The University of Oklahoma
College of Continuing Education
Advanced Programs – Course Syllabus

Course Title:
Mass Communication Perspectives

Course Number:
COMM 5343-101

Course Description:
This course will provide a comprehensive overview of theoretical perspectives, issues, and approaches in the field of mass communication. The overview will encompass social scientific as well as humanistic and critical/cultural approaches. By understanding these “mass communication perspectives,” you will be better able to formulate research questions, build theoretically sound arguments and connect your work to relevant research in the field. You will also acquire tools for looking more critically at media institutions and media effects.

Class Dates, Location and Hours:

Dates: June 21-23 & 28-30, 2013
Location: 3281 Sheridan Road, Fort Sill, Oklahoma.
Hours: Fri 5:30-9:00 p.m., Sat 9:00 a.m.-5:00 p.m.; Sun 12:00-4:00 p.m.
Last day to enroll or drop without penalty: May 23, 2013

Site Director:
Anita Bailey. Assistant: Nasaussja Thomas. Phone: 580-355-1974; Fax: 580-442-2741; E-mail: apftsill@ou.edu

Professor Contact Information:
Course Professor: Patrick C. Meirick
Mailing Address: University of Oklahoma
Department of Communication
610 Elm Avenue, Room 101
Norman, OK 73019
Telephone Number: (405) 325-1574
Fax Number: (405) 325-7625
E-mail Address: meirick@ou.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the OU Follett Bookstore located at 1185 Asp Avenue; Norman, OK. Orders can be placed online at www.oklahoma.bkstr.com. Faxed orders may be placed 24 hours a day at (405) 325-7770. Representatives are available by phone at (405) 325-3511 or (800) 522-0772 (toll-free) or E-mail at 0831mgr@fheg.follett.com from 8 a.m. to 6 p.m. Monday through Thursday; 8 a.m. to 5 p.m. on Friday; and 10 a.m. to 4 p.m. on Saturday (CST). Summer hours: 9 a.m. to 5 p.m. Monday through Friday (CST). (Text prices are available online.)


3. Materials posted on the OU Desire to Learn (D2L) system: Access D2L at [http://learn.ou.edu](http://learn.ou.edu); enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.

Note: Follett is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through Follett.

**Course Objectives:**
The main goals of this course are to examine theoretical perspectives and issues on mass communication structures, technologies, contents, audiences, and effects.

**Assignments, Grading and Due Dates:**

**Participation:**
Grades for participation are based on active and thoughtful contributions to seminar discussions.

**Reflection Paper:**
Each student will write two reflection papers for this class. The first paper will be due June 23, the second will be due June 27. These short papers (2-3 pages) draw upon the assigned readings. Topics for each paper will be made available on the course website. Late reflection papers will not be accepted. Papers should be submitted via the D2L Dropbox.

**Final Exam:**
The final examination will cover relevant concepts and topics from readings, lectures, and discussion. Questions will be due July 14th.

**Post-Seminar Assignment:**
Students will choose a mass communication theory to review, analyze and critique. They will need to find at least 12 scholarly sources (e.g., journal articles, books from academic presses) that discuss or utilize the chosen theory. Using those sources and what we learned in class, students should answer the following questions in a 10- to 12-page paper:

- When and how did the theory originate?
- What are the basic tenets of the theory, and what assumptions does it make?
- How (and when) has the theory been applied in research and/or academic work? Discuss some examples of work based on this theory.
- How has the theory changed since it was first formulated?
- What are the strengths of this theory? Its weaknesses? Has it been criticized? Championed?

**Due Date:**
July 14, 2013. This assignment is worth 35% of course grade.

**Grading:**
This is a letter-graded course: A, B, C, D, or F.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Participation</td>
<td>June 21-23 and 28-30</td>
<td>10</td>
</tr>
<tr>
<td>Reflection Papers (two)</td>
<td>June 23, June 27</td>
<td>25</td>
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<tr>
<td>Final Exam</td>
<td>June 30</td>
<td>30</td>
</tr>
<tr>
<td>Post-Seminar Paper</td>
<td>July 14</td>
<td>35</td>
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**NOTICE:** Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy.

Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement;
- assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the “Student’s Guide to Academic Integrity” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Copyright

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA
Patrick C. Meirick, Ph.D.

Education
- 2002 Ph.D., Mass Communication, University of Minnesota, Minneapolis, Minnesota
- 1998 M.A., Journalism, Marquette University, Milwaukee, Wisconsin
- 1989 B.A., English, Carleton College, Northfield, Minnesota

Current Positions
- Advanced Programs Professor since 2004
- Associate Professor, Department of Communication, University of Oklahoma

Frequently Taught Advanced Programs Courses
- COMM 5003 Quantitative Research Methods
- COMM 5343 Mass Communication Perspectives
- COMM 5363 Communication and Technology
- COMM 6383 Seminar in Political Communication

Major Areas of Teaching and Research Interest
- Political Communication
- Mass Media Effects
- Persuasion
- Social Cognition

Representative Publications and Presentations
Representative Honors and Awards Received

- Junior Faculty Summer Fellowship, College of Arts and Sciences, University of Oklahoma, 2003, 2005.
- Casey Dissertation Award, School of Journalism and Mass Communication, University of Minnesota, March 2002.
- Graduate School Fellowship, University of Minnesota, 1998.
- Schumack Journalism Fellowship, Marquette University, 1996.

Major Professional Affiliations

Association for Education in Journalism and Mass Communication