

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Undergraduate Programs</b>	UUPC Approval <u>12-7-20</u> UFS Approval _____ Banner Posted _____ Catalog _____
	<b>Department</b> School of Communication and Multimedia Studies <b>College</b> The Dorothy F. Schmidt College of Arts and Letters	
<b>Program Name</b> B.A. in Multimedia Studies: Film, Video and New Media	<input type="checkbox"/> <b>New Program</b> <input checked="" type="checkbox"/> <b>Change Program</b>	<b>Effective Date</b> <small>(TERM &amp; YEAR)</small> Fall 2021
<b>Please explain the requested change(s) and offer rationale below or on an attachment</b>  <p>Add the existing course "Mass Communication Theory," MMC 3403, to the "Production and Contexts" category within the curriculum of the "Film, Video, and New Media" track of the B.A. in Multimedia Studies.</p> <p>While the "Film, Video and New Media" track already requires a "Film Theory" course, the addition of the "Mass Communication Theory" option offers a broader theoretical context that might be relevant to research and creative work produced by undergraduates in Multimedia Studies: "Film, Video, and New Media." it is already an option in the "Multimedia Journalism" track).</p>		
<b>Faculty Contact/Email/Phone</b> Christine Scodari, cscodari@fau.edu, 561-297-2611	<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>  None. Only the "Multimedia Journalism" track in SCMS has been consulted. Email documentation attached.	
<b>Approved by</b> Department Chair <u><i>BMellors</i></u> College Curriculum Chair <u><i>[Signature]</i></u> College Dean <u><i>[Signature]</i></u> UUPC Chair <u><i>Jerry Hakey</i></u> Undergraduate Studies Dean <u><i>Edward Pratt</i></u> UFS President _____ Provost _____		<b>Date</b> <u>11/2/20</u> 11.23.20 11-30-2020 <u>12-8-20</u> <u>12-8-20</u> _____ _____

Email this form and attachments to [mjenning@fau.edu](mailto:mjenning@fau.edu) one week before the UUPC meeting so that materials may be viewed on the UUPC website prior to the meeting.

## Catalog Changes

### Film, Video and New Media Concentration

The Film, Video and New Media concentration is a comprehensive curriculum including courses in film and television studies, video production, computer animation and new media. Courses analyze the power and responsibility of American and international film and video and new technologies from formal, historical, economic and ideological perspectives. This concentration is committed to helping students understand film, video, television and new media texts in relation to the worlds they represent. Its course of study emphasizes not only the meanings of these texts, but also the processes by which these meanings are constructed and disseminated. The goal is to help the undergraduate understand the study and creation of visual media within the larger contexts of human visual and verbal expression and to shape students into sophisticated readers and producers of visual culture. Courses consider both mainstream and alternative media and include industrial and artistic approaches, linking production techniques and aesthetics to industry, history and politics.

<b>Core (the following courses are required)</b>		
Film Appreciation	FIL 2000	3
Film Theory	FIL 3803	4
Multimedia Practicum	VIC 4943	4
<b>History (one course from the following required)</b>		
History and Theory of Computer Arts and Animation	DIG 4026	4
Film to the 1940s	FIL 4036	4
Film since the 1940s	FIL 4037	4
<b>Production Fundamentals (one course from the following required)</b>		
Fundamentals of Multimedia	DIG 3110	4
Fundamentals of 3D Computer Animation	DIG 3305C	4
Video Production	RTV 3531	4
<b>Criticism (one course from the following required)</b>		
Studies in New Media	COM 4332	3
Film Criticism	FIL 4851	3
Media Criticism	MMC 4501	3
<b>Production and Contexts (six courses from the following required, with a minimum of 18 credits)*</b>		
<b>Production</b>		
Drawing Foundations	ART 1300C	3
Drawing 2: Figure Drawing	ART 2330C	4
Introduction to Game Programming	CAP 4028	3
Communication Internship	COM 3945	3
Digital Video Editing	DIG 3207	4
Digital Audio Recording and Editing	DIG 3253C	4
Advanced 3D Computer Animation	DIG 3306C	4
Advanced 3D Computer Modeling for Animation	DIG 3323C	4
Visual Design for Film, Animation and Games	DIG 4122C	4
Advanced Digital Compositing for Animation	DIG 4394C	4
Narrative Video Production	DIG 4412	4
Scriptwriting	FIL 4106	4
Exhibition Practices in Film, Video and New Media	FIL 4613	4
Interactive Multimedia	MMC 3711	4

New Media Narrative	MMC 4713	4
Digital Photography 1	PGY 2109C	4
Television Production	RTV 3543C	4
Experimental Video Production	RTV 3229	4
Documentary Video Production	RTV 3332C	4
<b>Contexts</b>		
Anthropology of Film	ANT 3391	3
Video Game Studies	DIG 4713	3
Literature and Film	ENG 4114	3
New Hollywood	FIL 3674	3
Bollywood: The Exotic and The Erotic	FIL 3836	3
Women and Film	FIL 4056	3
Radical Film, New Media and Social Movements	FIL 4058	4
Documentary Film and Video	FIL 4364	4
RI: Hollywood, Censorship and Regulation	FIL 4672	4
Studies in Asian Cinema	FIL 4843	3
Sound in the Cinema	FIL 4866	3
Italian Cinema: Text to Screen	ITT 3520	3
Mass Communication Theory	MMC 3403	3
Minorities and the Media	MMC 3601	3
Media, Culture and Technology	MMC 4263	3
U.S. Telecommunication Industry	RTV 4403	3
Gender and Television	RTV 4412	3
Spanish Literature and Film	SPT 4720	3

\* Courses listed in History, Criticism and Production Fundamentals may be substituted in this category if they are not used to fill other requirements.

**Mass Communication Theory – MMC 3403**  
Fall 2021  
School of Communication and Multimedia Studies  
Florida Atlantic University  
CRN 12603 – 3 cr.

Instructor: Aaron Veenstra – Assoc. Professor  
Seminar: TR 2:00-3:20pm, via Zoom  
Office hours: MW 1:00-3:00pm and by appointment  
Office: CU 223 (but of course, that room is closed – office hours will be in Zoom)  
E-mail: [aveenstra@fau.edu](mailto:aveenstra@fau.edu)

### **Course Objectives**

- Explore a range of ways of thinking about and studying media and mass communication
- Analyze important issues in mass communication's social impact
- Build research and literature review skills
- Identify how theory relates to the professional media world

### **Course Materials**

The readings for this course consist of articles and book chapters that will be posted online. All readings will be posted to or linked via Canvas.

### **Zoom Meetings**

This course will be run as a combination of live meetings in Zoom (synchronous) and discussion and other work that will be done via Canvas (asynchronous). The Zoom meetings will be conducted during our scheduled class time, with the room opening at 2:00pm and getting started when the music stops shortly after that; meetings will typically last 45-50 minutes. **All of our Zoom meetings will be recorded**, and the recordings will be posted to Canvas for review and so anyone who can't make it to the meeting can at least watch later.

Having class meetings online, via Zoom or other platforms, is something that most or all of us have experience with in the spring 2020 semester. It's not perfect, but I have a few guidelines that I think will allow us to get the most out of this format. First, these meetings are intended as discussions, not just lectures, so if you can attend, please attend. Generally speaking, I encourage you to please have your video on. This is not a rule or requirement, but is helpful in making our online space interactive, and helps with engagement. I understand that having your camera on may not be a good option for you for a variety of reasons, and if so, that's OK. But if you can have it on, please do. When you enter the room, your mic will be muted by default – you can feel free to chime in at any time, please stay muted when not speaking. And lastly, I have enabled the waiting room to keep out zoombombers, so please make sure you use your real name when joining so I know it's a legit person. If you can't for some reason (in the spring, somebody was stuck as "iPhone 8s"), just let me know so I know to let you in the room.

Zoom room: <https://fau-edu.zoom.us/j/6558232758> (password: Comm2020)

### **Office Hours**

I will be in the Zoom room for regularly scheduled office hours from 1:00-3:00pm on Mondays and Wednesdays, and am also available to schedule other times. Email is the best way to contact me to schedule a time outside the regular hours. You don't need to schedule an appointment during my regular office hours, but if you contact me in advance I can make sure I have handy whatever material is relevant.

### **Grading**

This semester I am trying something new, a system called "specification grading." The idea behind specification grading is that, instead of doing a bunch of assignments and tests, putting grades on them, and then adding them up, we connect the whole set of work for the semester to course objectives, and in grading my whole focus is whether you are reaching those objectives. In all the work you do, I'll be looking for how you meet the specifications of each grade level. One of the nice things about this is that one really bad test or assignment doesn't have to damage your semester grade. When we went remote in spring, I spent a lot of time thinking about the purpose of grades and what we were trying to accomplish in each course, and specification grading seemed like the best way to align grades and learning. We will discuss this more in class, and I encourage you to ask questions about it if you have them, because it's a

system that most of you are probably not familiar with, and it's new to me as well. (See below for specifics.)

### **Course Requirements**

In this course you will have several ongoing assignments, along with some short papers, two exams, and a final research presentation.

#### *Readings*

The most important aspects of this class are reading, reflection, and discussing (which includes listening). There is no required textbook, but I will be posting weekly readings (either as PDFs or links) to Canvas. The readings will be the basis for what we do in our Zoom meetings and in the Canvas discussions, and you should complete them before class. The lecturing I do and the questions I ask will both follow from the assumption that you have done the reading.

#### *Discussion questions*

Each week, I will randomly select four of you for questions to begin our discussion (two for each class meeting). We will discuss them in the Zoom meeting, and they'll go on Canvas as well. These questions can be anything related to class – something about the reading or a previous class discussion, something about how current events relate to something we've discussed, or even administrative questions about assignments and tests. The point of these questions is to spark discussion about particular topics you're interested in or unclear about. To start the semester I'll randomize the class roster and work my way down it, then randomize again after we complete the list. I'll send out each week's names at the beginning of the week. Think about good questions while you're reading, working on assignments, or reading or watching the news.

Additionally, I will be posting questions for you on Canvas each week relating to the readings and the week's broader topic. You should post a response to each question, and respond to at least two of your classmates' comments. Remember, what I'm looking for is how you're achieving the objectives of the course, so make sure to be thoughtful in your responses, explain your reasoning, and use concepts from class in answering the questions.

#### *Weekly writing prompts*

Each week there will be a writing prompt related to that week's topic. Some will ask you to reflect on how your experience as a media consumer relates to the theory at hand; in others, you'll be asked to observe others to test theory. These will be posted to Canvas and discussed in class.

#### *Midterm exams*

We will conduct two exams during the semester. Each of these will require you to look over several weeks' worth of readings and connect the material together to answer a few essay questions. The exams will be open book and open note, but will be time limited. Make sure you take good notes on the readings and our class discussions! We will also do some review in the class periods before the exams. The exams will have four shorter essay questions and one longer one.

#### *Research project*

As a final project, you will develop a research proposal (submitting a brief prospectus at mid-semester) that will include a research question (or questions), importance statement, literature review, and proposed research design. In the final two class meetings, these research proposals will be presented.

#### *Grade specifications:*

A – Satisfactory answers to all questions on each exam, all weeks complete for Canvas discussion posts, all weeks complete for writing prompts, complete and deeply researched final paper that shows exemplary understanding of course concepts

B – Satisfactory answers to one long and three short questions on each exam, 12 complete weeks of Canvas discussion posts, 12 complete weeks of writing prompts, complete and deeply researched final paper

C – Satisfactory answers to one long and two short questions on each exam, ten complete weeks of Canvas discussion posts, ten complete weeks of writing prompts, complete final paper

D – Satisfactory answers to two questions on each exam, eight complete weeks of Canvas discussion posts, eight complete weeks of writing prompts, submitted final paper

F – Failure to complete requirements for a D

Plusses may be given in some cases, but minuses will not be used.

### **Academic Honesty**

Students must adhere to the highest standards of academic honesty. *Do not plagiarize.* Plagiarism and cheating are serious offenses punishable under the academic dishonesty provisions of the Code of Academic Integrity. Violations may lead to failure on a graded assignment, failure in the course, and/or expulsion from FAU. Please note that things like uncited quotes fall into this area as well.

### **Disability Policy**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).

### **Counseling and Psychological Services**

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>.

### **Course Schedule:**

Week 1 – Aug. 25 & 27 – **COURSE INTRODUCTION**

McQuail, *Mass Communication Theory*, ch. 1

Week 2 – Sep. 1 & 3 – **INTRODUCTION TO MEDIA EFFECTS**

Baran & Davis, *Mass Communication Theory: Foundations, Ferment, and Future*, chs. 2-4

Week 3 – Sep. 8 & 10 – **HISTORY OF MASS COMM RESEARCH & THEORY**

Baran & Davis, chs. 6-7

Week 4 – Sep. 15 & 17 – **SOCIAL COGNITION & LEARNING**

Bandura, "Social Cognitive Theory of Mass Communication"  
Gaziano, "Knowledge Gap: History and Development"

Week 5 – Sep. 22 & 24 – **CULTIVATION THEORY**

Gerbner, Gross, Morgan, & Signorielli, "Living With Television: The Dynamics of the Cultivation Process"  
Baran & Davis, pgs. 340-347

Week 6 – Sep. 29 & Oct. 1 – **REVIEW & EXAM**

*First exam on Thursday*

Week 7 – Oct. 6 & 8 – **THINKING ABOUT RESEARCH**

Booth, Colomb, & Williams, *The Craft of Research*, chs. 3-6

*Research prospectus due at end of week*

Week 8 – Oct. 13 & 15 – **BEHAVIORAL & EMOTIONAL EFFECTS**

Potter, *Media Effects*, chs. 10-11

Week 9 – Oct. 20 & 22 – **AGENDA SETTING & THE PRESS**

Perloff, *The Dynamics of Political Communication: Media and Politics in a Digital Age*, chs. 6-8

Week 10 – Oct. 27 & 29 – **CIVIC & POLITICAL ENGAGEMENT**

Shah, Rojas, & Cho, "Media and Civic Participation"

Week 11 – Nov. 3 & 5 – **ELECTION & EXAM WEEK**

*Tuesday is election day – no Zoom meeting*

*Second exam on Thursday*

Week 12 – Nov. 10 & 12 – **MISINFORMATION & PROPAGANDA**

Silverman, "Lies, Damn Lies, and Viral Content"

Uberti, "The Real History of Fake News"

Powers, "How to Fight Fake News and Misinformation? Research Helps Point the Way"

Week 13 – Nov. 17 & 19 – **WHAT ABOUT THE INTERNET?**

Hirshberg, "First the Media, Then Us: How the Internet Changed the Fundamental Nature of the Communication and Its Relationship with the Audience"

Livingstone, "Interactivity and Participation on the Internet: A Critical Appraisal of the Online Invitation to Young People"

Week 14 – Nov. 24 – **PEOPLE AS MASS COMMUNICATORS**

Kim & Lowrey, "Who are Citizen Journalists in the Social Media Environment?"

Gil de Zúñiga et al., "Blogging as a journalistic practice: A model linking perception, motivation, and behavior"

Yiannakoulis et al., "Expressions of pro- and anti-vaccine sentiment on YouTube"

*No class on Thursday!*

Week 15 – Dec. 1 & 3 – **PRESENTATIONS**

*Final papers due Thursday, December 10*