PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT Communication

EFFECTIVE SESSION Fall 2013

INSTRUCTIONS: Please check the items below which describe the purpose of this request.

☐ 1. New course with supporting documents
☐ 2. Add existing course offered at another campus
☐ 3. Expiration of a course
☐ 4. Change in course number
☐ 5. Change in course title
☐ 6. Change in course credit/type

PROPOSED:
Subject Abbreviation: COM
Course Number: 463
Long Title: Mass Media Criticism
Short Title: Mass Media Criticism

EXISTING:
Subject Abbreviation: COM
Course Number: 463
Long Title: Mass Media Criticism
Short Title: Mass Media Criticism

TERMS OFFERED
Check All That Apply:
☒ Fall ☐ Spring ☒ Summer

CAMPUS(ES) INVOLVED
☒ Calumet ☐ Cont Ed ☐ Tech Statewide
☒ Ft. Wayne ☐ N. Central
☒ Indianapolis ☐ W. Lafayette

ABBREVIATED TITLE WILL BE ENTERED BY THE OFFICE OF THE REGISTRAR IF OMITTED. (20 CHARACTERS ONLY)

CREDIT TYPE
1. Fixed Credit: Cr. Hrs.
2. Variable Credit Range: Minimum Cr. Hrs. (Check One) To Or Maximum Cr. Hrs.
3. Equivalent Credit: Yes ☐ No ☒

COURSE ATTRIBUTES: Check All That Apply
1. Pass/Not Pass Only
2. Satisfactory/Unsatisfactory Only
3. Repeatable
4. Credit by Examination
5. Fees: ☐ Coop ☐ Lab Rate Request
Include comment to explain fee:

CROSS-LISTED COURSES

OFFICE OF THE REGISTRAR

Signature
Date

Signature
Date

Signature
Date

Signature
Date

Signature
Date

Signature
Date
Mass Media Criticism

Instructor:
Office Phone: (260) 481-xxxx
E-Mail: xxxx@ipfw.edu

CATALOGUE COURSE DESCRIPTION
Utilizing the current media criticism theories and models, students will learn how to critique a variety of media genres. Students will examine the social and political messages inherent in media messages.

COURSE OBJECTIVES
Upon completion of this course, students should...
1. Be able to explain communication concepts and theories relevant to your major.
2. Be able to demonstrate awareness of diverse perspectives.
3. Be able to critically analyze media and public communication.
4. Be able to identify and analyze instances of interdependent relations between media and society.
5. Be able to identify and analyze form, structure, and techniques of mediated or public texts in their entirety, and consider how they function in a larger context.
6. Be able to provide an understanding of and an appreciation for the role mediated texts play in everyday life.
7. To address, evaluate, and reinterpret held beliefs, attitudes, and values.

LEARNING OUTCOMES
Throughout this course, students will...
1. Demonstrate, both orally and in writing, their understanding of the principles of rhetorical approaches to mass media.
2. Evidence an appreciation for the complexity of mediated texts in their personal and academic lives.
3. Reflect an empathetic awareness of the cultural/contextual variables that impact communication.
4. Be more capable critical thinkers.

REQUIRED MATERIALS
4. Access to the Internet and a Printer. Many of the readings for this course will be made available through the blackboard program provided by ipfw.blackboard.com.

ASSIGNMENT GUIDELINES
- Readings are due at the beginning of the first class for which they are assigned.
- Supplementary articles may be assigned throughout the semester and students will be tested on them.
- Written assignments are due at the beginning of the class for which they are assigned.
- Assignments turned in late without an excused absence or prior arrangement with the instructor will not be accepted. If an extension is granted, it must be in writing, signed and dated by the instructor, and stapled as the last page of the assignment.
- Written assignments must be typed, double-spaced, on white paper, single sided, standard size, and stapled (no paper clips, folders, or covers). Proofread your work!
- Citations and References are to be consistent in APA format.
- For all absences, assignments will still be due as indicated on the syllabus unless you have received prior permission to turn them in later.
- The instructor will inform you of details on due dates and assignment requirements if they differ from those in this course booklet. If none is mentioned, assume the booklet's details are correct.

PORTFOLIO REQUIREMENT
Portfolio Requirement for Communication Majors: If you major in either or both of Interpersonal and Organizational Communication or Media and Public Communication via the 2009-2010 bulletin or a later bulletin, you will be required to create a portfolio as part of the sequence of required one-credit classes: COM 120, COM 308, and COM 480. This class offers many opportunities to fulfill these objectives. Be sure to save your work for your portfolio!

APPEALS
If you have a question or problem with a grade or exam question, you have two class periods after the assignment is returned to you to seek an answer or possible change. Issues will not be discussed during class time. Your question or appeal must be stated, in writing, citing your position and why you feel the mark is incorrect twenty-four (24) hours after receipt of the grade. Turn the appeal in to the teacher or e-mail it within the stated time frame. You will be provided with a timely response. If your appeal concerns a speech that has been videotaped, then provide the tape cued up to the appropriate time.

EXTRA CREDIT
Students are eligible for up to 3% of extra credit. The responsibility for extra credit falls on the student. You must either type and hand in or email a project proposal for approval.

STUDENTS WITH DISABILITIES
Services for Students with Disabilities: If you have a disability or acquire one and want to find out about what special services and accommodations are available, you may contact Services for Students with Disabilities in WALB 113. If you have a disability, it is your responsibility to let me know so that I may make reasonable accommodations. Please inform me of any disability that might need accommodation by the third week of class. If you need special testing arrangements, you need to make these arrangements with DSS prior to the scheduled test. Obtain the necessary form(s) from DSS. This is the student’s responsibility, not the instructor’s. If the instructor is not made aware of the disability by the third week of the semester, accommodations may not be possible and the student will be subject to the same testing conditions as the rest of the class.

RELIGIOUS OBSERVANCES
Within this course, students will not be penalized in any way for participation in religious observances. Students will be allowed to make up academic assignments that are missed due to such absences. It is the student’s responsibility to make arrangements with the instructor regarding make-up examinations, speeches, class participation assignments, and alternate essay due dates.

ACADEMIC INTEGRITY
Academic Misconduct: Academic Misconduct, including plagiarism (using other people’s ideas/words and not giving them credit thus implying the work is your own original work) or using your own work from a previous course without the express permission of both instructors, is taken very seriously at any learning institution. It is taken very seriously in this class. Please be aware of what behaviors constitute academic misconduct (See Bulletin, Code of Students Rights, Responsibilities and Conduct Part II. A.) as well as the potential consequences (See Bulletin, Code of Students Rights, Responsibilities and Conduct, Part III. A.: i.e., failure of the assignment, failure of the course and/or dismissal from the university) of such behavior.

PERCENTAGE OF POINTS TO GRADE BREAKDOWN
93-100% = A
90-92% = A-
87-89% = B+
83-87% = B
80-82% = B-
77-79% = C+
73-77% = C
70-72% = C-
60-69% = D
Below 60% = F

COURSE REQUIREMENTS
1. One Original Rhetorical Criticism (15-20 pgs) interrogating readings and working with examples (40%)

These papers are critical perspectives on everyday media. Each student should build from their interactions with media to a critical, textual argument. These papers should use one specific text and display their mastery of evolved rhetorical scholarship. The papers will have no less than ten (10) scholarly citations with no more than three (3) of those citations being derived from the course readings. Along with the paper, each person will be responsible for a 5-7 minute presentation of their findings.

All essays must be typed, expressed, formatted, and documented in accordance with the advice in the Sixth Edition of the American Psychological Association Publication Manual. Grades on essays will reflect the degree to which the essays meet these criteria in the instructor's estimation. Students are advised that for every five errors in mechanical accuracy, format, and/or documentation, the overall evaluation of any submission will be lowered by one full letter grade.

All course essays must be submitted on the dates due and in class at the beginning of the regularly scheduled class period. Papers offered after the first 10 minutes of the class period in which the essay is due will not be accepted. Essays will not be accepted via email or mailbox.

2. Exams: Midterm (25%) & Final (35%)

These examinations are designed to assess the student's ability to master the course material. Examination items will be drawn from all course materials (including lectures, audio/visual materials, and required readings) which have been covered up to the time of each examination. It is the responsibility of the student to be informed of the date and time of the final examination. The examination will be graded objectively; that is, for any examination item (essay question, short answer question, multiple choice question, true/false question, or the like), responses will be awarded points to the degree that they correspond to a predetermined ideal or correct answer.