I. Welcome!
So happy to have you in class. Let’s make this an interesting and productive and enlightening semester.

II. University Course Catalog Description
Survey style examination of interdisciplinary topics based on student and faculty interest. Topics to be announced in advance.

This Fall 2019 course topic, Media Literacy for Interdisciplinary Studies:

This course examines the interdisciplinary nature of 21st-century media and the impact mass media has had in its various forms on our current “information society.” Students will gain a deeper understanding of how the combined dynamics of production methods, economics, ethics, psychology, neurobiology and human behavior influence media consumption in this internet-saturated age. Students will learn strategies for becoming better, more critically conscious consumers and producers of media by using the tools of semiotics, critical thinking, and close-reading analysis of both print and video ads, film clips, and websites. The course will focus most specifically on advertising, legitimate news vs. disinformation, propaganda, conspiracy theories, and the pros and cons of social media.

III. Course Overview
This class uses an interdisciplinary approach to draw on intersecting and divergent knowledge from a variety of scholarly disciplines in order to create an in-depth and multi-faceted understanding of a particular (instructor-chosen) issue/topic/problem—in this case media and media literacy. Students will draw on contemporary theoretical frameworks in order to examine the structural roots of media literacy, including the systems and stakeholders involved. Students will explore their own scholarly biases and learning assumptions and use interdisciplinary tools of inquiry to explore diverse approaches to scholarship. Through weekly reading, online discussion, and group and individual research, students will learn the causes, effects, (the) push and pull factors which impact our use and understanding of various forms of media. In furtherance of these goals, students will participate in online group discussions, answer critical thinking questions concerning the weekly readings, take a mid-term exam which tests their understanding of the topic, and research and write a 10-15 page analytical paper or other comparable final project on an aspect of the topic, as well as, take a comprehensive final exam. There will be other short assignments throughout the semester as well. All exams and quizzes are open book.
IV. **Course Goals and Objectives**
Students will become familiar with the core concepts and concerns of media literacy.
Students will use the methods of critical inquiry and scholarship associated with media literacy.
Students will explore their own histories, values, and identities and how these influence their approaches to media.
Students will understand how to map/analyze an interdisciplinary problem/topic, in this case media literacy, to reveal its disciplinary parts.
Students will learn how to discover and analyze subtexts and their implications/connotations within various kinds of media texts.
Students will use tools that will enhance their ability to approach media skeptically and logically to aid in a better understanding of the various ways media can be used to manipulate its users toward particular end goals.
Students will enhance their writing skills and exercise critical and analytical thinking through discussions and assignments and presentation of their individual/original interdisciplinary research in the form of a 10-15 page paper or comparable final project.

V. **Course Prerequisites**
ENG 102 and sophomore standing.

VI. **Course Credits**
3 credit hours

VII. **Required Texts and Materials:**
*unSpun: Finding Facts in a World of Disinformation*
by Brooks Jackson and Kathleen Hall Jamieson
(a Kindle version of this book is available on Amazon, along with a free audible narration on your phone)

Articles and videos concerning the chosen topic available online through Canvas.

This class will be conducted through the UAH Canvas portal. You should check Canvas regularly for course announcements, messages, assignments, etc. You will access Canvas in order to read articles and watch videos also required for this course. You will also use Canvas to participate in your chat discussions. Canvas will be where you turn in your papers and take your quizzes. In order to use Canvas, you must have regular access to an internet connected computer that uses an up-to-date web browser with standard plug-ins and players.

Canvas training sessions are available at the beginning of each term to introduce students to UAH’s learning management system. The training will cover the Canvas dashboard, course basics, files, syllabus, the Canvas inbox, the left navigation bar, and basic course settings. The target audience for this session will be new users of Canvas and those interested in refreshing their skills.

**Following training, it is the student’s responsibility to configure his/her computer to take full advantage of Canvas and to seek assistance if needed.** For instructions, follow the guidelines on the opening page of Canvas. If the student is experiencing difficulties with the course management system, he/she must contact the UAH Help Desk to resolve the issues. Issues with Canvas are not an excuse to hand in assignments late. The Help Desk number is 256-824-3333 and the email address is helpdesk@uah.edu.

VIII. **Absence/ Late Work Policy**
All assignments are known well in advance. You are allowed one late assignment (turned in by week’s end to receive credit). No other late assignments will be accepted unless previous arrangements have been made. Turn assignments in on time, even if you miss class.
IX. UAlert Emergency Notification System

UAH has implemented the UAlert emergency notification system. UAlert allows students to receive time sensitive emergency messages in the form of email, voice mail, and/or text messages. Participation in UAlert is optional, but enrollment is strongly encouraged. To register for UAlert, go to www.uah.bbcportal.com and click on the “Sign Me Up!” link. The information provided is considered confidential and will not be shared or used for purposes other than emergency notification.

X. Basis for Final Grade

Your grade will be based on your performance on satisfactory completion of weekly online group discussions, critical thinking questions, quizzes, an open book mid-term, a final argumentative research paper of 10-15 pages or comparable final project, and a comprehensive, open book final exam.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Group Discussions</td>
<td>200</td>
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<tr>
<td>Critical Thinking Questions</td>
<td>200</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>100</td>
</tr>
<tr>
<td>Quizzes</td>
<td>50</td>
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<tr>
<td>Interdisciplinary Research Paper or</td>
<td></td>
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<tr>
<td>Comparable Final Project</td>
<td>300</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<td></td>
<td>1000</td>
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Grading Scale by Points

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800 - 899</td>
<td>B</td>
</tr>
<tr>
<td>700 - 799</td>
<td>C</td>
</tr>
<tr>
<td>600 - 699</td>
<td>D</td>
</tr>
<tr>
<td>0 - 599</td>
<td>F</td>
</tr>
</tbody>
</table>

XI. Grade Dissemination

Graded papers, tests, and materials in this course will be returned individually on Canvas.

XI. Technology and Media

Email: My email address is smm0053@uah.edu or melissa.morphew@uah.edu. I will check my emails at the beginning of the day, the middle of the day, and before I leave my office. If you have an emergency and need to contact me immediately, it would probably be better to call me at my office extension 256-824-6429. If you haven’t heard back from me within 24 hours over the course of a weekday, resend the email. I will check my emails sporadically on the weekends, so an email response over the weekend may take longer. If you have a technical problem with Canvas, you should contact the Canvas help desk helpdesk@uah.edu.

Cell Phones, Pagers, and Laptops

As members of the classroom community, all students have a responsibility to others who are a part of that community. The goal is to produce an environment that is conducive to learning. Students are to treat faculty and
other students with respect. Cell phones, laptop computers, pagers, and similar devices have become increasingly a part of life in our society; however, when used in the classroom environment they can become disruptive. Laptop computers, tablets, or smartphones may be used for note taking purposes if they are not disruptive to other class members. Students are to turn off cell phones, pagers, and other similar electronic equipment while in the classroom or put them on vibrate. If there is an emergency situation for a student, that student should inform the instructor and place himself/herself in a seat near the door where an exit for a phone call would be only minimally disruptive.

With instructor approval, students may record lectures, take notes via laptop computer, etc., provided that they do not disturb other students in the process. Other exceptions to this policy may be granted at the discretion of the instructor.

Any use of cell phones or other electronic devices during a test period is prohibited. Even the visible presence of a cell phone or other device during the test period will result in a zero for that test. Use of a cell phone during a test could result in a charge of academic dishonesty. During the test these instruments should be left at home or stored securely in such a way that they cannot be seen or used by the student.

XII. Course Policies: Student Expectations

Academic Dishonesty:
The following definition comes from the UAH Student Handbook Code of Student Conduct:

www.uah.edu/student-support/student-conduct

The Office of Student Conduct administers and helps enforce the policies of the University of Alabama in Huntsville. The primary focus is on helping students learn from the consequences of their actions and become a positive influence within the UAH community and beyond.

Every student and student organization at the University shall be required to act lawfully and in such a way as not to affect adversely the educational processes of the University or the rights of members of the University community and others. Violation of this general standard of behavior shall be considered misconduct under this Code. Conduct off-campus as well as that taking place on University property is fully within the scope of this Code. The types of misconduct set forth below specifically prohibited, and individuals or student organizations found responsible for any such misconduct by the procedures set forth in this Code shall be subject to a University sanction.

7.2.1 Academic Misconduct

All forms of academic dishonesty, including, but not restricted to, the following:

a. Copying from another student’s exam paper.
b. Using materials during a test not authorized by the person giving the exam.
c. Collaborating or failing to prevent collaboration during a test with any other person by giving or receiving information without authority.
d. Stealing, buying, or otherwise obtaining all or part of an exam.
e. Selling or giving away all or part of an exam.
f. Bribing any other person to obtain an exam or information about an exam.
g. Substituting for another student, or permitting any other person to substitute for oneself, to take an exam.
h. Submitting as one’s own, in fulfillment of academic requirements, any theme, report, term paper, essay, or other written work; any speech or other oral presentation; any painting, drawing, sculpture, musical composition or performance, or other aesthetic work; any computer program; any scientific experiment, laboratory work, project, protocol, or the results thereof; etc., prepared totally or in part by another.
i. Selling, giving, or otherwise supplying to another student for use in fulfilling academic requirements any work described above.
j. “Plagiarism,” defined as the use of any other person’s work (such work need not be copyrighted) and the unacknowledged incorporation of that work in one’s own work offered in fulfillment of academic requirements. This includes the use and incorporation, without acknowledgement, of the wording or expressions (even if paraphrased), information, facts, arguments, analysis, or ideas of another.
k. Submitting in fulfillment of academic requirements, if contrary to course regulations, any work previously presented, submitted, or used in any course.
l. Falsifying records, laboratory results, or other data used in a course.
m. Cheating or deceit in any other manner.

Services for Students with Disabilities:
The University of Alabama in Huntsville will make reasonable accommodations for students with documented disabilities. If you need support assistance because of a disability, you may be eligible for academic accommodations. Students may contact Disability Support Services (DSS) by calling 256-824-1997 or going to room 317 in Wilson Hall. More information is available at www.uah.edu/disability. Students should identify themselves to the Disability Support Office and their instructor as soon as possible to coordinate accommodations.

Instructor Evaluations:
Students will be asked to complete a course/instructor evaluation form toward the end of the semester.

Classroom Rules of Conduct:
The Code of Student Conduct and Discipline is found at the following link: www.uah.edu/student-support/student-conduct

Additional Writing Support:
The Student Success Center located in the library offers tutoring services on a drop-in or by appointment basis; however, they prefer for you to make an appointment online: www.uah.edu/SSC
You can also come see me or Kellee Crawford. Some good online sources include Purdue’s OWL https://owl.english.purdue.edu/ or the University of North Carolina—Chapel Hill’s Writing Center www.writingcenter.unc.edu

XIII. Important Dates to Remember:
November 27-30 Thanksgiving Break
December 13, Final Class Day

Dates and assignments on this syllabus are tentative, and can be changed at the discretion of the professor.

Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Assignments To Do Before You Begin Discussions and Assignments: You will find the detailed versions of these assignments and their specific criteria and due dates on Canvas.</th>
<th>Online Assignments And Due Dates: You will find the detailed versions of these assignments and their specific criteria on Canvas.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 14-23</td>
<td>Read materials/watch lectures and videos provided on Canvas.</td>
<td>Complete the group discussion and any other assignments mentioned in Lecture 1 and/or listed on Canvas.</td>
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<tr>
<td>Date</td>
<td>Activity</td>
<td>Additional Notes</td>
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<tr>
<td>Oct 23-30</td>
<td>Read materials/watch lectures and videos provided on Canvas.</td>
<td>Complete the group discussion and any other assignments mentioned in Lecture 2 and/or listed on Canvas.</td>
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<tr>
<td>Oct 30-Nov 6</td>
<td>Read materials/watch lectures and videos provided on Canvas.</td>
<td>Complete the group discussion and any other assignments mentioned in Lecture 3 and/or listed on Canvas. Begin Mid-Term Take Home Exam.</td>
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<tr>
<td>Nov 6-13</td>
<td>Read materials/watch the lectures and videos provided on Canvas.</td>
<td>Mid-Term Take Home Exam Due November 13 by 11:59 p.m.</td>
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<td>Watch/listen to Lecture 4.</td>
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<td>Complete the group discussion and any other assignments mentioned in Lecture 4 and/or listed on Canvas.</td>
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<tr>
<td>Nov 13-20</td>
<td>Read materials/watch the lectures and videos provided on Canvas.</td>
<td>Complete the group discussion, and any other assignments mentioned in Lecture 5 and/or listed on Canvas.</td>
</tr>
<tr>
<td>Nov 20-27</td>
<td>Read materials/watch the lectures and videos provided on Canvas.</td>
<td>Complete the group discussion, and any other assignments mentioned in Lecture 6 and/or listed on Canvas. Begin final exam.</td>
</tr>
</tbody>
</table>
Read materials/watch the lectures and videos provided on Canvas.

Complete the group discussion and any other assignments mentioned in Lecture 7 and/or listed on Canvas. Final Exam due 11:59 p.m. November 27, and Final Project Due by 11:59 p.m. December 13.

Last Day of Class Dec 13

Final Project Due

Final Project Due by 11:59 p.m.

* Note: This schedule is subject to revision.