
- Regular attendance for the full class period is mandatory.
- Absences on key dates such as quizzes or assignment hand-in days will severely affect your grade.
- You are allowed two unexcused absences during the semester. **Excessive absences will result in a grade reduction.**
- New assignments, presentations or demonstrations will not be repeated.
- There will be no make-ups for missed critique presentations or quizzes.
- Tardies are distracting; also, some critiques are given at the first of the class period, so make every effort to be in class on time.
- **Compliance:** by enrolling in this class, you agree to comply with the policies and procedures as outlined.
- **Notice of Right to Retain Student Work:** The Media Studies program reserves the right to retain certain selected examples of student work for teaching purposes and as a part of its permanent collection.

13. Academic Policies / Required Information: Please go to <http://offices.nsuok.edu/academicaffairs/SyllabiInformation.aspx> for required information pertaining to: Academic Misconduct | American Disabilities Act Compliance | Inclement Weather/Disaster Policy | Release of Confidential Information | Student Handbook | Teach Act | Textbook Information | Title I

14. Class Calendar with Assignment Due Dates: Januar 9th – May 5th, 2017
Due dates for specific assignments will be given during class. All assignments are due at the beginning of the class period on the due date indicated when the assignment is given. Late work is NOT acceptable.