WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai’i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O'ahu’s Ko'olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

The role of the media in contemporary society, including development, influence, rights, responsibilities, issues and trends — with emphasis on the social, political and economic effects.

Satisfies the Diversification - Social Sciences (DS) requirement. Prerequisite: Placement in ENG 100X and co-requisite enrollment in ENG 100.

The course may require individual conferences with the instructor outside of our regularly scheduled class time.

STUDENT LEARNING OUTCOMES

The student learning outcomes for this course are:

1. Compare and evaluate various forms of mass media and their effect on society.
2. Use critical reasoning skills to distinguish fact from opinion and judge the credibility of various information sources.

3. Describe and apply basic mass media principles as well as social science methods (e.g., interviews, observation and surveys) to analyze examples from the media.

4. Illustrate and explain why an understanding of news and media literacy is important in the 21st century.

**COURSE CONTENT**

This is an introductory course designed to give you an overview of the mass media, with a special emphasis on the news media and its role in contemporary American society. We will examine the development, role, rights, responsibilities and influence of the press as an institution in a democracy. We will also explore different forms of media—magazines, television, film, the Internet, social media, advertising and public relations—and critically analyze the messages they communicate and their impact on our everyday lives and our understanding of the world.

Classes will be a mixture of lecture, discussion and hands-on learning that will give you the chance to practice some of the skills required by various parts of the media including gathering information, conducting interviews and taking photographs and video. We will also watch films on historical and contemporary issues in the media.

At a time when the digital revolution is spawning an unprecedented flood of information and disinformation each day, the course seeks to help you recognize the differences between news and propaganda, news and opinion, bias and fairness, assertion and verification, and evidence and inference. The goal is for you to become a more literate and discerning user and consumer of media.

Below is an outline of the course (subject to change):

- **Week 1**  
  Introduction to media

- **Weeks 2 - 4**  
  Journalism and news

- **Week 5 - 8**  
  Media creation (interviews, photography, video production and presentations)

- **Week 9**  
  Project 1 presentations

- **Weeks 10 - 11**  
  Advertising, branding and social media
Weeks 12 - 13  Gender in media
Week 14 - 15  Representation and diversity in media
Week 16  Project 2 presentations

**ASSESSMENT AND GRADING**

All assignments will be graded on a point system as follows:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project 1 – Your Story (out of 20 total points)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Production deliverables</td>
<td>Sept. 24</td>
<td>2</td>
</tr>
<tr>
<td>Audio interview (with transcript)</td>
<td>Oct. 15</td>
<td>5</td>
</tr>
<tr>
<td>Photographs (with captions)</td>
<td>Oct. 15</td>
<td>5</td>
</tr>
<tr>
<td>Multimedia presentation</td>
<td>Oct. 15</td>
<td>5</td>
</tr>
<tr>
<td>Reflection</td>
<td>Oct. 24</td>
<td>3</td>
</tr>
<tr>
<td><strong>Project 2 – College Mini-Documentary (out of 30 total points)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitch</td>
<td>Oct. 10</td>
<td>2</td>
</tr>
<tr>
<td>Pre-Production deliverables</td>
<td>Oct. 29</td>
<td>5</td>
</tr>
<tr>
<td>Rough cut</td>
<td>Nov. 21</td>
<td>5</td>
</tr>
<tr>
<td>Final video</td>
<td>Dec. 5</td>
<td>10</td>
</tr>
<tr>
<td>Presentation</td>
<td>Dec. 5</td>
<td>5</td>
</tr>
<tr>
<td>Reflection</td>
<td>Dec. 5</td>
<td>3</td>
</tr>
<tr>
<td><strong>Reflection Papers (4 points each, out of 20 total points)</strong></td>
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<td></td>
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<tr>
<td>News Blackout</td>
<td>Sept. 5</td>
<td>4</td>
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<tr>
<td>Future of Journalism</td>
<td>Sept. 17</td>
<td>4</td>
</tr>
<tr>
<td>Social Media</td>
<td>Oct. 31</td>
<td>4</td>
</tr>
<tr>
<td>Gender in Media</td>
<td>Nov. 19</td>
<td>4</td>
</tr>
<tr>
<td>Representation</td>
<td>Nov. 26</td>
<td>4</td>
</tr>
<tr>
<td><strong>Participation (out of 30 total points)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>Ongoing</td>
<td>15</td>
</tr>
<tr>
<td>News quizzes (10 total)</td>
<td>Ongoing</td>
<td>5</td>
</tr>
<tr>
<td>Homework and participation</td>
<td>Ongoing</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

**Project 1 – Your Story (20 percent):** One of the best ways to understand the media is to take part in creating your own media. In this multimedia project, you will use audio, photographs and text to tell the story about your educational heritage and/or journey. Guidelines will be handed out in class.

**Project 2 – College Mini-Documentary (30 percent):** What are the stories about WCC or college life that need to be told in the media? In teams of four students, you will use the tools of journalism to produce a short video (1-5 minutes in length) that illuminates the WCC or college
experience. You must incorporate at least two interviews in the video. Guidelines will be handed out in class.

**Reflection Papers (20 percent):** Five times throughout the semester, you will be asked to reflect on a specific aspect of the media in a brief 1-2 page paper. Prompts for each paper will be handed out in class.

**Participation (30 percent):** This component of your grade is comprised of attendance, news quizzes, homework and participation in class activities and discussions, including giving feedback to your peers during presentations and pitches. See more about attendance in the Additional Information section.

Your points will be converted to a letter grade at the end of the semester as follows:

**Point System and Letter Grades:**
Note: These are whole grades. +/- (such as A-, B+) will not be given.

- 90 – 100 points = A
- 80 – 89 points = B
- 70 – 79 points = C
- 60 – 69 points = D
- Below 60 points = F

**LEARNING RESOURCES**

There is no required textbook for this course. All required material for this class will be made available by the instructor. However, students will be expected to keep up with the day’s news, online or in print.

**ADDITIONAL INFORMATION**

**Attendance, absences and difficulties:** You are expected to attend all classes. This is crucial to understanding the work we do both inside and outside the classroom. Excused absences (for illness, jury duty, military duty, bereavement, etc.) must be cleared with me via email **prior to or within 24 hours** of your absence. You must provide documentation (doctor’s note, jury summons, etc.). I will make the final determination of whether the absence is excused.

Unexcused absences will count against your final grade. At the end of the semester, you will be awarded up to 15 attendance points based on the percentage of classes you attended. So if you had 4 unexcused absences during the semester, you will have attended 26 out of the 30 total classes or 86.67%. This would translate to .8667 x 15 = 13 attendance points. Being tardy more than 20 minutes of class counts as an unexcused absence.

If you do miss class, it is your responsibility to obtain any missed material. If difficulties arise during the course, please see me before the problem affects your performance in the course. Waiting until the end of the semester does not work. We can work together to troubleshoot, but not if you allow the problems to linger and overwhelm you at the end of the semester.
**Deadlines and late work:** The journalism world is built on meeting deadlines. If you miss a deadline, you will be assessed a 10% late deduction for each class that the assignment is late, up to 60% of the assignment’s total worth. So if the assignment is worth 5 points and it is one class late, you can only earn up to 4.5 points. Two classes late, you can only earn up to 4 points. Three classes late, you can only earn up to 3.5 points. Anything beyond four classes late, it will only be worth up to 3 points (which is 60% of its original point value).

**Learning environment:** You are expected to maintain a supportive learning environment with appropriate behavior in class demonstrated by showing consideration for others, paying attention and focusing on specific tasks. **Personal entertainment/communication devices must be turned off during class.** Listening to music, web browsing, using your phone, text messaging, tweeting, social networking and email activities are prohibited, unless authorized under special circumstances. Violations will affect your participation grade.

**Assignment specifics:** All written assignments must be typed on a computer, using a standard 12-point font, double-spaced and with 1-inch margins on each side. Assignments turned in electronically must be done in Microsoft Word (.doc) or as a .pdf.

**Academic honesty:** Windward Community College follows the University of Hawai‘i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions, such as cheating and plagiarism. Plagiarism includes but is not limited to submitting any document to satisfy an academic requirement that has been copied in whole or part from another individual’s work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student’s language and style, or paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; or drylabbing, which includes (a) obtaining and using experimental data from other students without the express consent of the instructor, (b) utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms during which the course was conducted, and (c) fabricating data to fit the expected results.

To avoid plagiarism, you must give the original author credit whenever you use another person’s ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally, quotations of another person’s actual spoken or written words; or a close paraphrasing of another person’s spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required. **Note that all information on the Web is copyrighted just as it is in print. Do not use any online information without attribution or permission.**

A failing grade will be given on any assignment that has been plagiarized, and you will be reported to the Vice Chancellor of Student Affairs. The assignment must also be redone in order to pass the course.

**MY SUCCESS**
At Windward Community College, we want every student to be successful. MySuccess is a system-wide effort that seeks to connect students to campus supports early in the semester. If I
feel you’re having difficulty in the class within the first few weeks of the semester (e.g. missing class, missing assignments), you will receive an email from me through MySuccess. The email will explain my concern and encourage you to make an appointment with me and other campus resources through MySuccess.

**DISABILITIES ACCOMMODATIONS**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information or go online at: https://windward.hawaii.edu/Disabilities.

**TITLE IX**

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: https://windward.hawaii.edu/Title_IX/.

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, Windward CC has resources to support you. To speak with someone confidentially, contact Karla Silva-Park, Mental Health Counselor, at 808-235-7468 or karlas@hawaii.edu or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235-7354 or kaahualo@hawaii.edu. To make a formal report, contact the Title IX Coordinator at 808-235-7393 or wcctix@hawaii.edu.

**ALTERNATE CONTACT INFORMATION**

If you are unable to contact me, have questions that I cannot answer, or have any other issues, please contact the Academic Affairs Office:

Location: Alakai 121  
Phone: 808-235-7422  
Email: wccaa@hawaii.edu