



**DAVIS UNIVERSITY**

**COURSE SYLLABUS**  
**DGM202: SURVEY OF MASS MEDIA**  
**SUMMER QUARTER 2025**

**QUARTER:** SUMMER QUARTER 2025

**COURSE SYLLABUS FOR:** DGM202 SURVEY OF MASS MEDIA

**CREDIT HOURS:** 5 CREDITS

**INSTRUCTOR:**

**INSTRUCTOR EMAIL:**

**INSTRUCTOR OFFICE HOURS:**

**COURSE DESCRIPTION:** Examines the historical evolution, content, and structural elements of mass media. Emphasis is on print media (newspapers, magazines, etc.), electronic media (radio, television, etc.), advertising and public relations.

**TEXT:** *Media and Culture: Mass Communication in a Digital Age*, 11ed. by Campbell, R., Martin, R.M., & Fabos, B. . Boston, MA: Bedford/St. Martin's.

**LATE WORK POLICY:** All students are expected to submit homework assignments electronically on the date specified on the syllabus. No late homework will be accepted and the student will receive a "0" (zero) for the homework assignment. Should the student refuse to complete the assigned work for the class, it could result in the student failing the class. All work assigned is expected to be completed on the date assigned. The instructor reserves the right to alter the schedule as necessary. Please be sure to check your email/Moodle for any changes to the schedule.

**PLAGIARISM AND COPYRIGHT INFRINGEMENT POLICY:** Work that is found to be plagiarized receives a grade of zero and often causes a student to fail a class. Documentation of plagiarism is added to the student's academic file as a violation of accepted student conduct and is subject to disciplinary action. Plagiarism is the use of another person's exact words, or their ideas written in the student's words without giving the original author credit.

Plagiarism can result from any of the following:

- Quote material directly without using quotation marks.
- Paraphrase the original so that many of the phrases are the same as the original. A good rule is no more than 3 or 4 words in a row should be the same as the original.
- Copy the original sentence pattern, substitution synonyms for key words.
- Neglect to indicate the source of the original material.

### **ASSESSMENTS:**

#### Content

---

|               |      |
|---------------|------|
| 1st Exam      | 35%  |
| 2nd Exam      | 35%  |
| Participation | 10%  |
| Project       | 20%  |
| Total         | 100% |

**COURSE GRADE: A = 93%-100%**

**B = 85%-92%**

**C = 77%-84%**

**D = 70%-76%**

**F = below 70%**

## TENTATIVE CLASS SCHEDULE:

(Subject to change)

| Week           | Content Covered   | Assignments & Assessment Due   |
|----------------|---|--|
| <b>Week 1:</b> | Mass media and the cultural landscape<br>Media history cycles<br>History of film<br>History of radio<br>History of television   |  |
| <b>Week 2:</b> | History of internet<br>Internet + Media convergence<br>Culture of Journalism: Values, ethics and democracy  |  |
| <b>Week 3:</b> | Media theories—how the media effect us  | First exam-Wednesday   |
| <b>Week 4:</b> | What the media try to do to us and what we can do with the media—media literacy<br>Video and media: the power of visual culture<br>Advertising and commercial culture |  |
| <b>Week 5:</b> | Making money with the media: Sales, marketing and new media<br>Public relations and framing the message   | Group video project due or alternate project, depending on the number of students in the class- Monday<br><br>Final exam- Friday |