

**Child and Family Development 4900
Family and the Media
University of Georgia
Spring 2007**

Professor: Dr. P. Bell-Scott (pbscott@fcs.uga.edu)
Office: Family Science Center D
Office Telephone: 542-4899 (Secretary: Ms. J. Allen)
Office Hours: Immediately after class or by appointment

This course syllabus is a general plan for the course. There may be deviations, which the professor will announce in class.

All academic work must meet the standards contained in "A Culture of Honesty." All students are responsible for informing themselves about those standards before performing any academic work. "A Culture of Honesty" is available at: <http://www.uga.edu/~ovpi/honesty/ah.pdf>

Course Description

This course will examine the following questions:

- How do the media influence everyday lives?
- What are the major mass media industries?
- How have the media influenced our perceptions of family, identity, ethnicity, gender, class, sexuality, and community?
- What do current research findings and policy reveal about the relationship between family and media?

REQUIRED READINGS:

Shirley Biagi, Media/Impact: An Introduction to Mass Media

ADDITIONAL MATERIALS:

Additional materials will be distributed in class, as electronic/computer files, or as folders on WEBCT for this class. Audiovisual materials will also be presented in class.

COURSE REQUIREMENTS:

There are three requirements:

- **FOUR ASSIGNMENTS.** Each assignment is worth a total of 15 points. Five points is for the oral presentation and 10 points for the written summary. Detailed instructions are provided as separate attachments to this syllabus. Students must commit to specific projects by January 24. No more than 10 people can sign up for any one assignment, so it is important to sign up as quickly as you can for your first choice. You may notify the instructor in

class or email your preferences. The professor will use the date and time of the email to establish the order of the request. Assignments that are late, not typed, and plagued by more than three typographical and/or grammatical errors will be penalized by five points. No make-ups for assignments will be permitted without medical excuses that are submitted within a week of the student's absence. The written summary is due the next class after the oral presentation.

- **REGULAR CLASS ATTENDANCE AND PARTICIPATION.** Students will have an assigned seat. Regular attendance assumes participation in the class listserv, as well as presence and participation during the entire class period. Consistently arriving late and leaving early do not count as regular attendance and participation. Regular class attendance and participation is worth 10 points. The professor will take attendance approximately 50% of the time. Students who are absent without a medical excuse more than three times lose their attendance points.

Students are expected to come to class prepared to discuss the readings and assignments. There will be times when we may not have time to cover some sections in class and there may be times when the reading load is heavy or lighter. The professor will assume that you are reading as scheduled and the quizzes will reflect that. Students are advised to stay current on their reading and all assignments if they want to do well. Students may not use or talk on cell phones in class. Students may not engage in distracting or disruptive behavior, such as reading material other than course work, chatting about unrelated issues, sleeping, doing unrelated work, etc.

- **QUIZZES.** On most days when attendance is taken, a quiz will be given. Each correct answer is worth 3 points. Those who answer correctly and accumulate 30 points may choose to opt out of the final. The purpose of this option is to reward students for good attendance, reading materials on time, and submitting to periodic evaluation. Those present for the quiz, who do not accumulate 30 points, will still receive 10 points for attendance, unless they have more than three absences. Those who do not accumulate 30 points must take the final. On occasion, students may be asked to complete an exercise in preparation for class discussion, in lieu of a quiz. These exercises must be submitted on time for credit.

PRIVACY ISSUES: Please advise the professor if you have privacy concerns.

RESPECTFULNESS: Our course content focuses on issues closely linked to our lives. For that reason, each of us must make a commitment to be respectful of each other, to allow others to speak, and to accept that we may disagree. This classroom is a safe place for everyone.

SUMMARY OF GRADE CALCULATION:

Four Assignments (15 points each)	60 points
Quizzes or final exam	30 points
Attendance/participation	<u>10 points</u>
	100 points

Grading Scale:

100-95=A; 94-90=A-; 89-86=B+, 85=B; 84-80=B-;
79-76=C+; 75=C; 74-70=C-; 69-66=D+; 65=D; 64-60=D-

READING ASSIGNMENTS AND COURSE SCHEDULE

<u>The week of:</u>	<u>Readings/Topics/Activities</u>
1/8/08	INTRODUCTION Chap. 1: MASS MEDIA AND EVERYDAY LIFE
1/15/08	Chap.2: BOOKS Oral Presentations: Assignment 1: Personal Media Survey
1/22/08	Chap.3: NEWSPAPERS Chap.12: NEWS AND INFORMATION
1/24/08	Commitment Deadline for Assignment Preferences
1/29/08	Chap. 4: MAGAZINES
2/5/08	Oral Presentations: Assignment #2: Print and News Media
2/12/08	Chap. 5: RECORDINGS
2/19/08	Chap. 6: RADIO
2/26/08	Oral Presentations: Assignment #3: Sound Media
3/4/08	Chap. 7: MOVIES
3/10-14/08	SPRING BREAK
3/18/08	Chap.8: TELEVISION Chap. 9: DIGITAL MEDIA
3/25/08	Oral Presentations: Assignment #4: Big and Small Screens
4/1/08	Chap. 9: ADVERTISING Chap. 13: SOCIETY, CULTURE AND POLITICS Chap. 15: ETHICS

4/22/08

**Oral Presentations:
Assignment #5:**

FINAL EXAM

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**CHFD 4900:
MEDIA ASSIGNMENT GUIDELINES**

These assignments are an important part of this course and are designed to give students the opportunity to explore the role of media in family life and individual development. Students must complete three of the four assignment options. Everyone must do assignment #1. Oral presentations should take between five and seven minutes. Please practice your presentation and honor this time limit.

Each assignment is worth a total of 15 points. Five points is for the oral presentation and 10 points for the written summary. Detailed instructions are provided as separate attachments to this syllabus. Students must commit to specific projects by January 24. No more than 10 people can sign up for any one assignment, so it is important to sign up as quickly as you can for your first choice. You may notify the instructor in class or email your preferences. The professor will use the date and time of the email to establish the order of the request. Assignments that are late, not typed, and plagued by more than three typographical and/or grammatical errors will be penalized by five points. No make-ups for assignments will be permitted without medical excuses that are submitted within a week of the student's absence. The written summary is due the next class after the oral presentation.

Assignment #1

Everyone must complete the You and the Media Survey (See attachments). Discuss your response to five of the questions during your oral presentation to the class. Submit a written summary of no more than 10 pages, emphasizing what you learned about yourself.

**Assignment 2:
PRINT AND NEWS MEDIA**

Choose one of the following. See the attachments for instructions.

- The High Fives Book List
- Internet Newspapers
- Alone on a Desert Isle
- USA Today/Local Paper Comparison
- Exploring World News Services
- Reality Shows and Infomercials

For your oral presentation, bring a copy of at least two of the sources you chose or be prepared to show relevant internet links to

class. Submit a five-page written summary.

Assignment #3

SOUND MEDIA

Choose one of the following. See attachments for instructions.

- Doing your Own Audio Evaluation
- Comparing Radio Stations
- Internet Radio
- Listen to three broadcasts of a radio show from at least twenty years ago and analyze it in terms of content and themes.

During your oral report, be prepared to show relevant internet links to class. Submit a five-page written summary.

Assignment #4

BIG AND SMALL SCREENS

Choose one of the following. See attachments for instructions.

- Going to the movies
- Watching the Issues
- Television Ratings Exercise
- You may also watch three segments of a television series or one movie that is at least twenty years old and analyze it in terms of content and themes. During your oral presentation, be prepared to show clips of the movies or television programs. Submit a five-page written summary.

Assignment #5

ADVERTISING, DIGITAL MEDIA, AND ETHICS

Choose one of the following. See attachments for instructions.

- Stereotypes in advertisements
- Internet Advertising
- The *Sacramento Bee's* Cardinal Rules

During your oral presentation, be prepared to show the class links or examples of issues you discuss. Submit a five-page written summary.

Name:

Email Address:

Emergency Phone:

Year:

Major:

What courses you have you had in CHFD?

What courses have you had in media-related studies? Write the title of courses

What are your career goals?

What are your reasons for taking this course?