

RECEIVED

APR 17 2014

OFFICE OF THE  
SENATE COUNCIL**Course Information**

Date Submitted: 2/6/2014

Current Prefix and Number: COM - Communication , COM 449 MASS MEDIA AND SOCIAL INFLUENCE

Other Course:

Proposed Prefix and Number:

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

**1. General Information**

a. Submitted by the College of: COMMUNICATION AND INFORMATION

b. Department/Division: Communication

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Matthew Savage

Email: matthewsavage@uky.edu

Phone: 7-7801

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: No OR Effective Semester: Spring 2015

**2. Designation and Description of Proposed Course**

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: SOCIAL PROCESSES AND EFFECTS OF MASS COMMUNICATION

Proposed Title: SOCIAL PROCESSES AND EFFECTS OF MASS COMMUNICATION

c. Current Transcript Title: MASS MEDIA AND SOCIAL INFLUENCE

Proposed Transcript Title:

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: This course examines the relationship between the organization of modern society and its communication media with special emphasis on cultural processes and social change. The social-psychological bases of communication are studied within a context of theory and research.

Proposed Course Description for Bulletin: This online course examines the relationship between the organization of modern society and its communication media with special emphasis on cultural processes and social change. The social-psychological bases of communication are studied within a context of theory and research.

2j. Current Prerequisites, if any: Prereq: CIS 110, CIS 111, COM 249.

Proposed Prerequisites, if any: Prereq: COM 249.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

## **Distance Learning Form**

Instructor Name: MATTHEW SAVAGE

Instructor Email: matthewsavage@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? Through a combination of recorded lectures and online discussion forums regarding assigned readings, and virtual office hours with the instructor.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. This course will have the same assigned readings as the traditional COM 449 class already on the books. The online version will have recorded lectures in conjunction with online group and classroom forum discussions as well as virtual office hours with the instructor. Course goals and student learning outcomes are the same for the online course as for the traditional 449 course taught regularly in standard classroom format. Assessment will be through exams, papers, & presentations submitted via Blackboard.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The academic offense policy will be the same as the University policy already in place. Blackboard will be used as the portal for the entire course, which is password protected. All materials will be uploaded, stored, and accessible via Blackboard. Grades will be recorded in blackboard which will provide students with timely access to their standing in the course.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? NO

If yes, which percentage, and which program(s)? Communication BA, Digital and Mass Communication Track, 7% (3 hours out of 42) required. COM 449 online or traditional classroom format will fulfill this requirement.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Via online office hours and the services provided by the UK Distance Learning Office.

6. How do course requirements ensure that students make appropriate use of learning resources? Through assigned readings

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Through Blackboard. No other facilities other than access to the UK Libraries will be required, and online access to that is already available for students currently enrolled.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? Yes, the syllabus lists the procedures for resolving technical complaints and are given the contact information for the instructor, distance learning, and blackboard assistance.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. Through Blackboard, which has extensive tutorials available to students for those not already familiar with the service at UK.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Matthew Savage, Ph.D.

SIGNATURE|ELCOHE2|Elisia Cohen|COM 449 CHANGE Dept Review|20140210

SIGNATURE|CEMONA2|E C Monaghan|COM 449 CHANGE College Review|20140228

SIGNATURE|JMETT2|Joanie Ett-Mims|COM 449 CHANGE Undergrad Council Review|20140417

Courses	Request Tracking
---------	------------------

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

Browse...

Upload File

ID	Attachment
Delete 3363	COM 449 Online Syllabus 2.docx

First | 1 | Last

Select saved project to retrieve...

Get New

NOTE: Start form entry by choosing the Current Prefix and Number (\*denotes required fields)

<b>Current Prefix and Number:</b>	COM - Communication COM 449 MASS MEDIA AND SOCIAL INFLUENCE	<b>Proposed Prefix &amp; Number:</b> (example: PHY 401G)	
* What type of change is being proposed?	<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, except for the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not fit in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or str alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above		
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, check the areas that apply:			
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
<b>1. General information</b>			
a.	Submitted by the College of: COMMUNICATION AND INFORMATION		Submission Date: 2/6/2014
b.	Department/Division: Communication		
c.* Is there a change in "ownership" of the course?			
<input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? Select...			
e.* Contact Person Name: Matthew Savage Email: matthewsavage@uky.edu Phone: 7-7801			
* Responsible Faculty ID (if different from Contact): Email: Phone:			
f.* Requested Effective Date: <input type="checkbox"/> Semester Following Approval OR <input type="checkbox"/> Specific Term: Spring 2015			
<b>2. Designation and Description of Proposed Course.</b>			
a.	Current Distance Learning (DL) Status: <input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop		
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box ) that proposed changes do not affect DL delivery.			
b.	Full Title:	SOCIAL PROCESSES AND EFFECTS OF MASS COMMUNICATION	Proposed Title: * SOCIAL PROCESSES AND EFFEC: MASS COMMUNICATION
c.		Current Transcript Title (if full title is more than 40 characters):	MASS MEDIA AND SOCIAL INFLUENCE
c.		Proposed Transcript Title (if full title is more than 40 characters):	

<b>d.</b>	Current Cross-listing: <input checked="" type="checkbox"/> N/A	OR	Currently <sup>2</sup> Cross-listed with (Prefix & Number): none
	Proposed – ADD <sup>2</sup> Cross-listing (Prefix & Number):		
	Proposed – REMOVE <sup>2,3</sup> Cross-listing (Prefix & Number):		
<b>e.</b>	Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours <sup>2</sup> for each meeting pattern type.		
Current:	Lecture 3	Laboratory <sup>2</sup>	Recitation
	Discussion	Indep. Study	
	Clinical	Colloquium	Practicum
	Research	Residency	
	Seminar	Studio	Other Please explain:
Proposed: *	Lecture 3	Laboratory <sup>2</sup>	Recitation
	Discussion	Indep. Study	
	Clinical	Colloquium	Practicum
	Research	Residency	
	Seminar	Studio	Other Please explain:
<b>f.</b>	Current Grading System:	ABC Letter Grade Scale	
	Proposed Grading System:*	<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale	
<b>g.</b>	Current number of credit hours:	3	Proposed number of credit hours: * 3
<b>h.*</b>	Currently, is this course repeatable for additional credit?		<input type="radio"/> Yes <input checked="" type="radio"/> No
*	Proposed to be repeatable for additional credit?		<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES:	Maximum number of credit hours:	
	If YES:	Will this course allow multiple registrations during the same semester?	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>i.</b>	Current Course Description for Bulletin:		
	This course examines the relationship between the organization of modern society and its communication media with special emphasis on cultural processes and social change. The social-psychological bases of communication are studied within a context of theory and research.		
*	Proposed Course Description for Bulletin:		
	This online course examines the relationship between the organization of modern society and its communication media with special emphasis on cultural processes and social change. The social-psychological bases of communication are studied within a context of theory and research.		
<b>j.</b>	Current Prerequisites, if any:		
	Prereq: CIS 110, CIS 111, COM 249.		
*	Proposed Prerequisites, if any:		
	Prereq: COM 249.		
<b>k.</b>	Current Supplementary Teaching Component, if any:		<input type="radio"/> Community-Based Experience

	<input type="radio"/> Service Learning <input type="radio"/> Both
Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input checked="" type="radio"/> No Change
<b>3. Currently, is this course taught off campus?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
<b>4.* Are significant changes in content/student learning outcomes of the course being proposed?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
<b>5. Course Relationship to Program(s).</b>	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement <sup>2</sup> for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES <sup>2</sup> , list the program(s) here:	
<b>6. Information to be Placed on Syllabus.</b>	
a. <input type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)

### Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for I fields are required!

**Introduction/Definition:** For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instruct in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer techn

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the require below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equi experience for students utilizing DL (available at <http://www.ukv.edu/USC/New/forms.htm>).

Course Number and Prefix: COM 449	Date: 2/6/2014
Instructor Name: MATTHEW SAVAGE	Instructor Email: matthewsavage@uky.edu
Check the method below that best reflects how the majority of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
Hybrid <input type="checkbox"/>	

**Curriculum and Instruction**

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to Univers Syllabus Guidelines, specifically the Distance Learning Considerations?

Through a combination of recorded lectures and online discussion forums regarding assigned readings, and virtual office hours with the instructor.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course go assessment of student learning outcomes, etc.  
 This course will have the same assigned readings as the traditional COM 449 class already on the books. The online version will have recorded lectures in conjunction with online group and classroom forum discussions as
3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; acad offense policy; etc.  
 The academic offense policy will be the same as the University policy already in place. Blackboard will be used as the portal for the entire course, which is password protected. All materials will be uploaded, stored, and
4. Will offering this course via DL result in at least 25% or at least 50%\* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?  
 NO
- Which percentage, and which program(s)?  
 Communication BA, Digital and Mass Communication Track, 7% (3 hours out of 42) required. COM 449 online or traditional classroom format will fulfill this requirement.  
 \*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL def six months from the date of approval.
5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom se  
 Via online office hours and the services provided by the UK Distance Learning Office.

#### Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?  
 Through assigned readings
7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.  
 Through Blackboard. No other facilities other than access to the UK Libraries will be required, and online access to that is already available for students currently enrolled.

#### Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/ of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?  
 Yes, the syllabus lists the procedures for resolving technical complaints and are given the contact information for the instructor, distance learning, and blackboard assistance.
9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?  
 Yes  
 No
- If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.  
 Through Blackboard, which has extensive tutorials available to students for those not already familiar with the service at UK.
10. Does the syllabus contain all the required components, below?  Yes
- Instructor's *virtual* office hours, if any.
  - The technological requirements for the course.
  - Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
  - Procedure for resolving technical complaints.
  - Preferred method for reaching instructor, e.g. email, phone, text message.
  - Maximum timeframe for responding to student communications.
  - Language pertaining academic accommodations:
    - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Res Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)."
  - Specific dates of face-to-face or synchronous class meetings, if any.
  - Information on Distance Learning Library Services (<http://www.uky.edu/libraries/dlls>)
    - Carla Cantagallo, DL Librarian
    - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
    - Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)
    - DL Interlibrary Loan Service: [http://www.uky.edu/libraries/libpage.php?web\\_id=253&lib\\_id=16](http://www.uky.edu/libraries/libpage.php?web_id=253&lib_id=16)
11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.  
 Instructor Name:  
 Matthew Savage, Ph.D.



Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help>)

Revised 8/09

- See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.
- Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
- Signature of the chair of the cross-listing department is required on the Signature Routing Log.
- Removing a cross-listing does not drop the other course - it merely unlinks the two courses.
- Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)
- You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.
- In order to change a program, a program change form must also be submitted.

Submit as New Proposal    Save Current Changes

**SYLLABUS AND CONTRACT**  
**COM 449: Social Processes and Effects of Mass Communication**  
**Summer, YEAR (Section #): Online**

<u>Instructors:</u>	<u>Office:</u>	<u>Contact Info:</u>	<u>Office Hours (send email):</u>
Dr. Matthew Savage	Grehan 246	matthewsavage@uky.edu (859) 257-7801	By Adobe Connect Appt.

**COURSE DESCRIPTION:**

In this course you will examine the role of the mass media in society, and in your own life, from the perspective of social scientific theory and research. Topics to be explored include the forces which influence mass media content, the uses which audience members make of media channels, and the social, psychological and behavioral effects of exposure to mass communication on individuals, groups, and society.

**LEARNING OUTCOMES**

We will apply advanced relevant media theory and research to the solution of important social problems. To help you reach this goal, you will:

1. Demonstrate an understanding of the foundational and most current theories surrounding the effects of media on the lives' of consumers,
2. Develop personal critiques on the role media has played in your social and psychological development
3. Examine the rapidly changing and evolving context of today's media markets and hypothesize about future directions

Develop of a hypothetical media campaign targeted at the social problem of your choice.

**PRE-REQUISITES:**

Generally, you should have completed all pre-major requirements (COM 101, CIS/WRD 110, CIS/WRD 111, COM 252, and COM 249). Beyond this, it is your responsibility to ensure that you have met college and university requirements for enrollment. Contact an academic advisor for questions or concerns.

**TEXT AND MATERIALS**

1. Harris, R. J. (2009). *A cognitive psychology of mass communication* (5th ed.). Mahwah, NJ: Lawrence Erlbaum Associates.
2. Access to the *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.
3. You are also required to access course materials regularly from Blackboard and UK Email.

**TECHNOLOGY REQUIREMENTS**

**Minimum Technology Requirements:** Complete the following steps to make sure your computer is correctly configured and the necessary software is installed.

1. Go to this site provided by Distance Learning to check the minimum hardware, software, and browser requirements: <http://www.uky.edu/ukit/hardwareguide>
2. Distance learning recommends having access to multiple browsers for quick troubleshooting.

3. You will also need Flash, Adobe Acrobat Reader and QuickTime movie player, Java. Go to <http://www.uky.edu/DistanceLearning/current/technology/techReqs.html> for current links.
4. You will also need to use Microsoft Word for all written work and Microsoft PowerPoint for presentational aids that accompany your oral presentations.
5. You will also be required to record and upload your oral presentations to the Blackboard Shell for self and peer critiques, as well as links to web pages you design for your digital projects. This means you will need access to a webcam.

**Getting Help:** Anticipate the types of technology and access you will need prior to class sessions and assignment due dates. Do not hesitate to contact the UKIT Service Help Desk or Distance Learning Office. Inform your instructor when you are having technical difficulties.

**Important Contact Information:**

Help Desk: 859-218-HELP (4357)

Distance Learning Programs Office: 859-257-3377

Distance Learning Services, Carla Cantagallo, DL Librarian: 859-257-0500, ext. 2171; or 800-828-0439 (option#6); [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)

**Procedure for Resolving Technical Complaints:** If you experience technical difficulties, contact the Customer Service Center at 859-218-HELP or by email at [helpdesk@uky.edu](mailto:helpdesk@uky.edu). Inform your instructor when you are having technical difficulties.

**Time Zone:** This course is taught in the Eastern Time Zone. All times listed in this syllabus are ET. If you live outside the ET, you need to account for the time change when turning in assignments.

### VIRTUAL CLASS POLICIES

**Academic Integrity:** The mission of a university can only be accomplished in an environment where academic integrity is valued. The Department of Communication and the College of Communication and Information are strong proponents of academic integrity. Thus, all of your work will be original. Cheating on exams, quizzes, or other assignments will not be tolerated. Similarly, plagiarizing other people's ideas, thoughts, or works will not be tolerated. If you choose to violate university standards for academic integrity, you will be subject to a sanction at the instructor's discretion within institutional policy. The penalties for academic dishonesty are severe, and I will do all I can to see that violators are 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. Papers submitted for credit in other classes may NOT be submitted for credit in this course. If you have a question about whether you may be plagiarizing, please contact me prior to submitting work.

*Plagiarism* is defined as using another's words, ideas, materials or work without properly acknowledging and documenting the source. Students are responsible for knowing the rules governing the use of another's work or materials and for acknowledging and documenting the source appropriately. Not knowing one plagiarized is not an acceptable excuse for plagiarism. You are expected to have full knowledge of the institutional Integrity Policy; see [http://www.uky.edu/Ombud/ForStudents\\_AcademicIntegrity.php](http://www.uky.edu/Ombud/ForStudents_AcademicIntegrity.php). Please also see Part II of *Student Rights and Responsibilities*, which is available online to learn more about academic integrity at the University of Kentucky (<http://www.uky.edu/StudentAffairs/Code/part2.html>).

**Appointments and Office Hours:** Office hours will be by appointment only and will be held via Adobe Connect. The meeting link will be posted under 'office hours' on Blackboard.

**Attendance and Participation:** Participation is central to your success in this course. Further, online education requires excellent time management and self-motivation. As an accelerated web-based class, attendance means checking the Blackboard website daily for messages or assignment information. Budgeting your time carefully for coursework and reading as if you were attending a class on a campus will help you avoid unforeseen delays and procrastination that will affect your overall performance. As this is a summer online class where you will work according to your own schedule, **I will not take attendance. However, if you do not complete assignments on time, according to the schedule deadlines, you will receive a zero for that assignment. NO LATE ASSIGNMENTS WILL BE ACCEPTED.** Always keep in mind that you will never be penalized for turning an assignment in early!

Additionally, participation will serve as an indicator of attendance in this online course. During each week, there may be several activities for you (and possibly your group) to complete (and they may be ungraded). If you do not complete the weekly activities, it will be noted and treated as an unexcused absence.

Even though I will not take attendance, there may be times during the semester when you are unable to meet an assignment, peer review feedback, or self-assessment deadline due to circumstances beyond your control. Excused absences will be given at my discretion on with proof as defined by the UK Student Code 5.2.4.2. Students missing work due to an excused absence must inform me about their excused absence within one week following the period of the excused absence (except where prior notification is required), so we can determine a new deadline. Students will not be penalized for excused absences.

For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.

For further information, see <http://www.uky.edu/StudentAffairs/Code/part2.html>

Academic Standards: 5.2.4

Attendance and Completion of Assignments: 5.2.4.1

Excused absences: 5.3.4.2

**Assignment Submissions:** All assignments must be posted to the classroom Blackboard Shell by 11:59 pm on Friday of the assigned week (see "Daily Schedule" for details). This includes major and minor writing assignments, presentation assignments, as well as self and peer critiques and class discussion postings.

No late assignments will be accepted without prior approval of the instructor and an excused absence as defined above. Please note: If you fail to complete and submit any of the major assignments (essays or speeches), this will result in an automatic "E" for the course. Note: Graded assignments will be returned to you within one week of submission unless otherwise noted by the instructor.

**Blackboard Submission Guidelines:** You will be responsible for checking the online syllabus and schedule (Module) before beginning your homework for any changes or updates. I will post all assignments on Blackboard.

All of your work in this class must be available to be posted both on Blackboard. In general, all assignments will require a title, your name, my name, and the date. Files must be saved as a .pdf,

or .doc, or .docx. Any other format will not be accepted and considered as missing unless corrected before the deadline. Please do not email me your assignments. You are responsible for keeping back-up (I recommend several) copies of all your work since electronic texts can be lost. Copies of work can be saved in the "Content Collection" area of your Blackboard account. If your assignment is lost in cyberspace, you will be expected you to repost it within the same day.

**Classroom Civility:** We want to build an online class climate that is comfortable for all. It is especially important that we (1) display respect for all members of the class – including the instructor and students, (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time; and (4) avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive place for all concerned. Your final grade will be reduced by 10 points each time you engage in these sorts of behaviors. While I will manage minor classroom civility issues myself, moderate to severe problems will be investigated and managed at the department, college, or university level if necessary.

**Discussion Boards and Journals:** Discussion Boards are treated much like a classroom conversation with give and take between classmates. Below is the rubric for discussion boards. All students will participate in cooperative activities via the discussion board as they work through each topic. Students must participate in these discussion activities a minimum of two times (post and respond) during a topic period. Only those responses that are posted on the discussion board by 11:59 p.m. on Friday will be graded. Each discussion response will be graded separately and an overall grade for participation will be based on the average grade. The following scale will grade discussion participation and journal responses:

Scale for Discussion Boards:

- 4 Exceptional – thoughtful post(s) and responses across multiple days
- 3 Professional – thoughtful post(s) and responses on single day
- 2 Marginal – minimal post(s) and responses across multiple days
- 1 Unacceptable/Inappropriate – minimal post(s) and responses on single day
- 0 No participation

**Drafts:** Drafts will be accepted via email up to 72 hours before written assignments are due. I will review them (focusing primarily on stylistic concerns, formatting, and major content flaws). You **MUST** review your own drafts for spelling and grammatical errors before I evaluate them. All work submitted should show critical thinking, thoughtful writing, and careful editing.

**E-mails:** Students are responsible for checking their UK email account frequently and consistently (at least once per day) to remain current with University and class related communications. They are expected to monitor and manage their email storage quota to insure that their mailboxes are not saturated and are able to receive new messages. Additionally, remember that electronic communication should be treated with the same care and respect that you would a face-to-face interaction. Compose e-mail carefully, using a pertinent subject line (including your section number), an appropriate greeting and a concise message devoid of spelling or grammatical errors. I will to return all e-mail promptly within 24 hours if the end of that period falls on a weekday; if it is the weekend, I will plan to return e-mail messages within 48 hours. Additionally, Blackboard posts should be error-free and thoughtfully composed. Be aware that text-speak e-mails may be returned without comment. In other words: if u wrt me emlz lk ths, dnt xpct a rspnse im nt kdng try it n c wht hpns.

**Grade Appeals:** To discuss or appeal a grade on an assignment, activity, or exam, you must email me a written explanation of your argument as to why you feel the grade is in error. This must be done within 72 hours of receiving the grade. Grades may go up or down due to an appeal decision.

Occasionally, students are unsatisfied with some dimension of the course. In such cases, students should schedule a meeting, first, with the instructor. If the student and instructor cannot reach a satisfactory resolution, the students should schedule a meeting with the Director of Undergraduate Studies in Communication, Dr. Don Helme at [Don.Helme@uky.edu](mailto:Don.Helme@uky.edu). Students who remain dissatisfied should schedule a meeting with the Department Chair, Dr. Elisia Cohen at [Elisia.Cohen@uky.edu](mailto:Elisia.Cohen@uky.edu).

**Peer Groups:** Because most writers, educators, and other professionals must learn to work collaboratively, you will collaborate--cheerfully--with your peers both in and out of class. I will ask you to form groups early in the semester. You will work with this group often in class as well. While I do not expect you to develop life-long friendships through this process, it has been known to happen in my classes! Treat everyone in this class as a valued colleague, and you will have few problems. *That means that you will honor all deadlines agreed to by your classmates as though I was the one who set them and in general be respectful.* Consequences for "slacking" may result in anything ranging from a full letter grade deduction for the assignment to a zero (determined on a case-by-case basis).

**Readings & Online Lectures:** Your reading assignments are included in the course schedule. Assigned chapters should be read before you watch the lectures and respond on Bb (discussion/journals/quiz) so you will be able to make a contribution to the class discussions and activities and perform well on the quizzes and exams. In addition to the textbook, you may, from time to time, be required to read other material that will be put on reserve in Young Library. You may also be assigned online readings in addition to the textbook. If you do not do the reading, do not expect to benefit substantially from the course. Class modules are used to supplement rather than to repeat the reading material assigned. PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO WATCH ALL RECORDED LECTURES AND READ THE ASSIGNED READINGS IN ORDER TO BE SUCCESSFUL IN THIS COURSE.

**Right to Privacy:** Right to Privacy (FERPA): The Family Educational Rights and Privacy Act ensures that your student records (for any students over 18 years of age) are kept confidential. I will not release your grades to anyone other than you or school officials who are given permission to view your progress. Anyone other than you (or an approved school official) may not request any information (beyond simple directory information) about you, your progress, or your status as a student in my class – this includes parents, partners, and other students. For more information, see: <http://www.uky.edu/registrar/obligation-privacy>

**Students with Disabilities:** Students with disabilities are encouraged to contact the Disability Resource Center (DRC), which is the central location for establishing eligibility and obtaining services & accommodations for qualified students with disabilities. For more information, check out: <http://www.uky.edu/DistanceLearning/current/resources/drc.html>

**Written Work:** You will be expected to use current APA 6th Edition style guidelines for all written work. Use of appropriate grammatical skills in your written work is very important. Your written work will be evaluated on both content and mechanics. Good writing should be reasonably free of mistakes and without composition errors, which are called gross errors (sentence fragments, run-on sentences, subject-verb disagreement, misspelled words, and typographical errors which result in such errors). Proofread your papers; do not leave it up to your

computer software. All of your work MUST BE TYPED (using no more than 12 point type with margins not exceeding 1 inch on the top, right, and bottom, nor 1.5 inches on the left) and double-spaced--unless otherwise indicated by the instructor.

### **OPPORTUNITIES TO EARN CREDIT (See Assignment Sheets for Details)**

**Exams:** (200 points total). There will be two exams throughout the session that will contain a combination of multiple choice, true/false, and short answer questions. Both exams will be completed on Blackboard electronically. The exams evaluate your understanding and mastery of the course concepts. All course material is fair game for the exams including information from lecture, readings, and discussion. Thus, I suggest that you keep up-to-date on the readings, and take notes during class. Study guides will be available on Blackboard a few days prior to exams. Exams are not cumulative.

**Reflection Papers:** (150 points total). Throughout the semester, you are expected to reflect and think critically about the material discussed in your readings in three reflection papers. You will have the opportunity to turn in a two-page paper based on the reading assigned during one class of a section of the course. That is, you can choose one option from days in the schedule marked RPI, one option from days marked RPII, and a last option from days marked RPIII. Papers should not be a summary of the text, but rather reflect a deep level of curiosity, raise new and thought-provoking ideas, challenge assumptions and conclusions, and determine future areas of research. In your reflection papers, you must cite appropriately to advance your arguments using APA style. The quality of your ideas, as well as quality of writing will be the criteria for grading.

**Team Projects and Presentations.** You will complete several activities this semester in a team. Each activity will involve significant amounts of work in and out of class with your teammates. Deductions will be made for those not contributing equally to their team's success. Those who do not contribute equally to their team will be required to do an independent project and presentation. Team activities include:

**Team Readings Presentation:** (50 points). Early in the course, students will be put into teams and will choose a topic that they will help the instructor present to class. Each team will be required to prepare a presentation by the class meeting that their topic is scheduled (see "GP" and italicized text in the course schedule). Presentations are expected to apply theories and concepts from the assigned reading. The creative use of media material is essential to your presentation (e.g., PowerPoint's, handouts, video, articles, advertisements, etc.). Details of this assignment and the specific criteria for grading will be provided on blackboard.

**Team Mock Media Campaign:** (100 points). Each team will have the opportunity to choose an important social issue and create a mock communication campaign addressing a solution to the issue. For this class project, you must apply your knowledge of mass communication effects and processes to design an effective campaign (public service announcement, script, advertisement, storyboard, commercial, etc.). A synopsis of the campaign and an example message will be due in the last week of the semester. Details of this project and the specific criteria for grading will be provided on blackboard.

### **GRADING OVERVIEW**

See the Grading Policy on Blackboard, under course documents. Furthermore, your total points earned for the semester will dictate your final grade based on the following scale.

A = 450-500, B = 400-449, C = 350-399, D = 300-349, E = 0-299

Please note that a Midterm Evaluation grade will be assigned for course performance based on syllabus criteria. Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

### **ADDITIONAL (OPTIONAL) STUDENT RESOURCES**

**The Writing Center** is located in W. T. Young Library, Thomas D. Clark Study, 5th Floor, West Wing (phone: 859-257-1368). The staff can help you identify and correct problems with your writing. You can also schedule an appointment online at: <http://www.uky.edu/IRPE/ie/SACS5thYearReport/Exhibits/5Core%20Requirement%202.10/Writing%20Center%20%28University%20of%20Kentucky%29.htm>

**The Multimodal Communication Lab** is located in 107A Grehan (phone: 859-218-0221 or 859-257-8370). The staff can help you identify and correct problems with all aspects of your writing and speaking. For an appointment, you can contact the Lab Director, Dr. Jeff VanCleave directly at: [jeff.vancleave@uky.edu](mailto:jeff.vancleave@uky.edu).



**TENTATIVE CLASS SCHEDULE – CHANGES ANNOUNCED IN CLASS**

<u>Wk.</u>	<u>Day</u>	<u>Topic</u>	<u>Reading &amp; Assignment Due</u>
1.		Com 449 Welcome & Syllabus Review Team Assignments Etc.	<b>Group Work Questionnaire Due</b>
		Cognitive Approach to Mass Communication	Chapter 1 and 3
2.		Media Effects Theories (RPI)	Chapter 2
		Media Effects Theories (RPI)	Perloff, R. M. (1999). The third-person effect: A critical review and synthesis. <i>Media Psychology, 1</i> , 353-378.
3.		Media Effects Theories (RPI)	Reiss, S., & Wiltz, J. (2004). Why people watch reality TV. <i>Media Psychology, 6</i> , 363-378.
		Mass Media Campaigns (RPII)	Wartella, E. A., & Stout, P. A. (2002). The evolution of mass media and health persuasion models. In W. D. Crano & M. Burgoon (Eds.), <i>Mass media and drug prevention: Classic and contemporary theories and research</i> (pp. 19-34). Mahwah, NJ: Lawrence Erlbaum. <b>Response Paper I Due</b>
4.		Health Communication Campaigns (RPII)	Randolph, W., & Viswanath, K. (2004). Lessons learned from public health mass media campaigns: Marketing health in a crowded media world. <i>Annual Review of Public Health, 25</i> , 419-437.
		Social Marketing (RP II)	Storey, J. D., Saffitz, G. B., Rimon, J. G. (2002). Social Marketing. In K. Glanz, B. K. Rimer, & K. Viswanath (Eds.), <i>Health Behavior and Health Education</i> (pp. 435-464). New York: Jossey-Bass.
5.		Theories of Behavior Change (RPIII)	Slater, M. (1999). Integrating application of media effects, persuasion, and behavior change theories to communication campaigns: A stages-of-change framework. <i>Health Communication, 11</i> , 335-354. <b>Response Paper II Due</b>
		Using Fear in Mass Media Campaigns (RP III)	Witte (1992)
6.		Targeting and Tailoring to Focus Groups (RP III)	Palmgreen et al. (2007) Rimer, B.K., & Kreuter, M.W. (2006). Advancing tailored health communication: A persuasion and

			message effects perspective. <i>Journal of Communication</i> , 56, S184-S201.
		<b>Exam 1</b>	
7.		<i>Children and Prosocial Media (GP)</i> <i>Stereotyping of Social Groups (GP)</i>	Chapter 11 Chapter 4 Optional Reading: Valkenberg & Vroone (2004) Beasley, B., & Standley, T. C. (2002). Shirts vs. skins: Clothing as an indicator of gender role stereotyping in video games. <i>Mass Communication &amp; Society</i> , 5, 279-293. <b>Response Paper III Due</b>
		<i>Advertising (GP)</i> <i>News (GP)</i>	Chapter 5 Chapter 7 Optional Reading: Goldman & Glantz (1998)
8.		<i>Media Violence (GP)</i> <i>Sexuality in the Media (GP)</i>	Chapter 9 Chapter 10 Optional Reading: Hoffner, C. A., & Levine, K. J. (2005). Enjoyment of mediated fright and violence: A meta-analysis. <i>Media Psychology</i> , 7, 207-237. Kremer, M, Giles, S.M. & Helme, D. (2008). Understanding the process: How mediated and peer norms affect young women's body esteem. <i>Communication Quarterly</i> , 56(2): 111-130.
	Final Day	<b>Exam 2</b>	<b>Mock Media Campaign Due</b>