Instructor: Mr. Michael Bongiorno

Contact Information: Michael.Bongiorno@csi.cuny.edu
www.facebook.com/professaa.bongiorno

Office hours: By Appointment or virtually via Facebook

Class times and location: Mon / Tues / Wed / Thurs, 9:00am – 11:40am, 1P-223

Course Description and Objectives:
This course aims to provide students with an introduction to the notion of media, the changing nature of communication, and the political, social and culture impact of communication media on modern society. Throughout the summer session, we will explore a variety of topics, such as media history, media industries, media convergence and media literacy. The goals of this course are to:

- To introduce students to current issues in media culture, especially regarding media and democracy, politics, consumerism, popular culture, regulation, freedom of expression.
- To articulate how meaning is created in communications and how experience is interpreted and conveyed.
- Encourage students to become increasingly media literate by becoming more intelligent consumers and producers of media content.
- To provide students with knowledge of mass media both in the U.S. and global context by examining the intersection of political economy and culture of media, including issues concerning media regulation, market forces, freedom of expression, global media flows.

Required Text:


This book is an older edition and can be found online used for a very low cost.
Final Grade Breakdown:

Participation: 20%
Your Participation grade will be based upon; attentiveness, asking questions, raising relevant points, and answering questions when called upon. Falling asleep or using your cell phone in class will reflect poorly on your Participation grade.

Most class meetings will include screenings of relevant films or videos. During screenings students may not engage in any disruptive behavior (talking, leaving class, using cell phones, etc). Students exhibiting disruptive behavior will be asked to leave the classroom and will be marked absent for that session. In addition, disruptive behavior will lower the final grade.

Mid-Term Exam: 25%
Final Exam: 30%
These are in-class, multiple-choice exams. Questions will be drawn from lectures, readings, discussions and screenings. Exam dates are marked on schedule of classes. The Final exam is not cumulative. I will conduct a review before each exam.

4 In-Class Writing Assignments: 25%
Over the course of the semester you will be asked to complete 4 in-class writing assignments. These assignments will be in the form of essay questions based upon in-class screenings. You are to answer each essay question to the best of your ability in one or two pages.

These writing exercises are to reflect your understanding of the concepts we have discussed in class and you have read about in your book. They will serve to document your advances in critical thinking and writing ability throughout the semester. These assignments will be given at random; there will be no makeups without a documented illness. Late or emailed assignments entries will NOT be accepted.

Policies
The following activities will negatively affect your grade: Coming to class late, leaving class early, sleeping in class, talking, doing work for other courses, walking in and out of the room, or using an electronic device for anything other than class work. Before class begins, please turn all cell phones and personal devices to vibrate. All electronic devices should remain out of sight during class time. This does NOT mean that your cell phone can be placed face down on your desk or on your lap.

Attendance
An absence will be excused only under extraordinary circumstances (illness, family emergency, etc.) and must be appropriately documented. Anymore than 3 absences will result in a WU grade (unofficial withdrawal). You are responsible for keeping track of your absences.
*The Texting Rule*
If you are caught texting once you will be warned to put your phone away. If you are caught texting a second time you will be marked as absent and asked to leave.

There is no excuse for texting in class. “I need to text someone to pick me up,” “I need to text my mom,” “I need to text my girl/boyfriend” are all unacceptable excuses.

*Hate Speech*
Hate Speech of any kind is discouraged in the classroom. Racism, homophobia, sexism, xenophobia or any other kind of insidious prejudice has no place in a civilized intellectual discussion.

**Special Needs**
Any student who has a documented learning disability, handicappable condition, or any other special need is advised to promptly contact the Office of Accessibility Services and bring me a letter indicating accommodations needed. Please do this at the beginning of the semester. *Students with documented accessibility needs can have access to the lesson slides upon request.*

**Making up Work**
If you are not in class, it is your responsibility to get the information you missed. Please set up a “buddy” system at the beginning of the semester and exchange social network information and emails with one or more of your classmates so that you can contact them about the materials covered in class and any updated information.

**Notes**
You are required to take notes in this course. As well as study from your book and other texts handed out. DO NOT try to copy everything you see on the board – it is a waste of your energy and it will keep you from listening to the professor. You should always be listening and taking notes on the Professor, not the board.

* A Note to Well Organized Students Who Crave Structure and Get Anxious When Things Change (Even Though Life is All About Change and Stability is an Illusion.)*

ALL of the reading and screenings ARE SUBJECT TO CHANGE. This can happen well ahead of time or perhaps the night before.

Every course is ALIVE and every syllabus should also be alive. The readings and screening on this syllabus were selected because of their academic merit. But as we begin to grow together as a class we will uncover our shared concerns, fears, hopes, obsessions, and desires. As the class moves along the course work will be changed and fine-tuned to meet our needs.
Try to not panic…

**SCHEDULE OF CLASSES**

*All assigned readings are to be completed before each class.*

**Communication & Media**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon June 5</td>
<td>Introduction to course</td>
<td></td>
</tr>
<tr>
<td>Tues June 6</td>
<td>Mass Communication, Media literacy, and Culture</td>
<td>Campbell – Ch.1, p.12-23</td>
</tr>
<tr>
<td>Wed June 7</td>
<td>Media Convergence, Digital Media, and the Internet</td>
<td>Campbell – Ch.9 p.270-275</td>
</tr>
</tbody>
</table>

**Forms of Mass Media**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs June 8</td>
<td>Media, Books, and Print</td>
<td>Campbell- Ch.2, p.31-53</td>
</tr>
<tr>
<td>Mon June 12</td>
<td>Telegraph, Radio, &amp; Sound Recording</td>
<td>Campbell- Ch. 5, p.123-156, Ch.6, p.157-186</td>
</tr>
<tr>
<td>Tues June 13</td>
<td>Movies</td>
<td>Campbell – Ch.7, p.187-211</td>
</tr>
<tr>
<td>Wed June 14</td>
<td>TV and Cable</td>
<td>Campbell- Ch.8, p.217-249</td>
</tr>
<tr>
<td>Thurs June 15</td>
<td>MIDTERM</td>
<td></td>
</tr>
<tr>
<td>Mon June 19</td>
<td>Video Games</td>
<td></td>
</tr>
</tbody>
</table>

**Journalism & Ethics**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues June 20</td>
<td>News Papers</td>
<td>Campbell-Ch.3, p.59-87</td>
</tr>
<tr>
<td>Wed June 21</td>
<td>Journalism and Ethics</td>
<td>Campbell-Ch.12, p.339-361</td>
</tr>
</tbody>
</table>

**Mass Media Industries & Message Making**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs June 22</td>
<td>Advertising and Public Relations</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
<td>Notes</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Mon June 26</td>
<td>Media Economics</td>
<td>(Campbell-Ch.14, p.395-415) *class held in 2N-110</td>
</tr>
<tr>
<td>Tues June 27</td>
<td>Review for Final</td>
<td>*class held in 2N-110</td>
</tr>
<tr>
<td>Wed June 28</td>
<td>FINAL EXAM</td>
<td>*class held in 2N-110</td>
</tr>
</tbody>
</table>
*How to Protect Your Privacy on Facebook*

Once you have become Facebook “friends” with the professor you will want to protect your right to privacy. Which you are encouraged to do.

**To block the professor from being able to see your comments and posts**

Go to:
Settings > Privacy Settings and Tools > Blocking (left hand side of the screen)
>Restricted List – from here you can add the professor to your “restricted list.” Once you have restricted the professor, he cannot see any post you make if that post in set to “friends only” Although the professor will be able to view it if the post is set to “Public.”

REMEMBER even though the professor is “restricted” you can still comment on his posts

**To block the professor from being able to view your photos**

On your Facebook profile go to:
Photos > Albums >
Once you are viewing the Albums you go to the icon at the lower right of each Album (it looks like a cog, or a circle with spikes)
From here you can change the audience who has access to view your photos.