





ProSeminar in Mass Comm

APRD 7001-001/JRNL 7001-001

Fall 2020

Professors	Contact Information	Office Hours
Kelty Logan	Email: Kelty.Logan@Colorado.edu Phone: 303-492-2224	Th 9a-12p, or by appointment.
	 @crazy4ads	Zoom meeting link here (links to an external site.), Password 108633
	 https://www.pinterest.com/keltylogan/	
Erin Willis	Email: kathleen.ryan@colorado.edu Phone: 303-735-2940	Tu 2-5p, or by appointment.
	 @Kathleen_M_Ryan	Zoom meeting link here (Links to an external site.) , password 414246
	 @kathleen_m_ryan	

General Information

Description

This course explores the theoretical foundations of mass communication and uses this theoretical framework to interpret how people are now engaged with multi-media structures.

Course Goals

Each student will understand various theoretical frameworks that can be applied to understanding media consumption. In addition to core concepts, you will be expected to consider the application of traditional theory (such as those discussed in this class) within contemporary media use. In many cases, this will allow you to examine each theoretical area within the context of your research interests.

Course Objectives

Each day we will cover one or two theoretical frameworks. The format of the class will adhere to a discussion of five questions (posted one week prior to the class)

regarding the assigned reading. One student will be asked to lead the discussion regarding each question. All students are required to be prepared to lead a discussion on any of the five questions. Unless otherwise instructed, the focus of the conversation will be

- Succinctly discuss the key aspects of each article, including
 - The main issues and/or research questions raised
 - The theory underlying the research
 - The concepts/constructs under examination
 - The relevance or irrelevance of the readings to current happenings in strategic communication and journalism
 - Methods used
 - Conclusions reached

- Relate the article to the assigned reading in the textbook

- Relate the article to the other assigned articles

Expected Learning Outcomes

By the end of this Course, successful participants will be able to...

- Recognize how and why media may impact our lives, reviewing past and current local, regional, national and international events.

- Illustrate a detailed understanding of at least one specific theoretical approach to mass, digital or user-centric communications.

- Demonstrate an understanding of how theoretical concepts about multi-media structures have practical application.

- Analyze and evaluate the content and intent of media messages, using specific theoretical models to support a position.

- Compare and contrast media theories, applying the concepts to issues inherent in digital and mass communication structures.

- Compare and contrast two or more specific schools of communication theory, identifying the primary theoretical orientations and how they differ and/or are similar.

Materials

Required Texts

- *Mass Communication and American Social Thought*
J. D. Peters & P. Simonson (eds)
- *McQuail's Mass Media and Comm Theory*
Denis McQuail and Mark Deuze
- All other readings listed on the syllabus will be posted on Canvas

Course Schedule

Date	Topic (For required reading, see Canvas "Weekly Assignments)
Aug 25	Overview
Sep 1	History
Sep 8	History
Sep 15	Explication
Sep 22	Explication
Sep 29	Normative Theories of the Media
Oct 6	Normative Theories of the Media
Oct 13	Agenda Setting and the Spiral of Silence
Oct 20	Framing
Oct 27	System Dependency, Knowledge Gap, Uses and Gratifications
Nov 3	System Dependency, Knowledge Gap, Uses and Gratifications
Nov 10	Selective Processes and ELM
Nov 17	Persuasion and Attitude-Behavior Link
Nov 24	Gender
Dec 1	Political Economy and Culture Studies

Assignments & Grading

- **Weekly Reading Questions (10%):** Summary responses to the reading questions must be submitted prior to class each week. The reading questions will be posted on Canvas in the Quizzes section one week prior to class (they'll be posted immediately after the prior class). The questions will be posted as essay questions in the Quiz section on Canvas. These summary responses should be used as talking points for the in-class discussion of the reading. The essay quiz will close at 11:00 AM each Tuesday morning. No late submissions will be accepted.
- **Weekly Reading Summaries (10%):** Summaries of the assigned reading must be posted each week before the beginning of class (11:10 am) in the Assignments section of Canvas.
- **Participation (5%):** Students are expected to actively participate in all discussions.
- **Discussion Leader (5%):** When the reading questions for the following week are posted, one student will be assigned to lead the discussion of each question. The discussion leader will be required to guide a 15-minute discussion during the class.
- **Midterm (30%):** A take-home midterm examination will be issued on October 6. The completed exam must be submitted no later than 11:00 AM on October 13. No late submissions will be accepted.
- **Final Exam (40%):** A take-home final examination will be issued on December 1. The completed exam must be submitted no later than 7:30 PM on December 11. No late submissions will be accepted.

Grading Scheme

Grade Percentage	Letter Grade	Pass/Fail
95.0 - 100.0	A	Pass
90.0 - 94.99	A-	Pass
87.0 - 89.99	B+	Pass
83.0 - 86.99	B	Pass
80.0 - 82.99	B-	Pass
77.0 - 79.99	C+	Pass
73.0 - 76.99	C	Pass
70.0 - 72.99	C-	Pass
67.0 - 69.99	D+	Fail
63.0 - 66.99	D	Fail
60.0 - 62.99	D-	Fail
00.0 - 59.99	F	Fail

Course Policies

In-Class Behavior

This course is offered online to allow a relatively informal discussion within the seminar format. It was felt that the requirements of masks and social distancing might inhibit such conversation. Within this online format, students and faculty each have responsibility for maintaining a professional learning environment that includes appropriate attire and behavior. Please ensure that your participation will not be interrupted by others sharing your space. It is also expected that phones, etc. will be silenced during the seminar. Those who fail to adhere to such behavioral standards will be asked to address the situation before rejoining the class.

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity and gender expression, age, disability, and nationalities. Class rosters are provided to the instructor with the student's legal name. We will gladly honor your request to address

you by an alternate name or gender pronoun. Please advise us of this preference early in the semester so that we can make appropriate changes to our records.

See policies at

<http://www.colorado.edu/policies/classbehavior.html> and at
http://www.colorado.edu/studentaffairs/judicialaffairs/code.html#student_code

Disability

If you qualify for accommodations because of a disability, please submit to your professor a letter from Disability Services in a timely manner (for exam accommodations provide your letter at least one week prior to the exam) so that your needs can be addressed. Disability Services determines accommodations based on documented disabilities. Contact Disability Services at 303-492-8671 or by e-mail at dsinfo@colorado.edu.

If you have a temporary medical condition or injury, see Temporary Medical Conditions: Injuries, Surgeries, and Illnesses guidelines under Quick Links at Disability Services website and discuss your needs with your professor.

Religious Observance

Campus policy regarding religious observances requires that faculty make every effort to deal reasonably and fairly with all students who, because of religious obligations, have conflicts with scheduled exams, assignments or required attendance. Please notify us as quickly as possible regarding any possible absences so that we can plan your work accordingly. See full details at http://www.colorado.edu/policies/fac_relig.html

Sexual Misconduct, Discrimination, Harassment and/or Related Retaliation

The University of Colorado Boulder (CU-Boulder) is committed to maintaining a positive learning, working, and living environment. CU Boulder will not tolerate acts of sexual misconduct (harassment, exploitation, and assault), intimate partner violence (dating or domestic violence), stalking, or protected-class discrimination or harassment by members of our community. Individuals who believe they have been subject to misconduct or retaliatory actions for reporting a concern should contact the Office of Institutional Equity and Compliance (OIEC) at 303-492-2127 or cureport@colorado.edu. Information about the OIEC, university policies, [anonymous reporting](#), and the campus resources can be found on the [OIEC website](#).

Please know that faculty and instructors have a responsibility to inform OIEC when made aware of incidents of sexual misconduct, dating and domestic violence, stalking, discrimination, harassment and/or related retaliation, to ensure that

individuals impacted receive information about options for reporting and support resources.

CMCI strives to be a community whose excellence depends on diversity, equity, and inclusion. We aim to understand and challenge systems of privilege and disadvantage in higher education, such as those based on class, race, ethnicity, gender, sexuality, and dis/ability. We seek to reach across social and political divides and to make space for voices historically underrepresented in higher education and marginalized in society. In other words, diversity is not just a future reality for which we try to prepare students. It is a priority we want to put into practice here, now, and together, in order to foster places of learning where all members can thrive.

Our question for you is, how are we doing? Please contact the CMCI diversity team (email [Lisa Flores](mailto:Lisa.Flores@colorado.edu) or visit the [CMCI Diversity, Inclusion, and Equity Staff](#)).

- If you need support or other resources but don't know where to turn
- If any aspect of your educational experience with CMCI does not reflect the commitment expressed here, or if you want to share a positive instance of this commitment in action
- If you have any questions, concerns, or ideas related to diversity

We want to hear from you so that we can do better, and to support you however we can!

Honor Code

All students of the University of Colorado at Boulder are responsible for knowing and adhering to the academic integrity policy of this institution. Violations of this policy may include: cheating, plagiarism, aid of academic dishonesty, fabrication, lying, bribery, and threatening behavior. All incidents of academic misconduct shall be reported to the Honor Code Council (honor@colorado.edu; 303-735-2273). Students who are found to be in violation of the academic integrity policy will be subject to both academic sanctions from the faculty member and non-academic sanctions (including but not limited to university probation, suspension, or expulsion). Other information on the Honor Code can be found at <http://www.colorado.edu/policies/honor.html> and at <http://honorcode.colorado.edu>

Requirements for COVID-19

Since this class is offered fully remotely, if you are sick or quarantined, you will still be expected to complete your assignments on time unless you are otherwise unable to do so. Please email us at least one hour before any missed class, or 24 hours before any assignment due date so that we can arrange potential accommodations.

On campus, as a matter of public health and safety due to the pandemic, all members of the CU Boulder community and all visitors to campus must follow university, department and building requirements, and public health orders in place to reduce the risk of spreading infectious disease. Required safety measures at CU Boulder relevant to the classroom setting include:

- maintain 6-foot distancing when possible,
- wear a face covering in public indoor spaces and outdoors while on campus consistent with state and county health orders,
- clean local work area,
- practice hand hygiene,
- follow public health orders, and
- if sick and you live off campus, do not come onto campus (unless instructed by a CU Healthcare professional), or if you live on-campus, please alert [CU Boulder Medical Services](#).

Students who fail to adhere to these requirements will be asked to leave class, and students who do not leave class when asked or who refuse to comply with these requirements will be referred to [Student Conduct and Conflict Resolution](#). For more information, see the policies on [COVID-19 Health and Safety](#) and [classroom behavior](#) and the [Student Code of Conduct](#). If you require accommodation because a disability prevents you from fulfilling these safety measures, please see the “Accommodation for Disabilities” statement on this syllabus.

Before returning to campus, all students must complete the [COVID-19 Student Health and Expectations Course](#). Before coming on to campus each day, all students are required to complete a [Daily Health Form](#).