



## Media and Society

100% Online

Semester: Summer 8-week session – June 7 to July 30, 2021

Professor: Roslyn Schoen, PhD

Office: HH 204B

Office Hours: Email for a virtual appointment.

Contact: [roslyn.schoen@tamuct.edu](mailto:roslyn.schoen@tamuct.edu)

### Catalog Course Description:

Examine the interactions of culture and the media with a focus on representations of race, class, gender, and sexuality. Evaluate contemporary mass media to explore the unique relationship between media content, the industry that creates it, and audiences whose interpretations and demands constitute its market.

### Student Learning Outcomes:

*By the end of this course, students will be able to...*

1. Apply cultural studies frameworks to issues of gender, race, class, and sexuality in the media.
2. Analyze media and mass communication from a sociological perspective.
3. Discuss how cultural differences and identities found in categories such as age, race, and sexuality are produced and perpetuated through a variety of social, cultural, and disciplinary discourses.
4. Recognize the role of institutions in the maintenance and distribution of material and cultural power and privilege.

**Mode of instruction and course access:** This course is 100% online and uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>].

CANVAS is where you will find all information related to this course, including assignments, student grades, and handouts. Monitor CANVAS every day, not just on the days things are due/assigned, since due dates occasionally may change due to unforeseen circumstances (ex: network outage).

### Contacting your professor:

The best way to contact me is through email ([roslyn.schoen@tamuct.edu](mailto:roslyn.schoen@tamuct.edu)). I check email every day during the week and often on the weekends as well. I do not respond to email after 9 PM; if you email in the middle of the night, please look for my response the following day. The best way to refer to your professor in email or in person is as “Professor Schoen” or “Dr. Schoen,” pronounced *SHANE*.

**Required Books and Materials:**

Croteau and Hoynes. (2018). *Media/Society: Technology, Industries, Content, and Users, 6<sup>th</sup> Edition*. Los Angeles, CA: Sage.

Other required reading materials listed on the syllabus will be available through our course E-Reserve page. E-Res Password: Chomsky

**Recommended Book(s):**

*ASA Style Guide*, 6<sup>th</sup> edition. American Sociological Association.

**Course requirements:**

Below is a description of the main activities for this course. They include (1) reading assignments, (2) discussion boards, (3) quizzes, (4) a research paper, and (5) presentations with peer review.

1. **Reading assignments and other materials:** Readings for the course are listed in the schedule below. Completing all readings is of paramount importance; your success in this course depends on it.
2. **Discussions:** Students will participate on our course discussion board, with graded discussion taking place during 5 of the 8 weeks this semester. [Participation on graded discussion boards constitutes 25% of your grade, or a total of 100 points.](#) Your primary/initial postings will address my discussion question(s) and should be made by **midnight (11:59 PM CST) each Thursday**. Once several initial posts have been made, you will move on by reading and responding to at least two of your peers' primary posts. Response posts commenting and reflecting upon the comments of your peers should be made by **midnight (11:59 PM CST) each Sunday**. Late posts will not receive credit. **For detailed instructions on discussion boards, see the outline on Canvas.**
3. **Quizzes:** Students will take 5 quizzes at regular intervals throughout the course. [Quizzes are each worth 20 points, or 100 points in total \(25% of your grade\).](#) Quizzes will cover the readings and other material assigned for the same week. On weeks when you have a quiz, you should first complete the readings and take notes. Prepare and manage your time wisely; you will not be able to re-take a quiz, nor can you re-open a quiz once you have started it. Quizzes will be **available from Wednesday afternoon until Sunday at 11:59 PM CST. There are no makeup quizzes.** The Sunday night deadline is final.
4. **Research Paper:** Students will write a sociological paper on a topic of their choice, due on Wednesday, July 28th via Canvas (at 11:59 PM CST). I highly recommend having a final draft completed before you work on your presentation (see #5 below). Detailed instructions and grading rubric are available on our course Canvas page. Please mark your calendar now so that you will not be surprised by this important assignment and related deadlines. [The research paper is worth 100 points, or 25% of your final grade.](#)

5. **Presentations:** For this course, students will use ARC Studio to create a *5-Minute Speed Presentation* video to showcase what they found in their research. Students will first complete their own presentation and then they will conduct a peer review of approximately 4 other students’ presentation videos. **Presentations and peer review are worth 100 points, or 25% of your final grade.**
- Presentations: A handful of tutorials and an “*expectations*” outline for presentations are available in Canvas under “Presentation Resources.”
  - Peer review: After everyone has uploaded their presentations on July 23<sup>rd</sup>, students will view and comment on four of their peer’s presentations. Peer reviews are randomly assigned by Canvas and they are not anonymous, so please be honest and constructive when you comment. Peer reviews are due by 11:59 PM CST July 26<sup>th</sup>.

Coursework	Points
Discussions 5 @ 20 points	100
Quizzes 5 @ 20 points	100
5-Minute Presentation	100
Research Paper	100
<b>Total:</b>	<b>400</b>

Points	Percent	Grade
360 - 400	90 – 100%	A
320 - 359	80 - 89%	B
280 - 319	70 – 79%	C
240 - 279	60 – 69%	D
Below 240	0 – 59%	F

**Posting of Grades:**

- All student grades will be posted using the Canvas grade book and students should monitor their grade status through this tool.
- Students should always refer to the syllabus for total points and points possible. The Canvas gradebook tool may misinform students from time to time.
- Grades will usually be posted within 7-10 days of due dates. Some assignments, like the literature review, require more personalized feedback. These assignments could take longer to grade and so you may need to be patient.

**COURSE SCHEDULE**

**Week 1.          June 7-13                      Introduction: A Sociology of Media**

Read the course syllabus.  
 Read the Introduction and Chapter 1 in the Media/Society book.  
 Watch the film *Advertising at the Edge of the Apocalypse*.  
 Complete discussion board 1 and quiz 1.

**Week 2.          June 14-20                      Media Technology**

Read all of Part II in *Media/Society*.  
Complete discussion board 2.  
Begin looking for ideas to narrow down a topic for your research paper.

**Week 3.          June 21-27          Money and Politics**

Read chapters 3 and 4 in *Media/Society*.  
Complete discussion board 3: Share and discuss your chosen paper topic.  
Complete quiz 2.

**Week 4.          June 28 – July 4          Who creates media?**

Read chapter 5 in *Media/Society*.  
Watch the film *Post Truth Times: We the Media*.  
Complete quiz 3.  
Begin collecting sources and outlining your research paper.

**Week 5.          July 5-11          Ideology and Representation**

Read all of Part IV Content in *Media/Society*.  
Read article by Isaac Kamola.  
Watch the bell hooks interview on Cultural Criticism via Kanopy.  
Complete discussion board 4.  
Continue outlining your research paper and collecting sources.

**Week 6.          July 12-18          Audiences and Creators**

Read chapter 8 in *Media/Society*.  
Film TBA.  
Complete quiz 4.  
Draft your paper and begin planning for your 5-Minute Presentation.

**Week 7.          July 19-25          Media Influence**

Read chapter 9 in *Media/Society*.  
Watch film *Consuming Kids*.  
Complete discussion board 5.  
Using the final draft of your paper, create a 5-Minute Presentation. Due: Friday, July 23<sup>rd</sup> at 11:59 PM CST.

**Week 8.          July 26-30          The Globalization of Media**

Read all of Part VI in *Media/Society*.  
Peer reviews of student presentations are due on Monday at 11:59 PM CT.

Final papers are due on Wednesday at 11:59 PM CT via Canvas.  
Complete Quiz 5, which is due on Friday at 11:59 PM CT.

**Other Important Dates:**

June 14, 2021 Deadline to Drop 8-week Classes with No Record  
July 2, 2021 Last Day to Apply for Summer Graduation  
July 30, 2021 Classes End for 8-Week Session  
August 3, 2021 Final Grades Posted  
August 13, 2021 Deadline to apply for tuition rebate for August graduates

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**Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address.

Password: Your MyCT password

**Canvas Support**

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

**Online Proctored Testing**

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

**Other Technology Support**

For log-in problems, students should contact Help Desk Central

24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

## COURSE AND UNIVERSITY PROCEDURES AND POLICIES

### Course Policies and Procedures

**Late assignments** will receive a deduction of 5% of the grade per day it is late. Please pay attention to deadlines and work ahead to minimize the risk that your work will be late.

A student may only make up **an exam** if there is illness, injury, or another *documented* excuse. If a student misses an exam due to illness, injury, something out of their control they must 1. Provide documentation (doctor's note, police report, etc), 2. Notify Dr. Schoen as soon as possible of intent to take a make-up exam, and 3. Prepare to take the make-up exam within 1 week of the excused absence. Students who miss an exam with no excused absence will receive a zero for that exam. If the student foresees that s/he will be unable to complete the course, then s/he should drop the course or accept the posted grade.

### UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

#### Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2FForm%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

#### Academic Integrity

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [https://www.tamuct.edu/student-affairs/student-conduct.html]. If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such. For more information, please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

### **Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

### **Tutoring**

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

### **University Writing Center**

University Writing Center: The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Summer 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-4:00 p.m. Monday thru Thursday with satellite hours Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WCOOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

### **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are



available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

### **Warrior Shield**

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [https://portal.publicsafetycloud.net/Account/Login] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

### **Copyright Notice.**

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