



American University of Kuwait
College of Arts and Sciences
Department of Communications and Media

Course Name	Introduction to Mass Communication
Course Code	COMM 101-03
Course Pre-requisites	
Course Co-requisites	None
Credit hours	3

Instructor's Name	Federico Vélez		
Telephone	94113386	E-mail	jvelez@auk.edu.kw
Class Location	Liberal Arts Building B211	Class Time	8:00 to 8:50
Office Location	Comm 401	Office Hours	UTR 10:00 to 11:00 and 12:00 to 13:00 You can also whats'app me at 965 -94113386

1. Course Catalog Description

This course examines the issues and concepts involved in the initial study of the mass media, (ie., television, radio, newspapers, magazines and interactive outlets) and how they impact the individual and society.

2. Course Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Demonstrate their knowledge of key concepts of Mass Communications such as culture, Media, Media outlets,
2. Analyze the role of books, newspapers, magazines, films, radio, television and Internet as Media tools.
3. Explore strategic communications industries
4. Demonstrate knowledge of basic theories and effects of Mass Communication

3. Class Schedule: Class Schedule subject to change during the semester.

DATE	TOPIC	Reading
Week 1 – Sept 9-13	Mass Communication, Culture, and Media.	Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. New York, NY: Mc Graw Hill Education 2017. p. 2-45
Week 2 – Sept 16-20	Books	Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 46-69. <i>No, the Internet Has Not Killed the Printed Book. Most People Still Prefer Them.</i> NYT. Sept 2-2016 – S Drive Amazon vs. Hachette: What would Orwell Think. New Yorker 2014 – S Drive

<p>Week 3 – Sept 23-27</p>	<p>Newspapers</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 70-93</p> <p>A Conversation with A. G. Sulzberger, the New Leader of the New York Times – S Drive, 22 December 2017.</p> <p>The innovation report – Nieman Lab – 2014 -- S Drive--</p>
<p>Week 4 – Sept 30- Oct 4</p>	<p>Magazines</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 94-117</p> <p>How technology is changing (and isn't) our reading habits. NYT January 17, 2018</p>
<p>Week 5 – Oct 7-11</p>	<p>Film</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 118-145</p> <p>Protecting European Cinema NYT – 2013</p>
<p>Week 6 – Oct 14-18</p>	<p>Radio Recording and Popular Music</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 146-174.</p> <p>A cure for the radio industry?</p> <p>https://www.nytimes.com/video/technology/personaltech/10000000837654/a-cure-for-the-radio-industry.html</p> <p>http://variety.com/2017/music/news/traditional-radio-faces-a-grim-future-new-study-says-1202542681/</p>
<p>Week 7 – Oct 21-25</p>	<p>Television, Cable, and Mobile Video</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 174-201</p> <p>Live-Streaming the Newly Serious Katy Perry. New Yorker June 11, 2017</p> <p>Film Rentals Via the Web: A Studio Cut. NYT, May 5 2003.</p>

		<p>Watch:</p> <p>https://www.youtube.com/watch?v=pFFP-QfWMjA</p>
<p>Week 8 – Oct 28 – Nov1</p>	<p>Video-Games</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 202-221</p> <p>How to get rich playing videos online -- S Drive – New Yorker Nov 20, 2017.</p>
<p>Week 9 – Nov 4-8</p>	<p>The Internet and Social Media</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 222-251</p> <p>Watch:</p> <p>https://www.youtube.com/watch?v=eTsNifBR-dc&t=1640s</p> <p>https://www.youtube.com/watch?v=dhoWEXeBia8&t=1497s</p>
<p>Week 10 – Nov 11-15</p>	<p>Public Relations</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 252-275</p>
<p>Week 11 – Nov 18-22</p>	<p>Advertising</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 276-303</p> <p>Watch: Merchants of Cool</p> <p>https://www.pbs.org/wgbh/pages/frontline/shows/cool/giants/</p>
<p>Week 12 – Nov 25 -29</p>	<p>Theories and Effects of mass Communication</p>	<p>Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 304-335</p>

Week 13 – Dec 2-6	Media Freedom, Regulation, and Ethics	Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 336-365 Watch: Generation Like https://www.pbs.org/wgbh/frontline/film/generation-like/
Week 14 – Dec 9-13	Global Media	Stanley J. Baran. Introduction to Mass Communication: Media Literacy and Culture. p. 366-389
Week 15– Dec 16-20	The Future of Media	Readings to be distributed in class
Week 16 – Jan 6-8	Conclusion	
Week 17- Jan 8-13	Final Exams	

4. Textbook and Learning Material

Stanley J., Baran. Introduction to Mass Communication: Media Literacy and Culture. 9th edition. McGraw Hill Education. New York 2017.

Other material will be distributed in class and posted in the cloud – S Drive--

6. Assessment of Student Learning. Class participation is not graded but it is mandatory. If you are not in class during one of the class activities, you will not be allowed to retake it at a different time.

Assessment Tools	Percentage	Description
Class activities	80%	Includes in-class quizzes, presentations, research, and opinion papers. Class activities are announced one week in advance. There are no make-ups for these activities.
Midterm and Final Exams	20% -- 10% each	The exams will assess the level to which students can apply their knowledge gained during the course.

7. Course Policies:

You will be given assignments to complete throughout the semester. Your assignments must be your work and submitted by the deadline set by your instructor. **Late assignments will be subject to a penalty as specified by your instructor.**

Note: If you believe that you need accommodations for a disability, kindly arrange for an appointment with Dr. Huda Shaaban (hshaaban@auk.edu.kw) at the Counseling Center located in front of Gate 2 at the earliest with the understanding that all disability-related accommodations require registration with the Counseling Center and are not applied retroactively.

Grading Key

Based on AUK policy, the grade points and percentage ranges are assigned to each letter grade as follows:

Percentage	Grade	Grade Points
94-100%	A	4.000
90-93%	A-	3.700
87-89%	B+	3.300
84-86%	B	3.000
80-83%	B-	2.700
77-79%	C+	2.300
74-76%	C	2.000
70-73%	C-	1.700
67-69%	D+	1.300
64-66%	D	1.000
60-63%	D-	1.000
Less than 60%	F	0

A student is considered to have passed a course when s/he receives a grade of "A (-)", "B (+/-)", or "C (+/-)." The grade of "D (+/-)" may satisfy only MATH 095, free electives, or general education requirements with the following restrictions: a student must have declared his/her major in the 2006-2007 catalog or subsequent catalogs.

Note: Any student who misses MORE THAN 15% of the class sessions of this, or any other course, during a semester should expect to fail, unless s/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absences, as determined by the course instructor. If a student does not submit documented evidence for her/his absences exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the Academic Calendar. Students who withdraw from a course receive a grade of "W." Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

5. Plagiarism Policy

Plagiarism is presenting someone else's work or ideas as if it were one's own.

Examples of plagiarism include the following:

- Copying another person's work either word for word or making some changes but keeping the structure, much of the language, and main ideas the same. Even if the work is not published, it should be treated as someone else's work and not one's own work.
- Buying, borrowing, or otherwise obtaining and handing in a paper, project or course assignment as if it were one's own.
- Turning in someone else's paper as if it were one's own is strictly prohibited, even if the paper is enclosed in quotation marks. A large part of a paper cannot simply be quotations.
- Allowing someone else to edit, rewrite or make substantial changes in one's work and turning it in as if one had done it all, without acknowledging the other person's contribution and without prior permission of the instructor.
- Using someone else's words or ideas without crediting that person.
 - If a student uses someone else's words, he must identify them by putting quotation marks around them and citing the source.
 - If a student downloads a picture from the Internet, he must cite the source of the picture.

- If a student paraphrases someone's work, he must specify the source of the statement.
- Every book, magazine, or internet site used in a paper must be identified in the bibliography.

At any time, if a student thinks he may have unknowingly plagiarized someone's work, he should discuss it with his instructor before turning in the assignment."

6. Exam Policy

Make-up Policy: Students will not be allowed a make-up exam unless there are extenuating circumstances of a serious nature.