This course is an introduction to the most significant forms of media in society, including newspapers, magazines, radio, television, film, video games, and the internet. It considers media as both news and entertainment, in commercial and non-commercial form, of the past and present. The course is organized topically, centering on two central functions of media in western (and primarily American) society: (1) the function of being a commercial business organized to maximize the private profit of companies that make up the media industries; and (2) the function of being a resource for citizens essential to their role as participants in a democratic society. Readings, lectures, and discussions will provide both historical background and present-day understandings of media from these related but often clashing perspectives.
Course Objectives:
By the end of this course, you will:
1) Understand the function of media as a business
2) Understand the importance of media for citizenship
3) Improve your media analysis skills, both oral and written
4) Improve your ability to read and understand scholarship about media
5) Further develop a critical perspective on your own relationship to media

Readings:
All course readings are available for free, either as PDF documents or links to websites posted on Canvas. If you have problems accessing online course materials please seek call the campus help desk 229-4040 or email help@uwm.edu.

Videos and Podcasts:
In addition to readings, you will be assigned to watch videos and listen to podcasts. There will be links to these videos and podcasts in Canvas, but you may also access them in other ways on your own. You are encouraged to find the podcast episodes in a podcast app such as Stitcher, Overcast, Google Play, or Apple Podcasts. Videos may be accessed using the streaming platform Kanopy, which is available through the UWM Libraries website. One required video will be available for rent or purchase through commercial platforms such as Amazon, etc. Every effort will be made to have a copy of this available on reserve at the library.

Class expectations:
You are expected to come to each lecture having done the readings for that day. You are expected to come to each section having done the readings for that week, and to bring those readings with you ready to discuss them

While you are encouraged to engage in class using whatever tools best meet your needs, you are also expected to avoid distracting your classmates by talking or using connected devices for non-class purposes. Sometimes you will use a phone, tablet, or laptop in class for class purposes, but taking notes with pen and paper is often the best way to engage with a lecture and get the most out of it. You are responsible for your own attention.

From time to time your instructors will send you e-mail at your UWM account, which you should check often (at least daily) to make sure you are up-to-date on any course business. The best way to contact your instructors is by visiting their office hours or sending them email.

Your instructors will do their best to respond to your emails promptly, but may not read email at all on the weekend or in the evening. If you email the professor at night or on the weekend, please do not expect to hear back until the next weekday.
Course requirements:
- **Papers**, 20% (two papers, 10% each). All papers are to be 500-600 words long and submitted online as doc, docx, or pdf files. Your TA might also have further specifications of required submission format. See section on course policies re late papers;

- **Exams**, 40% (two exams, 20% each). Exams will be given online in Canvas. They will include question formats such as multiple choice and essay. Exams will **not** be cumulative. Please see section on course policies below re late exams;

- **Weekly reading quizzes**, 10% Reading quizzes will be given online in Canvas. They will be due before Wednesday’s lecture and will cover that week’s readings. Your top ten (10) weekly reading quiz grades will count. Please see course policies below re late quizzes;

- **Attendance**, 10%
  Attendance in lecture and section are mandatory. The attendance grade is out of 100 points. First week attendance does not count, but is strongly encouraged.

  **Section (5%)**: Your TA will take attendance each class. Beginning the second week of the class, you will be allowed one free absence for the semester. For any subsequent absence, you will be penalized five (5) points per absence to a maximum of 50 points. There will be no excused or unexcused section absences. Anyone who has missed only one or zero sections will get 50 points for attendance.

  **Lecture (5%)**: In lecture, the attendance grade will be based on in-class graded attendance quizzes or surveys done in Canvas. Not every lecture will have an attendance quiz/survey, and they will not be announced in advance. Lecture attendance quizzes/surveys will add up to 50 points, and the lowest two grades will be dropped (so you can be absent twice without penalty). In order to complete these in-class assignments, you will use a computer, tablet, or smartphone. If you are unable to complete the attendance quiz/survey because of technology (e.g., not having a device, battery running out, failure to connect to the WiFi, etc.), an alternative quiz/survey will be offered.

  **Attendance makeup part 1**: If you miss a section or a lecture in which a quiz/survey is given, you can make up the absence within two weeks of the absence by coming to the professor’s office hours and discussing the course reading for the day you missed in a way that shows you have read and engaged with the reading. This makeup is available once per semester per student and the latest date for this opportunity will be December 10. Office hours are Mondays 12:30-2:30 or by appointment.

  **Absence due to illness, injury, family emergency, religious observance or disability**: If you have to miss more than one class due to any of these reasons, please come speak with the professor as soon as possible after the missed class. If you are unable to come in person, please send an email. Any exceptions to course attendance policies will be made only after a face-to-face
meeting (preferred) or phone conversation.

- **Section, 20%**
  Your section grade includes regular in-class assignments (10%) and section participation (10%). Your participation grade will be calculated twice, once at the halfway point (the date of the first exam) and once at the end of the semester. The first half will be worth 5% and the second half will be worth 5%.

  In-class assignments will be short written answers to questions about assigned podcasts and other media for you to listen to (or read or view) before coming to section. The top ten (10) in-class assignment grades will count.

  In-class assignments are submitted online in Canvas, and can be completed in class or after class. Please see course policies below re late in-class assignments;

  Participation includes coming to class with the week’s readings and being prepared to discuss them. Students who rarely or never participate in section discussions may be given a failing section grade at their TA’s discretion. Students who arrive late may be marked absent at their TA’s discretion. Your TA will tell you what they expect from your participation.

**Due dates**
All assignments have due dates in Canvas. If they are submitted late, they may still be accepted with a penalty, depending on the assignment, at the instructor’s discretion.

- **Weekly quizzes** are always due Wednesdays at 9:59 am. Late quizzes will be accepted for half credit.

- **In-class assignments** are always due Thursdays at 11:59 pm. Late in-class assignments will be accepted for half credit.

- **Exams** (which will appear in Canvas as “quizzes”) are due at the times given on the syllabus. Late exams will be accepted for partial credit. A penalty of 10% of the exam grade per 24 hours late will be applied.

- **Papers** are due at the times given on the syllabus. Late papers will be accepted for partial credit. A penalty of 10% of the paper grade per 24 hours late will be applied.

  No assignments of any kind will be accepted after Monday, December 17 at 11:59 pm. After that, any course assignment without a grade in Canvas will be marked zero (0).

**Incompletes**
Please become familiar with the L&S policy on incompletes. Before the end of the semester, if you are unable to complete the work of this course because of a medical or family emergency
situation, you may ask your instructor for a grade of I for incomplete. For more see: https://uwm.edu/letters-science/advising/answers-forms/policies/incomplete-policy

**Religious observances**
If any course assignment due date conflicts with a religious holiday, please inform the professor and your TA at the beginning of the semester. Any such observance will be accommodated.

**Extra credit**
Please do not expect that extra credit assignments will be given for any reason to any student except as an incentive to complete course evaluations. Please do not ask your instructor about extra credit.

**Accessibility accommodations**
UWM supports the right of all enrolled students to a full and equal educational opportunity. The Americans with Disabilities Act (ADA), Wisconsin State Statute (36.12) require that students with disabilities be reasonably accommodated in instruction and campus life. Reasonable accommodations for students with disabilities is a shared faculty and student responsibility. Students are expected to inform their instructor (professor and TA) of their need for instructional accommodations by the end of the third week of the semester, or as soon as possible after a disability has been incurred or recognized. Instructors will work either directly with you or in coordination with the Accessibility Resource Center to identify and provide reasonable instructional accommodations.
For more see: [http://uwm.edu/arc/](http://uwm.edu/arc/)

**Academic misconduct**
Academic misconduct, including plagiarism, will be treated severely. Students are responsible for the honest completion and representation of their work and for the proper citation of sources. Please familiarize yourself with the university’s policies and procedures regarding academic misconduct. For more see: [https://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/](https://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/)

**University policies:**
Please familiarize yourself with the university’s policies on students with disabilities, religious observance, students called to active military duty, incompletes, discriminatory conduct (such as sexual harassment), academic misconduct, complaint procedures, grade appeal procedures, and final examinations. Go to [http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf](http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf) for more information about these policies.

**Allocation of student time for the semester:**
Time in lecture (face-to-face instruction): 26 hours
Time in discussion section: 14 hours
Time taking exams: 4 hours
Time completing assignments (including readings, viewings, podcasts): 80 hours
GER Distribution Requirements and Learning Goals
To satisfy GER distribution requirements for the Social Sciences, Fac. Doc. 1382 lists 5 criteria. Courses must make at least one of these their intellectual focus. JAMS 101 will emphasize the following two instructional purposes:

a) The study of intrapersonal, interpersonal, and/or socio-cultural factors associated with individual behavior, collective action, or societal development.

b) The study of human collectivities, organizations, institutions, and cultures, their infrastructures and interrelationships.

In addition, JAMS 101 will contribute to the following Core Knowledge and Skill areas: Foundations of Social and Cultural Analysis; and Textual Analysis and Interpretation.

Learning Goals
When you complete this course, you will:

-Understand the socio-cultural factors associated with the development of a society and culture in which media are omnipresent features of everyday life that participate in shaping individual and social beliefs and behaviors at local, national, and global levels.

-Understand the media industries as institutions with specific infrastructures, which influence individual and social experiences of media.

In addition, JAMS 101 will lead you to the following Essential Learning Outcomes:

-Critical thinking: the comprehensive exploration of issues, ideas, artifacts, and events through challenging assumptions and using multiple theories and perspectives before arriving at conclusions.

-Information literacy: ability to identify, locate, evaluate, and productively and responsibly use and share diverse kinds of information for the problem at hand.

-Civic knowledge and engagement: understanding and appreciation of the individual’s role in enhancing the public good, including active participation in communities—local and global.

GER Assessment:
To assess the success of this course in meeting these learning goals and outcomes, your instructors will assess your learning of the course’s material by quizzesing you regularly on your
understanding of the reading materials, administering three exams to test your mastery of reading, lecture, and discussion section materials, and assigning you three papers. By reviewing the class's work, your instructors will know the extent to which the class as a whole has achieved its goals. A review of the course assignments will reveal elements of the course that are being communicated well and those that are not. This will enable your instructors to make changes to the course to increase success in those areas where improvement is desired.

Digital Arts and Culture
This course fulfills one of the requirements for the Digital Arts and Culture certificate. For more information on the DAC program, please visit http://dac.uwm.edu

Schedule:

Week 1 It Begins

Sept 5 Lecture: Course introduction; What is Mass Media?

Sept 5/6 Discussion Section: Introduction, Setting Expectations

Unit I: Media as Commercial Business

Week 2 Media Industries: Macro Structure

Sept 10 Lecture: Commercial Media, Democratic Society
Read:

Sept 12 Lecture: Media Conglomerates
Read:

Sept 12/13 Discussion Section: The AT&T/Time Warner Deal
Listen:
Week 3: Drilling Down on Conglomerates — Companies, Franchises

Sept 17 Lecture: Legacy Media Company - Disney
Read:

Sept 19 Lecture: Media Franchises - Star Wars, Transformers
Read:
- The Economist, “Star Wars, Disney and Myth Making” (December 12, 2015).

Sept 19/20 Discussion Section
Listen:
  http://collider.com/podcast-disney-present-future/#poster
  Listen to this podcast at least until 42m15s and continue listening until the end if interested in the subsequent discussion of James Gunn, etc.

Week 4: Advertising

Sept 24 Lecture: Advertising - Historical Perspective
Read:

Sept 26 Lecture: Advertising - 21st Century Developments
Read:
- Cynthia B. Meyers, “Branded Entertainment Reshapes Media Ecosystem” Carsey Wolf, 2018

Sept 26/27 Discussion Section: Advertising Today
Listen:
- Ad Age Ad Lib episode “Ken Auletta, ‘Frenemies’ author” (June 5, 2018)
Week 5: Local Media

Oct 1 Lecture: Why Local Matters
Read:
● Josh Stearns, “How We Know Journalism is Good for Democracy,” Local News Lab
  (June 20, 2018)
  https://localnewslab.org/2018/06/20/how-we-know-journalism-is-good-for-democracy/

Oct 3 Lecture: Close to Home: The Media Ecosystem of Southeastern Wisconsin
Read:
● Stephen Byers, “Milwaukee Journal Sentinel,” Encyclopedia of Milwaukee,
  https://emke.uwm.edu/entry/milwaukee-journal-sentinel/

Oct 3/4 Discussion section: Sinclair and Localism
Listen:
● On the Media, “TV News Anchors Speaking From the Heart — Uh, TelePrompTer” (April 3, 2018)
● On the Media, “Sinclair and the Growing Reach of Conservative Media” (May 11, 2017),
  https://www.wnycstudios.org/story/sinclair-growing-reach-conservative-media/

-- Paper 1 due Friday, October 5, 11:59 pm --

Week 6: New Media Disruption — Online Streaming

Oct 8 Lecture: Video Streaming
Read:
● Josef Adalian, “Inside the Binge Factory,” New York (June 11, 2018),

Oct 10 Lecture: Audio Streaming
Read:
● Eric Harvey “How Smart Speakers are Changing the Way We Listen to Music,” Pitchfork
  (June 29, 2018).

Oct 10/11 Discussion section: Spotify
Listen:
- Recode Media with Peter Kafka “Spotify CEO Daniel Ek (Live at Code), 6/20/18

Week 7: New Media Disruption — Data and Surveillance

Oct 15 Lecture: Big Data and Surveillance
Read:
- Siva Vaidhyanathan, “The Three Major Forms of Surveillance on Facebook,” Slate (June 12, 2018)

Oct 17 Lecture: The New News Ecosystem
Read:

Oct 17/18 Discussion Section: Facebook’s Advertising Secrets
Listen:
- Reply All “109 Is Facebook Spying on You?” (November 2, 2017).
  https://www.gimletmedia.com/reply-all/109-facebook-spying

Week 8: Exam

Oct 22 Midterm exam online due at 10:50 am; no class

Oct 24 screening of Frame by Frame, available on Kanopy

NO SECTION THIS WEEK

Unit II: Citizenship

Week 9: Introduction to Media and Citizenship

Oct 29 Lecture: Media for Citizens
Read:
Oct 31 Lecture: Press Freedom
Watch:
- Frame by Frame - Building a Free Press in Afghanistan (2008, Kanopy)

Read:

Oct 31/Nov 1 Discussion Section: Hate Speech
Listen:

Week 10: Newspapers

Nov 5 Lecture: Newspapers - The Penny Press
Read:

— don’t forget to vote on Tuesday, November 6 —

Nov 7 Lecture: Newspapers - New Technologies
Read:

Nov 7/Nov 8 Discussion Section: The Newspaper Business
Listen:

Weeks 11 & 12: Truth and Fiction

Nov 12 Lecture: Entertainment as News
Read:
Nov 14 Lecture: Propaganda
Read:

Nov 14/15 Discussion Section: Fake News
Listen:
- Planet Money “#739: Finding the Fake-News King” (December 2, 2016)
  https://www.npr.org/sections/money/2016/12/02/504155809/episode-739-finding-the-fake-news-king

-- Paper #2 due TBA --

Week 12
Nov 19 Lecture: Disinformation
Read:

— no class Nov 21 or discussion section Nov 21/22, Thanksgiving break —

Week 13: Social Media Networks

Nov 26 Lecture: Online Community
Read:
- Baym, Nancy. “Communities and Networks,” Personal Connections in the Digital Age (Polity, 2010), 72-98.

Nov 28 Lecture: Public and Private
Watch:
- Eighth Grade (2018, available on Amazon, iTunes, etc. in late September)
Read:
- Lee Rainie, "Americans’ complicated feelings about social media in an era of privacy concerns," FactTank, March 27, 2018
  http://www.pewresearch.org/fact-tank/2018/03/27/americans-complicated-feelings-about-
Nov 28/29 Discussion section: Personal Privacy
Listen:
● *Note to Self*, “Should We Post Photos of Our Kids?” (July 11, 2017)
  https://www.wnycstudios.org/story/kid-photos/

-- Paper 2 due Friday, November 30, 11:59 pm --

**Week 14: Media Policy and Regulation**

Dec 3 Lecture: How and Why Does the State Regulate Media?
Read:

Dec 5 Lecture: Copyright
Watch:

Dec 5 or 6 Discussion section: Regulation and Copyright
● *Freedom of Expression* in-class assignment

**Week 15: Global and Local**

Dec 10 Lecture: Media Globalization
Read:

Dec 12 Lecture: Global Politics, Local Activism
Read:

Dec 12/13 Discussion Section course wrap-up

Final Exam: online Saturday, December 15, 10:00 am - 12:00 pm

Grade breakdown:
93-100 A
90-92 A-
87-89 B+
83-86 B
80-82 B-
77-79 C+
73-76 C
70-73 C-
67-69 D+
63-66 D
60-62 D-
less than 60 F

This syllabus is subject to change at the instructor's discretion: readings may be subtracted or added, and dates may change. Any changes will be announced in lecture and on D2L.