

COMM 2300 Media Literacy

Semester and Semester Year (ie. Fall 2020)

Meeting Day and Meeting Time, Section, Synonym

INSTRUCTOR:

Office:

Phones:

E-mail:

Web:

TEXTBOOK:

Media Literacy. By James Potter (8th ed., 2016). Bring the textbook, the course schedule, and a copy of the syllabus to each class.

COURSE FORMAT:

Lectures, discussion, essays, collaborative mixed-media projects, includes self, peer and instructor feedback.

COURSE DESCRIPTION:

Criticism and analysis of function, role and responsibility of mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. Explores media literacy as the ability to strategically access, analyze, evaluate and produce various forms of communicative media, and as a 21st century literacy skill fundamental to responsible participatory digital citizenship.

OBJECTIVES/LEARNING OUTCOMES:

- 1) Increase analytic literacy skills in deciphering mediated messaging and the cultural impact of media use, production, and distribution in society.
- 2) Develop awareness and articulate the role of media tools and texts in historical contexts, ranging from issues of access to social change, to include exploring potential implications for future generations.
- 3) Identify, use and apply key concepts, models and tools for media evaluation, analysis and production.

4) Specifically analyze and evaluate the ways form, content and context work together to create meaning in a wide range of genres including commercial, independent and experimental media, including critical examination of controversial current events topics across forms and distribution channels.

5) Develop and apply production-oriented learned media literacy skills in creating mixed-media projects, to include connected learning, constructing one's own meaning and positions, and civically engaging as global digital citizens.

PREREQUISITES: ENGL 1301 or ENGL 2311

GENERAL EDUCATION LEARNING OUTCOMES: Upon completion of the general education component of an associate's degree, students will demonstrate competence in:

- **Civic and Cultural Awareness** - Analyzing and critiquing competing perspectives in a democratic society; comparing, contrasting, and interpreting differences and commonalities among peoples, ideas, aesthetic traditions, and cultural practices
- **Critical Thinking** - Gathering, analyzing, synthesizing, evaluating and applying information.
- **Personal Responsibility** - Identifying and applying ethical principles and practices; demonstrating effective learning, creative thinking, and personal responsibility.
- **Interpersonal Skills** - Interacting collaboratively to achieve common goals.
- **Technology Skills** - Using appropriate technology to retrieve, manage, analyze, and present information.
- **Written, Oral and Visual Communication** - Communicating effectively, adapting to purpose, structure, audience, and medium.

RTF DEPARTMENT PROGRAM LEVEL STUDENT LEARNING OUTCOMES:

See highlighted learning outcomes that apply to this class:

Awards: AA in Radio-Television-Film, AAS in Radio-Television-Film.

1. Historical Elements - Describe and analyze important historical developments in the field.

2. Constructed Media - Analyze and evaluate various forms of constructed media.

3. Digital Media Projects - Conceive, plan and produce digital media projects, utilizing artistic techniques and/or technological tools.

4. Industry Standard - Equipment/Software Effectively utilize industry standard equipment/software.

5. Traditional & New Media - Explain and analyze critical relationships between traditional media and emerging new media.

6. Camera Operations - Perform digital video camera operations, moves, and compositions.

7. Lighting - Properly operate lighting equipment in a production environment.

8. Sound Recording - Effectively operate sound recording equipment in digital productions.

STUDENT EVALUATION/ GRADING POLICIES:

Students assessed through essays, tests, participation, collaborative mixed-media projects, includes self, peer and instructor feedback.

STUDENT REQUIREMENTS:

You must bring a textbook and a copy of the syllabus to each class. The content of this syllabus and the accompanying course schedule are subject to change at any time. **Blackboard** will be used for announcements, assignments, course documents, email communications, and posting grades.

To satisfactorily participate in this course **after the first day** you must have access to a computer connected to the internet and you must use the Gmail address issued by ACC. Become familiar with the Learning Lab for computer and printer access as well as tutoring in writing, reading, note taking, and taking exams. If at any time during the semester something happens that may prevent you from keeping up with class preparation and assignment deadlines, your responsibility is to notify the instructor so that he can advise you as to how to

best keep up. Do not wait until just before a due date to ask for special consideration.

Students are expected to:

- Maintain an official ACC Student email account. All email communication from ACC and this class will be sent to that address. You will find more information about ACC Student email at: <http://www.austincc.edu/accmail/>
- Attend class regularly
- Participate in class discussion & activities
- Completion of work as assigned

POLICY ON FILM & MEDIA SCREENINGS

The films and short subjects screened in this course reflect a diverse range of content and form. Some of this content and imagery may be more challenging or provoking than others. However, it has been thoughtfully curated and has been chosen to encourage discourse and critical thinking. *Students are asked to review a synopsis and content breakdown of these films before each screening, this can be done at IMDB.com and a detail of the film's content is listed under the Parents Guide section of a film's information.* If upon reviewing the content, you feel it will cause you legitimate distress for any reason, please notify your instructor in advance. You will not be penalized in any way for bringing up these concerns. The objective of the films shown in this course is always to encourage discourse and critical thinking.

COURSE OUTLINE OR CALENDAR (tentative)

Week 1: The History of Literacy – Tools and Records

Week 2: The Multiliteracy Mandala: Narratives, Aesthetics, Tools, Texts & Context

Week 3: The Multiliteracy Mandala: Issues of Production, Distribution and Audiences

Week 4: Knowledge & News in the Digital Age & Cross Platform Consumption

Week 5: Knowledge & News in the Digital Age & Engaged Participation

Week 6: Fair Use: Authorship, Sourcing, Attribution, Mashups & Ethics

Week 7: Social Media, Connected Learning, Simulacrum and Spreadable

Content

Week 8: Social Media, Connected Learning, Simulacrum and Spreadable Content

Week 9: The Netflix Era: Audience Analytics and Development

Week 10: The Netflix Era: Issues of Viewership & Participation

Week 11: The Netflix Era: Deep Character & Audience involvement

Week 12: Media Literacy, Gaming and Virtual Worlds

Week 13: Youth, Media Literacy & Connected Learning

Week 14: Media Literacy, Civic Engagement & Global Digital Citizenry

Week 15: Media Literacy, Participatory Global Digital Citizenry

Week 16: New Horizons in Media Literacy, from augmented, virtual and holographic storytelling to Artificial Intelligence.

COURSE POLICIES

Attendance/Class Participation

“Regular and punctual class and laboratory attendance is expected of all students. If attendance or compliance with other course policies is unsatisfactory, the instructor may withdraw students from the class.”

“In the event the college or campus closes due to unforeseen circumstances (for example, severe weather or other emergency), the student is responsible for communicating with their professor during the closure and completing any assignments or other activities designated by their professor as a result of class sessions being missed.”

Withdrawal Policy

It is the responsibility of each student to ensure that his or her name is removed from the rolls should they decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she should also verify that the withdrawal is recorded before the Final Withdrawal Date. **The Final Withdrawal Date for**

this semester is [insert date here]. The student is also strongly encouraged to keep any paperwork in case a problem arises.

Students are responsible for understanding the impact that withdrawal from a course may have on their financial aid, veterans' benefits, and international student status. Per state law, students enrolling for the first time in Fall 2007 or later at any public Texas college or university may not withdraw (receive a W) from more than six courses during their undergraduate college education. Some exemptions for good cause could allow a student to withdraw from a course without having it count toward this limit. Students are strongly encouraged to meet with an advisor when making decisions about course selection, course loads, and course withdrawals."

COLLEGE POLICIES

Statement on Academic Integrity

Austin Community College values academic integrity in the educational process.

Acts of academic dishonesty/misconduct undermine the learning process, present a disadvantage to students who earn credit honestly, and subvert the academic mission of the institution. The potential consequences of fraudulent credentials raise additional concerns for individuals and communities beyond campus who rely on institutions of higher learning to certify students' academic achievements, and expect to benefit from the claimed knowledge and skills of their graduates. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, falsifying documents, or the inappropriate use of the college's information technology resources. Further information is available at <https://www.austincc.edu/about-acc/academic-integrity-and-disciplinary-process>

Student Rights & Responsibilities

Academic freedom is a foundation and hallmark of higher education. In the context of college-level courses, it specifically refers to the rights of free expression and respect for others with differing opinions. Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. Just as you are expected to exercise these rights with respect for state and federal law in the larger world, you are expected to exercise these rights as a student with respect for the college's standards of conduct. These rights carry with them the responsibility to accord the same rights to others in the college community and

not to interfere with or disrupt the educational process. Students and faculty alike should enable a climate of mutual respect and civility while fostering the freedom to debate and discuss the merits of competing ideas.

Enrollment in the college indicates acceptance of the rules set forth in the student standards of conduct policy, which is administered through the office of the campus dean of student services. Due process, through an investigation and appeal process, is assured to any student involved in disciplinary action.

Student Complaints

A defined process applies to complaints about an instructor or other college employee. You are encouraged to discuss concerns and complaints with college personnel and should expect a timely and appropriate response. When possible, students should first address their concerns through informal conferences with those immediately involved; formal due process is available when informal resolution cannot be achieved.

Student complaints may include (but are not limited to) issues regarding classroom instruction, college services and offices on the basis of actual or perceived race, color, national origin, religion, age, gender, gender identity, sexual orientation, political affiliation, or disability.

Further information about the complaints process, including the form used to submit complaints, is available at:

<http://www.austincc.edu/students/students-rights-and-responsibilities/student-complaint-procedures>

Statement on Privacy

The Family Educational Rights and Privacy Act (FERPA) protects confidentiality of students' educational records. Grades cannot be provided by faculty over the phone, by e-mail, or to a fellow student.

Safety Statement

Health and safety are of paramount importance in classrooms, laboratories, and field activities. Students are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Emergency Procedures posters and Campus Safety Plans are posted in each classroom and should be reviewed at the beginning of each semester. All

incidents (injuries/illness/fire/property damage/near miss) should be immediately reported to the course instructor. Additional information about safety procedures and how to sign up to be notified in case of an emergency can be found at <http://www.austincc.edu/emergency>

Everyone is expected to conduct themselves professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual may be immediately dismissed from the day's activity and will be referred to the Dean of Student Services for disciplinary action.

In the event of disruption of normal classroom activities due to an emergency situation or an illness outbreak, the format for this course may be modified to enable completion of the course. In that event, students will be provided an addendum to the class syllabus that will supersede the original version.

Campus Carry

The Austin Community College District concealed handgun policy ensures compliance with Section 411.2031 of the Texas Government Code (also known as the Campus Carry Law), while maintaining ACC's commitment to provide a safe environment for its students, faculty, staff, and visitors. Beginning August 1, 2017, individuals who are licensed to carry (LTC) may do so on campus premises except in locations and at activities prohibited by state or federal law, or the college's concealed handgun policy. In addition, **concealed weapons are not allowed on ACC-sponsored field trips** where the school owns or has chartered or leased vehicles for transportation.

It is the responsibility of license holders to conceal their handguns at all times. Persons who see a handgun on campus are asked to contact the ACC Police Department by dialing 222 from a campus phone or 512-223-7999. Please refer to the concealed handgun policy online at <http://austincc.edu/campuscarry>

Discrimination Prohibited

The College seeks to maintain an educational environment free from any form of discrimination or harassment including but not limited to discrimination or harassment on the basis of race, color, national origin, religion, age, sex, gender, sexual orientation, gender identity, or disability.

Faculty at the College are required to report concerns regarding sexual misconduct (including all forms of sexual harassment and sex and gender-based discrimination) to the Manager of Title IX/Title VI/ADA Compliance. Licensed

clinical counselors are available across the District and serve as confidential resources for students.

Additional information about Title VI, Title IX, and ADA compliance can be found in the ACC Compliance Resource Guide available at:

<https://drive.google.com/file/d/1o55xINAWNvTYgI-fs-JbDyuaMFDNvAjz/view>

Use of ACC email

All College e-mail communication to students will be sent solely to the student's ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify students of any college-related emergencies using this account. Students should only expect to receive email communication from their instructor using this account.

Likewise, students should use their ACCmail account when communicating with instructors and staff. Information about ACC email accounts, including instructions for accessing it, are available at:

<http://www.austincc.edu/help/accmail/questions-and-answers>

Use of the Testing Center

Under certain circumstances, examinations may have to be taken in a testing center. The ACC Testing Centers follow standard procedures so students know what to expect when they arrive to take their tests. Students should familiarize themselves with the [student guidelines](#).

Students must present an [ACC student ID card](#) or government issued ID and know their ACC ID number before they can test.

It is necessary to check in at the Testing Center kiosk before taking a test. To check in, one must know the following information:

- Student ID number
- Course prefix and number
- Course synonym
- Course section number
- Test number
- Instructor's name

Personal belongings such as backpacks, books, and electronic devices (including, but not limited to, cell phones and smart watches) are not allowed in the Testing Center. Possession of prohibited items or accessing unapproved resources in the testing room will result in the immediate termination of the exam and [possible disciplinary action](#).

Please include here any course-specific details needed to use the testing center.

For additional information on using the Testing Center, please go to:
<http://www.austincc.edu/students/testing-services/instructional-testing>

STUDENT SUPPORT SERVICES

The success of our students is paramount, and ACC offers a variety of support services to help, as well as providing numerous opportunities for community engagement and personal growth.

Student Support

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these campus services and resources is available at <http://www.austincc.edu/students>.

Student Accessibility Services

Students with documented disabilities who need classroom, academic, or other accommodations must request them through the office Student Accessibility Services (SAS). SAS offices are located at each major campus. Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of the semester; otherwise, the provision of accommodations may be delayed. Students who have received approval for accommodations from SAS for this course must provide the instructor with the document titled “Notice of Approved Accommodations” from SAS before accommodations will be provided. Accommodations will not be provided retroactively. Arrangements by the instructor for academic accommodations can only be made after he or she receives the “Notice of Approved Accommodations” from the student.

Additional information about Student Accessibility Services is available at <https://www.austincc.edu/offices/student-accessibility-services-and-assistive-technology>

Academic Support

ACC offers academic support services on all of its campuses. These services, which include face-to-face and online tutoring, academic coaching, and supplemental instruction, are free to enrolled ACC students. Tutors are available in a variety of subjects ranging from accounting to pharmacology. Students may

receive these services on both a drop-in and referral basis. Tutoring schedules can be found at: <https://www.austincc.edu/students/tutoring/tutoring-schedules>

Library Services

ACC has a full-service library at each of its campuses to support ACC courses and programs and to provide students with research and assignment assistance from expert faculty librarians, computers, course reserves, laptop and tablet check out, study spaces, and copying, printing, and scanning services. In addition, ACC students have full rights and privileges to access Library Services online 24/7 via the ACC Library website and students can use their ACCeID logins to access all online materials, including ebooks, articles from library databases, and streaming videos. ACC Libraries also provide an “Ask a Librarian” service, which allows students to reach a librarian 24/7 through online chat. Faculty librarians are also available via email, phone, and in person seven days a week during hours of operation. Visit:

- Library Website: <http://library.austincc.edu>
- Ask a Librarian: <https://library.austincc.edu/help/ask.php>
- Library Hours of Operation by Location: <https://library.austincc.edu/loc/>
- Email: library@austincc.edu

In partnership with ACC’s Student Support Center, ACC Libraries also maintain a limited collection of textbooks for students to borrow. Priority access to the textbook collection is given to students receiving assistance. More information is available on the ACC website by searching “Student Support Center Textbook Collection.”

Student Organizations

ACC has over seventy student organizations, offering a variety of cultural, academic, vocational, and social opportunities. They provide a chance to meet with other students who have the same interests, engage in service-learning, participate in intramural sports, gain valuable field experience related to career goals, and much else. Student Life coordinates many of these activities, and additional information is available at <http://sites.austincc.edu/sl/>.

Personal Support

Resources to support students are available at every campus. To learn more, ask your professor or visit the campus Support Center. All resources and services are free and confidential. Some examples include, among others:

- Food pantries are located in all campus Student Life offices:
<https://sites.austincc.edu/sl/programs/foodpantry/>.
 - Assistance with childcare or utility bills is available at any campus Support Center: <http://www.austincc.edu/students/support-center>.
 - The Student Emergency Fund can help with unexpected expenses that may cause you to withdraw from one or more classes:
<http://www.austincc.edu/SEF>.
 - Help with budgeting for college and family life is available through the Student Money Management Office: <http://sites.austincc.edu/money/>.
 - Drop-in child watch is available at Highland Campus:
<http://www.austincc.edu/students/child-care/child-watch-drop-in-center>.
- A full listing of services for student parents is available at:
<https://www.austincc.edu/students/child-care>

Clinical Counseling services are available throughout the ACC Student Services District to address personal and or mental health concerns:
<http://www.austincc.edu/students/counseling>.

If an emergency occurs during operational hours, please come to the Student Services Office and let the front intake staff know that you are experiencing a crisis. They will alert appropriate personnel. You may also contact the ACC District Police at 222 (on campus) or 223-7999 (off campus or cell phone).

After Hours:

If you are struggling with a mental health or personal crisis, call one of the following numbers to connect with resources for help. However if you are afraid that you might hurt yourself or someone else, call 911 immediately.

Free Crisis Hotline Numbers:

- Austin / Travis County 24 hour Crisis & Suicide hotline: **512-472-HELP (4357)**
- The Williamson County 24 hour Crisis hotline: **1-800-841-1255**
- Bastrop County Family Crisis Center hotline: **1-888-311-7755**
- Hays County 24 Hour Crisis Hotline: **1-877-466-0660**
- National Suicide Prevention Lifeline: **1-800-273-TALK (8255)**
- Crisis Text Line: **Text "home" to 741741**
 - Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline: **1-800-662-HELP (4357)**
- National Alliance on Mental Illness (NAMI) Helpline: **1-800-950-NAMI (6264)**

