

Office hours are available via Zoom, on Tuesdays @1pm-2pm.

JOUR 2 Media & its Impact on Society (4 units) – Winter 2025

Instructor Information

Name: Newsha Naderzad

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Class Meetings: This course meets **Mondays** from 11:30am to 1:20pm ON CAMPUS in room L42

Office Hours: Office hours are available via Zoom, on **Tuesdays @1pm-2pm**. Please message/email me to make an appointment. The Zoom link for my office hours is posted on Canvas.

Content Release Schedule: New modules and content are released every week. Please check Canvas regularly for updates and new material!

Course Announcements: Course announcements are sent weekly to explain or remind you about homework and due dates. These announcements will help guide you through the material and provide important reminders.

Contact Information:

- I prefer you message me through Canvas Inbox.
- If it is urgent, please email me at: naderzadnewsha@fhda.edu

Response Time: I generally respond to class messages or emails within 24 hours on weekdays. On weekends, it may take up to 48 hours.

Feedback on Class Work: Most assignments will receive detailed feedback in the comments section of the assignment on Canvas. Quizzes will typically receive a grade without detailed feedback. You can review my comments on your work by following the Canvas guides:

- How to [view grades and instructor comments](#)
- How to view [annotation feedback](#) in an assignment

Attendance and Class Participation: Attendance and class participation are monitored and impact your grade. Regular participation is crucial for your success in this course. Make sure to engage in discussions and attend every lecture.

That means: If you can't make it to class you must LET ME KNOW via email or message. Excessive absence, without communication, will end in failure. Communication is key :)

Course Description

A survey of the mass media's cultural and industrial functions in society. Introduction to methods of studying how media systems developed historically and how they are evolving in the U.S. and globally, as well as how people use and make meaning with media as part of everyday life. Methods and theories to understand media's social, economic and political impact, considering media production, forms, reception, and influence. Ethical and legal implications of media including print, film, recorded music, TV, video gaming and online media. Interplay of media and gender, ethnic and minority communities. (**ADVISORY:** EWRT 1A or 1HA or ESL 5)

Objectives

In this course, you will:

- Evaluate the role, power and influence of mass media (print, electronic and digital) in society.
- Examine historical, cultural and consumer-oriented aspects of media in America and the world, to better understand the impact of the media in contemporary society.
- Explore the interrelationships and synergy between media industries.
- Analyze various media theories and models and apply them to mass communications issues.
- Examine the First Amendment and other legal and ethical issues within the media from various perspectives.
- Interpret and apply ethical philosophies in mass communications contexts.
- Explore the role, contributions and perception of minorities, ethnic groups, age groups, gender, and sexual orientation in the mass media and the effects of the mass media on those groups.

Student Learning Outcomes

When this course is completed, students should be able to:

1. Evaluate the role, power and influence of mass media industries in the U.S. and globally.

2. Analyze the development history, operation, culture and economics of media industries.
3. Analyze and critique the impact of mass media in society and articulate controversies surrounding each medium, including legal and ethical issues and the role of women and minorities.

Textbook

This class is a ZERO COST textbook class. This means all the required readings will be available for free, online.

COURSE REQUIREMENTS:

- **Attend weekly class meetings** on Mondays, 11:30am to 1:20pm
- **Participate in discussions** during class meetings.
- **Access the online component in Canvas** (the course management system where the class resides). Consult the [De Anza Online Education](#) website as needed for help.
- **Complete assigned textbook readings** available for free, online.
- **Complete online Quizzes** related to textbook readings and lectures.
- **Complete weekly homework assignments** which expand on topics covered in lecture.
- **Complete a Media Literacy Research Project** as a final project for the course. (If you do not post the research project, you will forfeit any extra credit earned for the course and may not earn a grade higher than a “C” for the course.)

All requirements have specific due dates. Be prepared to spend a minimum of four hours a week outside of class meetings to read, study and complete assignments.

LATE WORK: Late assignments may not be accepted unless approved by the instructor. Unless the instructor waives it, a late penalty will be taken off for each day. If there are unavoidable circumstances, such as a family emergency or illness, the issue will be decided on a case-by-case basis. Generally, only one late assignment or discussion response will be accepted for the quarter. If you do have an emergency, contact the instructor as soon as possible. It is much easier to be understanding and accommodating *before* a deadline rather than after.

EXTRA CREDIT: Students are limited to a maximum of 70 extra credit points for the quarter. Extra credit opportunities will be posted by the instructor during the quarter. (Students forfeit all extra credit points if the Final is not completed and posted on time.)

GRADING:

Quizzes (10 @ 20 points) – 200 points

Media Homework Assignments (10 @ 75 points) – 750 points

Class Participation (10 @ 15 points) - 150 points

Media Literacy Research Project - 350 points

- Proposal – 25 points
- Outline – 100 points
- Final Project – 225 points

Assignment scores are based on accuracy, following directions, thoroughness and quality. Points will be deducted for lack of effort.

Grade Scale (Total Points: 1,450)

A = 1,349-1,450 points A- = 1,305-1,348 points

B+ = 1,262-1,304 points B = 1,204-1,262 points B- = 1,160-1,203 points

C+ = 1,117-1,159 points C = 1,015-1,116 points

D = 870-1,014 points

F = 870 points or less

LIBRARY SERVICES

De Anza College Library Services are available for all students, both on and off campus. Please consult the [library website](#) for a complete description of the library services. The library subscribes to several [electronic databases](#) which provide access to thousands of full-text journals, newspapers, and magazine articles. To use the article or research databases from an

off-campus computer, log in with your **eight-digit student ID number**. You will need to access the library for your research project.

STUDENTS WITH DISABILITIES: If you have a disability-related need for reasonable academic accommodations or services, contact the instructor during the first week of class and provide her with a Test Accommodation Verification Form (also known as a TAV form) from [Disability Support Services \(DSS\)](#). Students are expected to give a five-day notice of the need for accommodations.

COURSE/COLLEGE POLICIES:

Courtesy/Equity – Classroom discussions may sometimes include volatile or controversial issues. Students are expected to be professional and courteous to one another and to show tolerance and respect for varying viewpoints. Students who exhibit inappropriate behavior may be docked points or have other consequences. All persons, regardless of gender, age, class, race, religion, physical disability, or sexual orientation, shall have equal opportunity without harassment in this course. Problems with or questions about harassment can be discussed in confidentiality with the instructor via email.

Plagiarism – Plagiarism (copying work or cheating) is grounds for probation and/or suspension from the college. Any student who cheats on an exam, plagiarizes from somebody's work (including their own) or lifts information from sources without citing those sources will receive a zero for that assignment and a grade no higher than a C for the course. If you are uncertain about the college's policy on academic misconduct, please refer to the [Academic Integrity](#) section on the college website.

The use of AI - Students are allowed to use AI Conditionally in this course. What does that mean?

Students may use AI tools to assist in specific aspects of their work, provided the **AI's contributions are clearly disclosed**.

- **Allowed:** AI use for brainstorming, inspiration, grammar checking, translating languages; AI-generated content with clear labeling of AI's role. Areas of the course where AI is allowed in the specific discipline will be delineated by the instructor.
- **Prohibited:** Submitting the entirety of your work as AI-generated. You must do your own work!
- **Rationale:** This level encourages responsible AI use while maintaining transparency about the origin of ideas and content.

It is considered cheating if students use any AI (like ChatGPT) to write the entirety of any assignment. Students may use AI to assist them in formulating ideas or for inspiration. Students may also use AI to help fix up any grammar or spelling issues. BUT again, students will receive a zero and considered cheating if the entirety of the assignment is completed by AI.

Attendance and Participation –

Attendance to class is mandatory. If you are to miss class, you must notify the instructor before or immediately after of your absence. If your attendance becomes a problem, your grade will greatly suffer.

Active participation in the class is also mandatory.

The instructor may drop any student who has not attended two consecutive class meetings and/or not logged into the Canvas course site for more than 10 days.

Drops/Withdrawals – Make sure to check the Academic Calendar for deadlines. Students who “disappear” but do not drop the course will receive an “F”.

Important Deadlines (dates are strictly enforced):

- **Jan 19** – Last day to drop without a “W.”
- **Feb 28** – Last day to drop with a “W.”