

Indiana University
Department of Telecommunications

Syllabus

T314 - Telecommunications Processes and Effects **Section #4423** **Fall, 2001**

Lectures: TTh 9:30 - 10:45 a.m. Radio-Television Center 245
Instructor: Dr. Julia Fox
Office Hours: TTh 1:30 p.m. - 3 p.m.
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Required Text:

Harris, R. 1999. *A Cognitive Psychology of Mass Communication, 3rd edition*. Lawrence Erlbaum Associates, Publishers.

Course Description: Examination of the effects of mass media on human cognitions, attitudes, and behaviors, relying on empirical social science research; emphasis on the effects on individuals, although study will include groups, organizations, and social norms.

Attendance: Students are responsible for all material presented in class. While the course outline follows the text, there will be significant material presented in lectures that is not covered in the text. Students must attend class to receive credit for one-minute papers. Applied learning assignments are due in class. Students must be able to verify the legitimacy of an absence in order to be allowed to make up any work, including exams. Students must also be able to verify the need for assignment deadline extensions.

Academic and Personal Misconduct: Students are expected to adhere to university policies and procedures pertaining to academic and personal misconduct. For information, see the *Code of Student Rights, Responsibilities, and Conduct*, especially Part III: Student Misconduct and Part IV: Student Disciplinary Procedures. <http://campuslife.indiana.edu/code/index1.html>

Exams: There will be a midterm and a final examination. There will be a review session before each exam.

Assignments: As described in the following sections, students will complete some assignments for credit but no grade, while other assignments will be graded.

One-minute papers: For credit but no grade, students will write a one-minute paper at the end of class. The one-minute paper can summarize or outline the lecture, highlight an important and/or interesting lecture topic, pose a question about the material, or suggest an exam question. Students will not write one-minute papers on exam days or after exam review sessions. Students must attend class to receive credit for one-minute papers. In the case of a verifiable and legitimate absence, students can make up a missed one-minute paper by writing a one-minute paper about that day's reading assignment.

Applied Learning Assignments: Students will submit, for a grade, two applied learning assignments. Choices for these assignments will be offered throughout the semester (e.g. keep a media diary and reflect on your media usage/exposure, conduct a content analysis of media programming, analyze advertising appeals, write an opinion piece on a relevant contemporary issue such as the marketing of violent media to children, etc.). Students are encouraged to suggest their own topics for applied learning assignments, although all topics must be approved in advance by the instructor. Applied learning assignments are to be neat (i.e. double-spaced and stapled, no paper clips or plastic binders, no handwriting) and well-written (i.e. proper spelling, punctuation, and grammar). Assignments are due in class. Extensions may be granted if students can verify the legitimacy of the need for an extension.

Grading Policy: The final grade for the course will be determined as follows:

<u>Assignment</u>	<u>Percent of Grade</u>
Midterm exam	25%
Final exam	25%
Applied learning assignments (15% each)	30%
One-minute papers (1% each)	20%
Total	100%

A final total percent below 60 is considered failing, 60-62% is D-, 63-66% is D, 67-69% is D+, 70-72% is C-, 73-76% is C, 77-79% is C+, 80-82% is B-, 83-86% is B, 87-89% is B+, 90-92% is A-, 93-96% is A, and 97% and above is A+.

Extra Credit: Students may earn up to five additional points toward their final grades by completing additional one-minute papers beyond the 20 required, or through research participation.

Date	Topic	Reading
8/28	Course introduction	T314 syllabus
8/30	Why study media effects?	Ch. 1; p. 270
9/4	How do we study media effects?	pp. 14-20
9/6	History of effects research and theories	pp. 17-30
9/11	Theories applied to media portrayals: Stereotypes	pp. 20-30, ch. 3
9/13	Advertising and persuasion	ch. 4
9/18	Guest Lecturer: Dr. Annie Lang: Risk Communication	pp. 77-78; pp. 242-250
9/20	Advertising and children	ch. 4
9/25	Advertising and children	ch. 4
9/27	Guest Lecturer: Makana Chock: Television and families	ch. 5
10/2	Media violence and children	ch. 9
10/4	Media violence and children	ch. 9
10/9	Sex and violence on television	ch. 9 and 10
10/11	Review for midterm exam	none
10/16	Midterm exam	none
10/18	Campaign advertising effects on political attitudes and behaviors	ch. 8
10/23	Television news campaign coverage	ch. 8
10/25	Television news: violent reality	ch. 7
10/30	Suspense and terror responses	p. 35
11/1	News media effects on beliefs, attitudes and public opinion	ch. 7 & 8
11/6	Media effects on collective behaviors and social movements	pp. 159-160

11/8	Effects of content on processing and remembering messages	pp. 157-158
11/13	Effects of production techniques on processing and remembering messages	pp. 157-158
11/15	Emotional effects of media messages	pp. 30-32, 34
11/20	Perceptions of reality	pp. 32-33, 38-40
11/27	Social psychological effects of computer-mediated communication	pp. 266-269
11/29	Pro-social effects of television	ch. 11
12/4	Displacement effects of telecommunications	p. 107
12/6	Final Exam Review	none

Final Exam 8 - 10 a.m. Tuesday, December 11, 2001