

Readings, Attendance, Participation

Graded Weekly

Each week you can earn 10 points if you

- Demonstrate you have read and understand the readings by participating in discussion.
 - Actively participate in class discussion.
 - Respect others in class and their opinions.
 - Follow classroom rules and policies.
 - Be on time to class.
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Introduction of Yourself

Due: August 31

Write a couple paragraphs introducing yourself to the class. Tell us...

- Who you are
- Where you are from
- What you do for fun
- What are your hobbies/interests
- Your major(s), minor(s), emphasis
- What you would like to do once you've graduated
- Why you are taking this class
- What you expect from this class
- You can add a picture of yourself
- And anything else you would like to add

Post your response in the Discussions tool in the Introduction topic by class time the day it is due.

Introduction Chapter Semantic Network

Due: August 31

Since the Potter's Box of Moral Reasoning will be the model used to analyze the cases in the text, I would like you to demonstrate you have a solid understanding of Potter's Box before beginning to analyze the case studies. To do this, I would like you to create a Semantic Network of the Introduction chapter. Semantic Networks visually show how one makes meaning, understands, and connects information in their brain. Semantic Networks look similar to brainstorming webs.

You can create your Semantic Network using a program such as Inspiration or Microsoft Word or you can hand write your Semantic Network. Please be sure that whatever

method you choose, that the Semantic Network is readable. You may need to use several sheets of paper to accomplish this.

To create the Semantic Network identify key concepts in the chapter. Use arrows and lines to link together the concepts that are related. Label the links describing the relationship between the concepts. Concepts can be linked to more than one concept. If you see a relationship, link and label it.

Also, you can add your own knowledge to the Semantic Network. Include the important concepts in the chapter and any other concepts and their relationships from your background knowledge.

Sample Semantic Network (print from link online)

WebCT Discussions

Students will choose 11 discussions they would like to join in on. There are 17 discussions to choose from. Students are required to participate in 3 discussions for 3 topic areas (news, advertising, public relations, and entertainment) and 2 discussions for one topic area for a total of 11 discussions. Students must post their thoughts and opinions of the case studies of their choice. Students are also required to check back to the discussion and respond to other students initial postings and other students postings on their initial posting. Each student is required to post at least 6 times. Each posting must say something thoughtful and deeper than an "I agree", or "That's a good point"... Why do you agree or disagree, why do you think they made a good point, and so on.

Chat room discussions will also count towards discussion postings and points. The student must email the instructor the chat room they used and the topics discussed. The instructor will assess the discussion and notify the students of points earned for the discussion.

Initial postings are due before the class that discusses the case study. Subsequent postings may be done throughout the week after the class discussion. Discussions will be locked after class the week following the class discussion on the case study.

Tests

After every unit

Test questions will be based on your readings and class discussions. Tests will be written in multiple choice and short essay formats. They will not be comprehensive in nature. Once you have been tested on a unit, you will not be tested again.

Study guides will be written and posted in WebCT on the Class Notes page by the Friday following the discussion. Tests will be written by the instructor to be sure the test questions are fair and relevant to class discussion and goals.

Magazine Advertisement

Due: October 19

Find 3 magazine advertisements

1. One with a subliminal message
2. One that offends you or would offend you if you were not desensitized to the image and this type of advertisement.
3. An ad that you think is a responsible, well done advertisement.

You do not need to buy magazines if you do not already have some. I will place a collection of magazines in the Mass Media Lab where you can scan the advertisements you choose and print them in the lab.

Write a paragraph or two about the advertisement and why you chose it.

Additional online readings or observations and write-up

Can be completed anytime throughout the semester.

Must be completed by Nov. 30

Students will research further into a topic of their choice. Students may find topics in...

- a case study of particular interest
- movies
- television programs
- music
- news (local and national)

Students will research their topic and write a 3-4 page double-spaced paper describing the topic, explaining the ethical dilemma, and analyzing the situation using the Potters Box of Moral Reasoning. Students will conclude the paper discussing their final thoughts and opinions relating to their analysis of the topic.

Final Project

Due: Dec. 7 & 14
