



COURSE SYLLABUS:

Intro to Mass Media

Instructor's Name: Andrew Burkland
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Academic Assistance Time: 7:30 a.m. – 8:10 a.m. or after school

Course Description

Students will be actively engaged with various forms of media in order to understand the processes and theories associated with Mass Media. Through an examination of how Mass Media is produced, delivered, and disseminated by the general population, students will understand and practice media literacy on a daily basis. Other class topics include violence in the media, news production, advertising, and gender roles in the media.

Course Prerequisites

None

Student Learning Objectives/Outcomes

This is an introductory course that examines the media in its historical, societal and political environments. We will examine the impact of the media on you as an individual and on society as a whole. How do we use the media? Why do we use the media? What is the media? These are just a handful of questions that will be answered by the end of this class. The emphasis will be on your development as an active participant in a media-saturated society.

Textbooks and Content Covered

- I. Overview and Definition of Mass Media
- II. Advertising
- III. Television
- IV. Movies
- V. Music
- VI. Internet

Suggested Course Materials

Flash drive, pen/pencil, notebook, turnitin.com username, and optional notecards

Grading Scale and Information

BHS Unified Grading Scale

A	100-93%	C	76-73%
A-	92-90%	C-	72-70%
B+	89-87%	D+	69-67%
B	86-83%	D	66-63%
B-	82-80%	D-	62-60%
C+	79-77%	F	59% and below.

R (rewrite)- misses the mark in terms of effort and/or execution (papers receiving a rewrite grade are due one week from the day papers are returned and are not eligible for an A).

Late papers will receive a one-grade deduction per day.

LATE ASSIGNMENTS: No late assignments will be accepted past the end of the unit.

Course Policies

1. All assignments have due dates--get them in on time. There will be a one-grade deduction for each day any major assignment is late.
2. If you have a reasonable explanation for why you cannot get your assignment in on time, see me.
3. Please be in your assigned seat when the bell rings. If you are not in the room when the bell rings first period, go to the office and get an admit. a. 3 tardies--excused or not = no penalty b. 4th and 5th tardies = 1 hour of detention
6th and following tardies = ISS recommendation
4. Make-up work: You have one day plus the number of days you were absent to make up any work you missed. **Anything that was due while you were gone is due upon your return.
5. Behavior: Respect yourself. Respect other students. Respect school property. Respect the teacher.
6. Major assignments require typing.
7. School Policy: No hats, jackets, or book bags of any kind will be permitted in classes and hallways between 8:10 and 2:55.
8. All missing assignments, regardless of the reason missing, will be entered in the gradebook as a zero until they are handed in and graded.
9. Plagiarism on an assignment will result in a zero score.