

MEJO 445.001—Process and Effects of Mass Communication
Fall 2016

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Meeting Times: Monday & Wednesday, 8am-9:15am, Carroll Hall 143

Office Hours: Monday 9:30am-11:30am and by appointment.

Course Overview: This course is an introduction to various aspects of the processes and effects that characterize the world of mass communication. This course will adopt an empirical approach to understanding various media phenomena. Through a combination of readings, lecture, and discussion, we will examine the psychological effects of media—both content as well as technology—and the theoretical frameworks that have led to the development of the media effects paradigm as one of the most fascinating and important areas in mass communication. You will also learn to critically analyze and evaluate published research, and design and conduct a project that will demonstrate your understanding of media effects. At the end of the course, you should become more discerning consumers, and perhaps practitioners, of media, with a deeper understanding and appreciation of media effects and the processes governing them in modern society.

Course Books:

Ariely, Dan. (2008). *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. New York: HarperCollins.

Nass, Clifford & Corina Yen. (2010). *The Man Who Lied to His Laptop: What Machines Teach Us About Human Relationships*. New York: Current.

Holiday, Ryan (2012). *Trust Me, I'm Lying: Confessions of a Media Manipulator*. Penguin.

In addition, you will be required to find and I will post selected readings during the course of the semester.

Course Work & Grading: The class will be divided into student teams (assigned week 2) for the entire semester for all coursework except the individual midterm assignment. In general, team members receive the same grades for group exercises and projects. The midterm offers a chance for distinction.

Assignment	Weight
1st Team Crash Exercise	5%
2nd Team Crash Exercise	10%
Midterm: Team Research Proposal	15%
Midterm: Individual Assignment	20%
Final: Team Research Project	30%
Class Participation	10%
Research Participation	5%
Peer Evaluation	5%

A = 93-100, A- = 90-92, B+ = 87-89, B = 83-86, B- = 80-82,
C+ = 77-79, C = 73-76, C- = 70-72, D = 60-69, F = 59 or below

Schedule: The schedule includes the main topics for each week and the reading required for the meeting. The lectures will not repeat material in the readings; rather, they will add different perspectives to the existing material. Students are expected to have completed the assigned readings BEFORE coming to class.

Note: Based on your input and our progress, I reserve the right to amend and change the syllabus, reading schedules, and grading events during the semester.

COURSE SCHEDULE

Week	Dates	Topic & Reading
1	8/24	INTRODUCTION TO CLASS; MEDIA EFFECTS TRADITIONS Assignment: Find an article that you find interesting, problematic, or insightful about media effects. Write a paragraph that includes a short recap (seriously, a sentence or two) and why you think the topic matters. Post your summary and the article link to Sakia by 8pm on Friday, 8/26.
2	8/29 8/31	RESEARCH METHODS
3	9/7	SOCIAL LEARNING Ariely, Ch. 1 No class Monday, 9/5 (Labor Day)
4	9/12 9/14	PRIMING & FRAMING Ariely, Ch. 2-4
5	9/19 9/21	CRASH EXERCISE 1 Assignment given 9/19; Team presentations 9/21
6	9/26 9/28	PERSUASION Ariely, Ch. 7 & 9; Nass & Yang, Ch. 5

7	10/3 10/5	MIDTERM: TEAM RESEARCH PROPOSAL Team presentations 10/5
8	10/10 10/12	USES & GRATIFICATIONS Nass & Yang, Ch. 1-2
9	10/17 10/19	EMOTION Nass & Yang, Ch. 3 Midterm Individual assignment due 10/19
10	10/24 10/26	CRASH EXERCISE 2 Assignment given 10/24; Team presentations 10/26
11	10/31 11/2	EFFECTS OF NEW MEDIA; AGENDA SETTING Holiday, Book One: How Blogs Work
12	11/7 11/9	EFFECTS OF NEW MEDIA CONT. Holiday, Book Two: What Blogs Mean
13	11/14 11/16	FINAL PROJECT CONSULTATIONS Team consultations times will be assigned
14	11/21 11/23	FINAL PROJECT CONSULTATIONS Team consultations times will be assigned; Final team research project data due for analysis 11/21
15	11/28 11/30	FINAL PROJECT CONSULTATIONS Team consultations times will be assigned
16	12/5 12/7	FINAL PROJECT PRESENTATIONS Team presentations 12/5 and 12/7; Final project reports due on final exam day (Friday, December 9, 2016 at 8am)

Research Participation Requirement: Students in MEJO 445 are required to complete two hours of research participation over the course of the semester. There are two ways you can fulfill this requirement. First, you can participate in two hours of academic research studies in the School of Media and Journalism. Participating in studies is a valuable way for you to receive firsthand experience with research. If you are enrolled in another MEJO class that has a research participation requirement, it may also satisfy the research requirement for this course.

Second, you can write two one-page summaries and critiques of academic research articles. Each review counts for one hour of research participation, so you can combine participation in the studies with article reviews to fulfill the research requirement. You may summarize any research article published in the past two years in the following journals: Media Psychology, Journal of Advertising, Journal of Public Relations Research, Journalism & Mass Communication Quarterly, Public Relations Review, or Mass Communication and Society. You must identify the author, date, article title, and journal title on each of your summaries.

Honor Code: I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help: If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity: The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations: If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

ACCREDITATION: The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these six bullet dots under "Professional values and competencies" in the link above.

- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- understand concepts and apply theories in the use and presentation of images and information;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- apply tools and technologies appropriate for the communications professions in which they work.