

MART/FAMS 110 Media Culture

Hybrid Course Syllabus Fall 2022
AIU - Aesthetic and Interpretative Understanding

Basic Course Information

Academic Bulletin Description

Introduction to the critical study of film, video, photography, audio, and new media.

Full Course Description

This course is an introduction to the study of media forms: photography, advertising, film, television, new media, etc. It is designed to teach students how to analyze, comprehend, and contextualize the image-saturated media culture in which we live. The course equips students with an analytical/theoretical vocabulary for images as well as an understanding of key concepts in and theories of visual media. Students will learn how to analyze visual media--such as photography, cinema, television, and advertising--and to evaluate their role in contemporary culture. This course also offers students the chance to apply their newfound skill set for media analysis to art of media production.

Prerequisite: None

Learning Outcomes

- recognize key terminology, concepts, and debates linked to media forms.
- identify and interpret the meaning making devices of a variety of media forms.
- apply their new-found knowledge of meaning making devices via critical analysis of media texts.
- engage with current philosophical debates on the relationship between media and culture.
- create and interpret media projects that inventively utilize and demonstrate course concepts.

All learning outcomes in this Hybrid Learning course are equivalent to face-to-face (F2F) version of this course.

Carolina Core Outcome

AIU - Students will be able to create or interpret literary, visual or performing arts.

Course Materials/Required Texts

There is no required textbook for this course. There are weekly course readings provided in PDF format that are available on Blackboard (<https://blackboard.sc.edu>). You are responsible for reading these materials and taking notes on them and you will be tested on them.

All readings/materials comply with copyright/fair use policies.

Course Format

This is a **hybrid** course that is a blend of online and in-person learning. You will complete most of your work asynchronously - which simply means that you will be working on things at different times than your classmates. The only synchronous component of the course are weekly optional in-person discussion sections that will be conducted by your TA on Fridays at specific times (check the TA section info and times above). If you wish to attend one of these sections you will have to make yourself available on a Friday at the time that the section you registered for is being held (check your course schedule to see which section you registered for). If you do not wish to attend one of these in-person sections, you have the option of completing a written discussion response that needs to be submitted by the end of a given week.

Other than optional in-person discussion sections, you can do most of your work for the course at whatever time is convenient for you as long as you are meeting class deadlines. However, hybrid classes are not easier than face-to-face lecture classes. To succeed in an hybrid class, you must be extremely motivated and well organized. It is also important to understand that this is not a self-paced class or an independent study. You will have assigned deadlines and work must be submitted on time. You may not save up assignments and complete them all the last weeks or days of the semester.

The course format will consist of weekly learning modules, which are units of content that explore a cohesive set of topics and concepts. Weekly learning modules will commonly include the following course materials and requirements:

- Short Video/Keynote Lectures on Course Content
- Screenings and Readings
- Short Tests on Lecture Material
- Quizzes on Reading and Screening Material
- Participation: Posting a Written Response OR attending in-person discussion section (only for certain modules)
- Watching Short Video Tutorials on Assignments (only for certain modules)
- Writing Analyses (only for certain modules)

Weekly Course Structure

All course deadlines are listed in U.S. Eastern Time Zone (EST). Blackboard will record all deadlines in this time zone. If you are in a different time zone in the U.S., please plan accordingly. If you are in a different international time zone that is substantially different than U.S. EST (i.e. a difference of more than 3 hours) please contact me directly about this.

In order to complete all of the module requirements, expect to spend about 10 hours per week on the course material for a total of approximately 140 hours of course-related activities using Blackboard and Office 365.

Each weekly module will begin on a Monday at 8:00am U.S. EST and will end on a Sunday 11:59pm U.S. EST. You will have until a given Sunday at 11:59pm to listen to that module's lecture videos, take the corresponding lecture test, watch any listed screenings and read any readings listed for that week, take the corresponding reading/screening quiz, and complete any participation (either post a written discussion response or attend an in-person section). You do not have to wait until a given Sunday to complete these weekly requirements, in fact, it would be better to spread out the work across the entire week so that you are not overloaded all at once.

As stated above (in Course Format section), there are weekly optional in-person discussion sections that will be held on Fridays. You need to know which section you registered for so that if you can attend if you want to.

Sections J10 & 001: Fridays 10:50-11:40am in Gambrell 124

Sections J11 & 002: Fridays 12:00-12:50pm in Gambrell 124

Sections J12 & 003: Fridays 10:50-11:40am in Gambrell 129

Sections J13 & 004: Fridays 12:00-12:50pm in Gambrell 129

Sections J14 & 005: Fridays 1:10-2:00pm in Gambrell 124

Sections J15 & 006: Fridays 2:20-3:10pm in Gambrell 124

Course Communication

I will be communicating with you regularly regarding course information, grades and assignments. If you need to get in touch with me or your TA, the best method is via email. Myself and the TAs will reply to general emails within 24-48 hours and will provide any feedback on questions related to assignments within 72 hours. Grades on quizzes and tests will be posted to Blackboard no later than 72 hours after their completion. Grades on any submitted discussion section responses will be posted to Blackboard no later than 1 week after their submission. Grades and corresponding feedback on media analysis assignments will be posted to Blackboard no later than 2 weeks after their submission.

Any Office Hours listed as “by appointment” simply means that all you have to do is get in touch with either myself or your TA (whomever you want to meet with) and set up a convenient time to talk online over Zoom or Collaborate. If you are having trouble with this course or its material, you should contact me or your TA via email to discuss the issues or set up a time to talk.

You need to ensure that your email account works properly in order to receive email. Below is how you check your email address in Blackboard:

- Access blackboard.sc.edu
- Click your name on the main Blackboard navigation panel on the left
- Review your email address. By default, Blackboard uses your university-issued email address

Your email address in Blackboard coincides with your preferred university email. If you are unsure of your preferred email, [check your account \(myaccount.sc.edu\)](https://myaccount.sc.edu). For more information

on setting your preferred university email, please see [How To Change Your Primary University Email Address](#).

Technology Requirements:

Online lectures and any weekly screenings will be provided through Office 365. Office 365 functions best via the use of Firefox or Google Chrome browsers and you will need to use one of these to access the lecture videos and screenings. Therefore, you must have regular and reliable access to the internet to view/hear lectures, watch any screenings, and submit any coursework.

Other course related materials, links to readings, information on assignments, discussion posts, reading/screening quizzes, and lecture tests are located on the Blackboard site for the course. Students will also submit all assignments and take all quizzes and tests through Blackboard.

To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations and screenings (transcripts provided via Office 365);
- Reliable internet access and a USC email account;
- A current internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard and Office 365);
- Microsoft Word as your word processing program
- Reliable data storage for your work, such as the hard drive on your computer, a separate USB drive or Office365 OneDrive cloud storage.

If your computer does not have Microsoft Word, Office 365 ProPlus package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs. To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the [Service Desk](#) (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/servicesdesk.php).

Minimal Technical Skills Needed

Minimal technical skills are needed in this course. All work in this course must be completed and submitted online through Blackboard. Therefore, you must have consistent and reliable access to a computer and the Internet. You will need to be able to:

- Organize and save electronic files

- Check USC email and Blackboard daily
- Download and upload documents to Blackboard
- Locate information with a browser
- Use Blackboard and Office 365 to locate course materials

Technical Support

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the [Self-Service Portal](https://scprod.service-now.com/sp) (<https://scprod.service-now.com/sp>) or visit the [Carolina Tech Zone](https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php) (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Course Assignments:

Participation

For some modules the participation is required while for other modules the participation is optional, whether or not participation is required will be clearly identified in each module overview. For modules in which participation is required: Students have the option of attending an in-person 50 minute discussion section with their TA in which they participate in detail OR they can complete a written discussion response to a series of questions about lecture and/or screening material. Students that attend an in-person discussion section must contribute in a thoughtful way and generally demonstrate a familiarity with weekly course content and a willingness to engage. Students that submit a written response must similarly demonstrate a close understanding of the weekly course content. Detailed instructions for any written responses will be posted to Blackboard. If you do not attend the in-person discussion section in a given week in which participation is required then you will have to submit a written response if you want to get participation points. You have to do at least one of them.

Reading/Screening Quizzes

There will be a quiz for most weeks. Quizzes will be administered via Blackboard. Each quiz will have 3-6 multiple choice and/or true/false questions that will be based on the key concepts and terms from each of the readings assigned for a given week and basic information about the screening content watched in a given week. Note on how each quiz grade is calculated: each quiz has around 3-6 questions and each question is worth 10 points, but each quiz is worth 100 total points. This means that every quiz provides a student with a minimum number

of base points. For example: On a 5 question quiz, even if a student were to miss every question, they would still earn a 50 on the quiz because they are guaranteed a base number of points. On a 6 question quiz, even if a student missed every question, they would still earn a 40 on that quiz.

Lecture Tests

Students will be tested weekly on the content of each module's lecture videos (concepts/terms/ideas that were discussed, examples used, clips included, etc.). Each test will consist of around 7-10 multiple choice and/or true/false questions. These lecture tests are the equivalent to both a midterm and final exam. This means that there is no final exam for this course during Finals Week. Tests will also be administered via Blackboard. For any lecture tests that have under 10 questions, the grades will be calculated in the same way they are for the quizzes.

Media Production and Analysis Assignments

Students can choose to either write a short analysis of specific visual elements within a pre-selected film clip OR they can generate a genre-based creative project. While most students usually just choose one assignment to complete, students also have the option of submitting both assignments and have their total assignment grade be the average of the two. Detailed instructions for each assignment will be distributed separately along with tutorial videos on how to complete each assignment.

Evaluation and Grading Scale for Course Assignments

Grades for all assignments will be posted on Blackboard. You are strongly encouraged to check your scores for assignments on Blackboard regularly and email me if you have questions or concerns. A final letter grade will be assigned based on percentages.

Assignment Weights and Values

15% Detailed Participation

Each required discussion section OR discussion response will be worth 100 points. Your total participation grade will be the average of all these grades and is worth 15% of your overall course grade.

25% Quizzes

Each quiz will be worth 100 points. Your total quiz grade will be the average of all quiz grades and is worth 25% of your overall course grade.

40% Lecture Tests

Each lecture test will be worth 100 points. Your total lecture test grade will be the average of all lecture tests and is worth 40% of your overall course grade.

20% Media Production and Analysis Assignments

Each assignment will be worth 100 points. Students have the option of doing one assignment worth 20% of their overall course grade or both assignments and each would be worth 10% of their overall course grade.

Course Grading Scale:

A 90 to 100; B+ 85 to 89; B 80 to 84; C+ 75 to 79; C 70 to 74; D+ 65 to 69; D 60 to 64; F 59 and Below

Sample Grades on Individual Assignments

	Module & Grade															Average Assignment Grade
Assignment	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
Participation	90		80		100		90			100		80			90.0	
Quizzes	90	90	70	80	100	70	90	80	90	100	90	70	80	100	85.7	
Lecture Tests	100	50	80	90	50	70	80	90	60	70	80	90	100	90	78.6	
Media Analysis & Production Assignments							80				95				87.5	

Sample Calculation of Overall Course Grade

	Average Assignment Grade	Percentage of Overall Course Grade	Numerical Value of Percentage (out of 1)	Total Points Earned in Each Assignment Category (Average Assignment Grade x Numerical Value of Percentage)
Participation	90.0	15%	0.15	13.5
Quizzes	85.7	25%	0.25	21.4
Lecture Tests	78.6	40%	0.40	31.4
Media Analysis & Production Assignments	87.5	20%	0.20	17.5
Overall Course Grade Number (Sum of all Total Points Earned in Assignment Categories)	83.9			
Overall Course Grade Letter	B			

Student Resources at the University

Disability Services

[Student Disability Resource Center](http://www.sa.sc.edu/sds/) (<http://www.sa.sc.edu/sds/>): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Any student with a documented disability should contact the SDRC to make arrangements for appropriate accommodations. Here is their contact information: 1705 College Street, Close-Hipp, Suite 102; phone number: 803-777-6142; email: sadrc@mailbox.sc.edu) Students with disabilities are also encouraged to contact me to discuss the logistics of any accommodations needed to fulfill course requirements.

University Library Resources

[University Libraries Resources](http://sc.edu/libraries) (sc.edu/libraries)

- University Libraries has access to books, articles, subject specific resources, citation help, and more. If you are not sure where to start, assistance is available at [Ask a Librarian](#).

Writing Center

This course has two writing assignments. The University [Writing Center](#) is an important resource you can use! It's open to help any USC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

Student Success Center

In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses.

Resources available to you in this course may include:

- **Peer Tutoring:** You can make a one-on-one appointment with a [Peer Tutor](#) (www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.
- **Supplemental Instruction (SI):** SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.
- **Peer Writing:** Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.
- **Success Consultations:** In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the [SSC website](#) (www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

Blackboard and Technology

[Blackboard and Technology](#)

(https://sc.edu/about/offices_and_divisions/division_of_information_technology/end_user_services/available_technology_resources/)

As a student in this course, you have access to support from the Division of Information Technology (DoIT) for Blackboard and computer issues. The service desk can be reached at 803-777-1800.

Counseling Services

[Counseling Services](#)

(https://sc.edu/about/offices_and_divisions/student_health_services/medical-

[services/counseling-and-psychiatry/index.php](https://www.emory.edu/counseling-and-psychiatry/index.php)): The University offers counseling and crisis services as well as outreach services, self-help, and frequently asked questions.

Course Policies and Procedures

Lecture Guides

Each week students will be provided with a document that has copies of the lecture slides alongside a space that they can use to take notes if they so choose. You are not required to use the lecture guides, but sometimes they can be useful. They can ideally help you take notes on all lecture material, not simply the slide content. Each week's lecture guide will be made available alongside the other weekly module materials.

Engagement Policy

Students should expect to participate with weekly course content in a substantial way. If attending an in-person section, your performance in section will be evaluated based on the substance/quality of what you discuss. Simply showing up to an in-person section on a given Friday without participating, or only making unhelpful random comments, is not enough to earn you a 100% for your participation grade that week. Even if you are struggling with course concepts in a given week, asking detailed questions and demonstrating a willingness to review the content will be considered detailed participation.

In general, success in this course is dependent on your active participation throughout the course, not simply for discussion section or discussion responses. You are expected to login to Blackboard and Office 365 regularly to complete course assignments and check that you have seen all announcements, etc. It is your responsibility to check updates and be aware of emails and/or announcements related to the course.

Screening Policies

All students are required to watch any and all screening content listed for a given week. Screenings will be provided through the Office 365 Streaming Platform. Students will be provided with links to access all screenings listed for a given week and these links will be located on the course Blackboard site. All students will be quizzed on the screenings, so regular and attentive watching is in your best interest.

Warning and Triggers

Some of the films, videos, and images screened in this class contain graphic content which may be offensive to some viewers. Texts read in this class may contain graphic descriptions and images which may also offend certain readers. Enrolling in this class suggests that you are willing to read about as well as discuss and write about such material with the same kind of detail and intellectual concentration you would give to any other genre or cultural form. However, if you are aware of cognitive or emotional **triggers** that could disrupt your mental health, please let me know in advance so that the situation can be properly handled. It is advised that all students thoroughly examine the weekly course content and screenings listed before deciding to stay in the class.

Deadlines, Extensions and Makeup Work

All assignments, discussion responses, quizzes, and tests are due by the deadline as posted on the course module schedule.

Late assignments, tests, and/or quizzes will be accepted BUT there will be a point penalty for lateness: Media Analysis Assignments will be subject to a 3 point penalty for every day (a 24-hour period starting after the deadline) that it is not submitted. Late tests or quizzes will be subject to 1 point penalty for every day that the test or quiz is not submitted. You don't need to ask me or your TA if it's ok to submit something late, just submit it and take the (hopefully) small point penalty. Even though there is a point deduction, some points are better than no points. But please be warned that if you routinely submit work late and/or incur large enough lateness penalties, it may affect your ability to do well in the course (or possibly even pass the course).

Penalty-free extensions on assignments can be granted for documentable family and/or medical emergencies/circumstances. Keep in touch with me if you find you are experiencing unforeseen circumstances that are keeping you from completing and/or submitting course work.

Class Conduct & Ethics

Professionalism will be expected at all times. Because the university classroom is a place designed for the free exchange of ideas, we must show respect for one another in all circumstances. We will show respect for one another by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from verbal attacks upon those whose perspectives differ from your own is a minimum requirement. Courtesy and kindness is the norm for those who participate in my class.

Your discussion sections are a way for you to share your ideas with your colleagues in this class. We do this as colleagues in learning, and weekly discussion sections are meant to be a safe and respectful environment for us to conduct these discussions and learn from any differences of opinion and experience. Harassment or discrimination of any kind will not be tolerated. We are all responsible members of this learning community, and as such, should be committed to working as much on fulfilling course requirements as we do on forms of personal growth.

Academic Integrity and Plagiarism

Plagiarism is when you use someone else's words and/or ideas without giving them credit. Plagiarism ALSO includes using portions of a previously published work in your paper without citing the source, submitting a paper to this course that was written for another course, submitting a paper written by someone else, and/or using the ideas of someone else without giving them credit. DO NOT take the ideas and/or material you may see on websites or other student work and try to pass it off as your own work. DO NOT work with another student in the class on the same assignment and do not share ideas.

Plagiarism is a violation of the USC Honor Code. Two important components of the Honor Code are:

- Faculty members are required to report potential violations of the Honor Code to the Office of Academic Integrity.
- When a student is uncertain as to whether conduct would violate the Honor Code, it is the responsibility of the student to seek clarification from the appropriate faculty member.

Below are some websites for you to visit to learn more about University policies:

[Carolinian Creed](http://www.sa.sc.edu/creed) (<http://www.sa.sc.edu/creed>)

[Academic Responsibility](http://www.sc.edu/policies/staf625.pdf) (<http://www.sc.edu/policies/staf625.pdf>)

[Office of Student Conduct and Academic Integrity](https://www.sa.sc.edu/academicintegrity/) (<https://www.sa.sc.edu/academicintegrity/>)

It is expected that all assignments and examination work for this course have been created and completed solely by you and no one else (and is not work you submitted previously for another course or borrowed from students that have previously taken this course). Students are expected to follow the University of South Carolina Honor Code and should expect that every instance of a suspected violation will be reported. Students found responsible for violations of the Code will be subject to academic penalties under the Code in addition to whatever disciplinary sanctions are applied. Cheating on a test or copying someone else's work, may result in a range of penalties depending on the offense and can include (but not be limited to) a substantial point penalty, a 0 for the work, or possibly a grade of F in the course overall. In accordance with University policy, any violations of this policy will be referred to the University Committee for Academic Responsibility and may result in expulsion from the University.

Module-by-Module Course Schedule

The following schedule is based on the University of South Carolina requirement that asynchronous courses like ours provide a *minimum* of 98 hours of instructional content (lectures) and supplementary academic work (screenings, readings, tests, quizzes, and assignments) and that these hours be distributed across the 14 modules for a course. You should expect approximately 10 hours of work per module in this course, this is an approximation and you may find that you are spending more or less time on weekly requirements. If you find that you are completing the requirements listed for a given module ahead of schedule (under the 10 hour estimate), you should try using that extra time to work on any assignments and/or extra credit opportunities.

Module 1: Course Introduction and Semiotics—August 18 through August 28

- Requirements/Assignments due by 8/28
 - Review “Start Here” Section on Blackboard

- Read Course Syllabus
- Watch Semiotics Lecture Videos
- Watch Screening: *Mad Men*
- Read Beasley, R. & Denesi, M. “The Semiotic Approach to Advertising”
- Submit Module 1 Test on Lecture and Syllabus
- Submit Module 1 Reading/Screening Quiz
- **Participation Required:** Either Attend Friday Section on 8/26 OR Submit Discussion Response
- **No section on Friday 8/19**

Module 2: Photography and the Gaze—August 29 through September 4

- Requirements/Assignments due by 9/4
 - Watch Photography & The Gaze Lecture Videos
 - Read Klingensmith, K. “Poverty Viewed at a Distance”
 - Read Lutz & Collins. “The Photograph as an Intersection of Gazes”
 - Submit Module 2 Lecture Test
 - Submit Module 2 Reading Quiz
 - Participation Optional: Students can Attend Optional Friday Section

Module 3: The Moving Image—September 5 through September 11

- Requirements/Assignments due by 9/11
 - Watch The Moving Image Lecture Videos
 - Watch Screening: *The Shining*
 - Read Smith “Chapter 3: How Do We Identify with Characters”
 - Read Geuens “Visuality and Power”
 - Submit Module 3 Lecture Test
 - Submit Module 3 Reading/Screening Quiz
 - **Participation Required:** Either Attend Friday Section OR Submit Discussion Response

Module 4: Media Analysis Assignment 1—September 12 through September 18

- Requirements/Assignments due by 9/18
 - Read Media Analysis Assignment 1 Prompt
 - Watch Media Analysis Assignment 1 Tutorial Videos
 - Take Notes and Work on Main Claim for Assignment 1 (deadline 2/28)
 - Participation Optional: Attend Friday Section for Assignment 1 Q&A (No Discussion Response)
 - Submit Module 4 Quiz on Prompt and Tutorial Videos
 - Read Prompt for Optional Extra Credit
 - Submit Optional Extra Credit Response

Module 5: Editing—September 19 through September 25

- Requirements/Assignments due by 9/25
 - Watch Editing Lecture Videos
 - Watch Screening: *Psycho*
 - Read Skerry “Psycho in the Shower”
 - Read Barsam “Chapter 6: Editing”
 - Submit Module 5 Lecture Test
 - Submit Module 5 Reading/Screening Quiz
 - **Participation Required:** Either Attend Friday Section OR Submit Discussion Response

Module 6: Sound—September 26 through October 2

- Requirements/Assignments due by 10/2
 - Watch Sound Lecture Videos
 - Watch Screening: *No Country for Old Men*
 - Read Riehle “Exclusive Interview with Sound Designer Craig Berkey”
 - Submit Module 6 Lecture Test
 - Submit Module 6 Reading/Screening Quiz
 - Participation Optional: Students can Attend Optional Friday Section

Assignment 1 Workshop—October 3 through October 9

- Requirements/Assignments due by 10/9
 - Work on Finishing Assignment 1

- Optional meetings with TAs or Professor to go over ideas and arguments
- **Students Submitting Assignment 1 need to do so by 11:59pm on 10/9**

Module 7: Narrative—October 10 through October 16

- Requirements/Assignments due by 10/16
 - Watch Narrative Lecture Videos
 - Watch Screening: *Memento*
 - Read Molloy “Puzzle Films”
 - Submit Module 7 Lecture Test
 - Submit Module 7 Screening Quiz
 - **No Friday Discussion Section: Fall Break**

Module 8: Genre— October 17 through October 23

- Requirements/Assignments due by 10/23
 - Watch Genre Lecture Videos
 - Watch Screening: *Let the Right One In*
 - Read Wright ‘Vampire in the Stockholm Suburbs’
 - Submit Module 8 Lecture Test
 - Submit Module 8 Screening Quiz
 - **Participation Required:** Either Attend Friday Section OR Submit Discussion Response

Module 9: Media Production & Analysis Assignment 2— October 24 through October 29

- Requirements/Assignments due by 10/29
 - Read Media Production and Analysis Assignment 2 Prompt
 - Watch Assignment 2 Tutorial Videos
 - Work on Assignment 2 (deadline 4/18)
 - Submit Module 9 Quiz on Tutorial Videos and Prompt
 - Read Prompt for Optional Extra Credit
 - Submit Optional Extra Credit Response
 - Participation Optional: Attend Friday Section for Assignment 2 Q&A (No Discussion Response)

Module 10: Ideology— October 31 through November 6

- Requirements/Assignments due by 11/6
 - Watch Ideology Videos
 - Watch Screening: *Dancer in the Dark*
 - Read Long & Paul “Chapter 10: Media Power”
 - Read Klinger “Cinema/Ideology/Criticism Revisited”
 - Submit Module 10 Lecture Test
 - Submit Module 10 Reading/Screening Quiz
 - **Participation Required:** Either Attend Friday Section OR Submit Discussion Response

Module 11: Frankfurt vs. Birmingham Schools— November 7 through November 13

- Requirements/Assignments due by 11/13
 - Watch Frankfurt vs. Birmingham Schools Lecture Videos
 - Watch Screening: *The People Vs. George Lucas*
 - Read Smith “Chapter 5: Studies Show”
 - Submit Module 11 Lecture Test
 - Submit Module 11 Screening Quiz
 - Participation Optional: Any Students Submitting Assignment 2 Can Attend Optional Friday Sections
 - **Students Submitting Assignment 2 need to do so by 11:59pm on 11/13**

Module 12: Representation— November 14 through November 20

- Requirements/Assignments due by 11/20
 - Watch Representation Lecture Videos
 - Watch Screening: *Community*
 - Watch Screening: *Southland*
 - Read Smith “Chapter 6: Role Models and Stereotypes”
 - Read Gladwell “Blink in Black and White”
 - Take one Implicit Association Test (IAT)
 - Submit Module 12 Lecture Test
 - Submit Module 12 Reading/Screening Quiz
 - **Participation Required:** Either Attend Friday Section OR Submit Discussion Response

Module 13 State-Run Media— November 21 through November 27

- Requirements/Assignments due by 11/27
 - Watch State Run Media Lecture Videos
 - Watch Screening: *Luther*
 - Watch Screening: *Borgen*
 - Read Media Student's Book 272-279
 - Submit Module 13 Lecture Test
 - Submit Module 13 Screening Quiz
 - **No Participation/No Friday Discussion Section: Thanksgiving Break**

Module 14: Globalization— November 28 through December 2

- Requirements/Assignments due by 12/2
 - Watch Globalization Lecture Videos
 - Watch Screening: *Dilwale Dulhania Le Jayenge*
 - Submit Module 14 Lecture Test
 - Submit Module 14 Screening Quiz
 - **No Section or Discussion Response this week**

Finals Week—December 5 through December 12

- No Final Exam in this Course (Lecture tests count as both midterm and final exams)