

COMM 245
Mass Communication and Culture

Elizabeth M. Perse
Office: Pearson 250
Phone: 831-8041
e-mail: eperse@udel.edu
Office Hours: by appointment

Winter 2004
Class Meetings: Section 11
M - F 11:30 - 1:00

Course Objective/Description: The course provides an overview of print and electronic media, film and advertising. We will consider history, structure, functions, and effects of the various media. The course material is designed to give students a comprehensive understanding of mass communication and its various applications in contemporary society.

Course Web Site: <http://www.udel.edu/comm245/comm245.html>

Textbook Web Site: <http://www.bedfordstmartins.com/communication/mediaculture3e/>

Text: Campbell, R., Martin, C. R., & Fabos, B. (2004). *Media & culture: An introduction to mass communication* (4th ed.). Boston: Bedford/St. Martin's. [C]

Reading packet. [R]

Grading: Grading will be based on quizzes and assignments.

Quizzes. Students will complete five quizzes, each covering the week's material (readings, lectures, and presentations). I will give make-up quizzes only (a) when arrangements have been made with me in advance and (b) in case of illness verified by a physician's note. Each quiz will be worth 25 points. Quizzes will take place at the beginning of class each Friday.

Assignments. Students will complete four projects that relate to class material. Each assignment is due on Friday and worth 5 points. The assignment will be the basis of class discussion on Friday.

There will be a total of 145 possible points. I will assign final grades as follows:

134 points = A	111 points = B-	91 points = D+
126 points = A-	105 points = C+	87 points = D
120 points = B+	102 points = C	82 points = D-
116 points = B	97 points = C-	below 82 = F

Extra Credit: Because the Department of Communication is committed to advancing knowledge in our field, extra credit will be given only for participating in communication research. Research opportunities will be announced as they arise.