

CST 111, MASS COMMUNICATION (Sec. 01) 3 credits  
Course Syllabus  
Fall, 2004

---

**Meeting Days/Times/Location:** M/W/F, 10 a.m. – 10:50 a.m., Briggs 110/111

**Instructor:** Gerald Curtsinger, Associate Professor of Communication Studies,  
University of Detroit Mercy.

**Office:** Briggs 116, McNichols Campus

**Office Hours:** Monday/Wednesday: 11a.m. -12:45 p.m., or by appointment. I am also available at various other times: look for me in our studios (B14/15), or our multimedia lab (B 110/111) or my office.

**Telephone:** 313-993-2005      **Fax:** 313-993-1166

**E-Mail:** [curtsing@udmercymercy.edu](mailto:curtsing@udmercymercy.edu)

**Required Text:** Media and Culture: An Introduction to Mass Communication (4<sup>th</sup> ed.), by Richard Campbell, Christopher Martin, and Bettina Fabos.

Text Website: [www.bedfordstmartins.com/mediaculture](http://www.bedfordstmartins.com/mediaculture)

**Bulletin Description:** Understanding the information, entertainment, persuasion and social cohesion functions of mass media and the media's effect on society and individuals. Includes an overview of the technologies, including the impact of the internet, involved in the primary mass media industries: newspapers, magazines, books, radio, television, motion pictures and the recording industry.

**Course Objectives:** To understand at the macro level, the inner workings and associated technologies of a wide variety of mass communication mediums.

Upon course completion, students should be able to:

1. Acquire a critical focus approach to the description, analysis, interpretation and evaluation of a variety of media products utilizing many different communication channels.
2. Gain knowledge regarding milestones in mass communication history and understand their effects upon mass media today.
3. Better understand important technological developments in mass media and their associated effects upon mass society.
4. Understand how economics, ethics, values, and democracy affects mass mediums.
5. Improve their overall "media literacy" and critical thinking skills.

**Methodologies and Grading:** In addition to lectures and class discussion, the course relies upon a variety of audio/video/print examples. Handouts and in-class activities serve as normal supplements for the assigned readings. The internet will be used regularly for group in-class exercises.

There will be at least five, and possibly six, quizzes during the term. Typically, the lowest quiz score is dropped for the purpose of grade calculation. Quizzes consist of a combination of true/false, multiple choice, and short answer questions. Students are required to write a research paper investigating a current mass communication issue of personal interest, controversy, or worthy of debate. A written handout for the term paper will be distributed late this term. During our unit on Motion Pictures, a short (4 page minimum) file analysis paper is required. There is no written mid-term or final exam.

All papers must be **TYPED double spaced** using a standard (10/12pt) font with one inch margins; hand written work will not be accepted. Work submitted that does not adhere to the above standard will be returned to the student and will be considered as **late** until resubmitted into the proper format.

Assignments submitted late will be penalized a portion of a grade for each class session beyond the due date. For example, an A- paper late one class session becomes a B. The same A- paper late two class sessions becomes a C+. The importance of meeting due dates increases if one substitutes a C paper for the above mentioned A- paper. **NO PAPERS WILL BE ACCEPTED AFTER THE END OF THE CLASS ON 12/08/04.**

A breakdown of course grading is listed below:

QUIZZES = 50%  
RESEARCH PAPER = 20%  
SHORT FILM PAPER = 10%  
IN CLASS EXERCISES = 10%  
ATTENDANCE/PARTICIPATION – 10%

**ACADEMIC INTEGRITY:** Please see the 2003-2005 Undergraduate Catalog (p. 285) for the University's policy; the policy of the College of Liberal Arts and Education is attached to the syllabus. In this class, plagiarism or academic dishonesty will result in, at minimum, the student receiving a failing grade for the assignment or exam.

**ATTENDANCE and PARTICIPATION POLICY:** You are allowed 3 free absences. If you miss more than three class sessions, your grade will be affected accordingly. For example, 4 absences eliminate the possibility of an A, 7 absences eliminate the possibility of a B, etc. An attendance sheet will be placed at the front of the classroom, and it is your responsibility to sign the attendance sheet. **REGULAR ON-TIME ATTENDANCE IS REQUIRED.** In addition, students should come to class prepared to discuss the material covered in the assigned readings or handouts. Remember, quality participation in class activities is very important and quite different from merely attending class.

**GENERAL NOTES:** In order to maintain a positive and disruption free environment, please disable the audio alert (i.e. ringing/beeping) of all pagers and cell phones during class time. If you are compelled by an emergency to communicate with the outside world, please do so outside of the classroom. Should you arrive late for class, please make your entrance as inconspicuous as possible. Finally, it is a good idea to find someone in class who can serve as a sort of academic partner to help you study, trade notes, or fill you in on missed course material.

### **CST 111 Tentative Schedule**

**Note: Schedule subject to change at instructor's discretion.**

- Week 1      09/08-09/10 Introduction to the course and discussion of the syllabus; begin Mass Media and the Cultural Landscape; (read chapters 1 & 2)
- Week 2      09/13-09/17 Continue with week 1 activities; (read chapters 3 & 4)
- Week 3      09/20-09/24 Quiz #1 (chapters 1 & 2, plus class material); begin Radio Recording, and Popular Music.
- Week 4      09/27-10/01 Continue activities from week 3; begin Popular Radio & the Origins of Broadcasting; UDM CELEBRATES SPIRIT ON FRIDAY 10/01 AND OUR CLASS MEETS FROM 9 A.M. TO 9:25 A.M. (read chapters 5 & 6)
- Week 5      10/04-10/08 Continue week 4 activities; QUIZ #3 (chapters 3 & 4, plus class material); begin Television unit.
- Week 6      10/11-10/15 Continue TV unit; begin Cable TV unit; assign RESEARCH PAPER due 12/06; read chapter 7).
- Week 7      10/18-10/22 Conclude Cable TV; QUIZ #3 (chapters 5 & 6, plus class material); begin Motion Pictures unit.
- Week 8      10/25-10/29 Continue week 7 activities; assign FILM ANALYSIS PAPER due 11/10: (read chapters 8,9, & 10).
- Week 9      11/01-11/05 Screen (FILM TBD); QUIZ #4 (chapter 7 plus class material).
- Week 10     11/08-11/12 Begin Newspapers, Magazines, and Books.
- Week 11     11/15-11/19 Continue week 10 activities; (read chapters 16 & 13).

- Week 12      11/22-11/26 Conclude Newspapers, Magazines, & Books; Wednesday  
11/24 RESEARCH DAY for TERM PAPER, NO CLASS MEETING;  
FRIDAY, 11/26 THANKSGIVING HOLIDAY, NO CLASS.
- Week 13      11/29-12/03 QUIZ #5 (chapters 8,9, & 10, plus class material): begin  
Legal Controls and Freedom of Expression, and Media Economics and the  
Global Marketplace.
- Week 14      12/06-12/10 Conclude week 13 activities.
- Week 15      FINAL EXAM PERIOD MONDAY 12/13, 11 A.M.-12:50 P.M.

Copyright Gerald Cursinger 2004

## **COLLEGE OF LIBERAL ARTS AND EDUCATION**

### **Plagiarism & Academic Dishonesty**

**Among the most serious academic offenses is plagiarism, submitting style of another author or source without acknowledgment or formal documentation. Plagiarism occurs when specific phrases or entire passages, whether a sentence, paragraph or longer excerpt, are incorporated into one's own writing without quotation marks or documentation. One also plagiarizes by paraphrasing the work of another that is, retaining another writer's ideas and structure without documentation.**

**Students are advised always to set off another writer's exact words by quotation marks, with appropriate references. Students avoid plagiarism by concentrating on their own words and ideas and by fully crediting others' words and ideas when they find their way into the writing. Whenever in doubt, cite the source.**

**Students who purchase essays from other students or agencies or who copy from one another or from prohibited sources, commit the most serious type of academic dishonesty.**

**The consequences of plagiarism, or any act of academic dishonesty, may range from failure in a course to dismissal from the University."**