



DAVIS UNIVERSITY

COURSE SYLLABUS

DGM202: SURVEY OF MASS MEDIA

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.

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

Midterm Exam	30%
Final Exam	30%
Quizzes	20%
Project	20%
Total	100%

COURSE GRADE:

A+ = 97%–100%	C+ = 77%–79%
A = 93%–96%	C = 73%–76%
A– = 90%–92%	C– = 70%–72%
B+ = 87%–89%	D+ = 67%–69%
B = 83%–86%	D = 63%–66%
B– = 80%–82%	D– = 60%–62%
	F = Below 60%

TENTATIVE COURSE OUTLINE:

(Subject to change)

Module/ Units	Content Covered	Assignments & Assessment
Module 1	Mass media and the cultural landscape Media history cycles History of film History of radio History of television	Quiz 1

Module 2	History of internet Internet + Media convergence Culture of Journalism: Values, ethics and democracy	Quiz 2
Module 3	Media theories—how the media effect us	Midterm Exam
Module 4	What the media try to do to us and what we can do with the media—media literacy Video and media: the power of visual culture Advertising and commercial culture	Quiz3
Module 5	Making money with the media: Sales, marketing and new media Public relations and framing the message	Project Final exam