Instructor: Dr. Brandon Bosch
Office: 722 Oldfather
Office Phone: 402-472-6069
Email: bbosch2@unl.edu
Office Hours: Monday 9:00-10:00, Thursday 9:00-10:00 (or by appointment)

This class will focus on mass media representations of gender, race, class, and politics, as well as the cultural, legal, economic, and institutional factors influencing the production of media texts. We will also discuss the ways in which media audiences make sense of media texts. We will focus primarily on television, films, and the internet, with typical genres analyzed including advertisements, romantic comedies, the slasher genre, film noir, the superhero, and news media.

Much of the class will focus on classic theories and media texts. Many of the examples will likely be things that a number of people have not seen (e.g., *It Happened One Night*, *Modern Times*, *The Maltese Falcon*, *Halloween*, *Taxi Driver*, *Three Days of the Condor*, *Apocalypse Now*). This is done to expose you to media texts (and historical contexts) that you might be unaware of, and give you the opportunity to compare them with media that you consume.

Please note that some controversial and potentially disturbing content and topics will be potentially discussed and/or watched, including racial and gender stereotypes, media violence, torture, and suicide. Please be sure to meet with me right away if you have concerns about this.

### ASSESSMENTS

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<tr>
<td>Participation</td>
<td>20</td>
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<tr>
<td>Applied Media Projects (AMP)</td>
<td>20</td>
</tr>
<tr>
<td>Exam I</td>
<td>30</td>
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<tr>
<td>Exam II</td>
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**Participation**

I will assign a participation grade for a subset of pre-determined students for most of our classes. Please email me by 9:00 AM if you are unable to make it to class, and I will try to make accommodations. However, I may not be able to make accommodations if you miss a large number of classes throughout the semester.

Depending on your response to my question, your participation grade for the day will typically vary between an 85 (an okay answer) and a 100 (an excellent answer). The best way to maximize your score on these is to come class with a few written thoughts about the reading in case you are called up. I will try to avoid a clear pattern in calling on students—I might call on some students on consecutive days. Your participation grade will be the average of these individual scores.

**Applied Media Projects (AMP)**

The Applied Media Projects (AMPS) provide you with the opportunity to apply concepts from class discussion and readings to media content of your own choosing. In doing so, you are given
an opportunity to self-reflect on your media choices and apply concepts and findings from class throughout the semester.

Each example should be given a paragraph and provide enough details about the particular example (e.g., 4-8 sentences). Be sure to write on media you actually consumed and are interpreting, rather than simply describing someone else’s reaction to a media text. Two examples should draw on specific concepts discussed in lecture and two examples should draw on specific readings. Please be prepared to discuss your concepts in class the following day if called upon.

Unless it is illegal or logistically impossible, I expect you to provide clear, verifiable support of what your media examples that can be shared with the class (e.g., images, links, YouTube Videos, Vidgrid videos) whenever possible.

**Essay Exams**

We will have two Essay Exams in Class. The advantage of this format is that you will have enough time to compose your thoughts and assemble important materials from class to make your arguments. The quality and content of your writing will be graded. You are welcome to speak with other students on how to structure your essays, but you must write your essay on your own. Strong essays provide clear, effective examples from class to support arguments (so be sure to jot down appropriate examples and concepts from class). Also, please note only exceptional essays will receive exceptional grades. Additional details will be provided later in the semester.

**LATE POLICY**

Assignments (including Exams) will be docked 2 points for each late interval. The example to the right assumes that the assignment was due by Noon. Points will be deducted between the period of 8:00 AM and 8:00 PM.

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<tr>
<th>Paper Submitted (Due by Noon in Example)</th>
<th>Cumulative Point Loss</th>
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<td>12:59 PM</td>
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<tr>
<td>1:00 PM</td>
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<td>10:00 AM (Next Day)</td>
<td>22</td>
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<td>Noon</td>
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Please see the end of the syllabus for additional statements and policies.

1/17 M       **MLK Day—NO CLASS**

1/19 W       **INTRODUCTION**

1/21 F       **SEXUALITY AND GENDER IN MASS MEDIA**


1/24 M       **The Celluloid Closet** [Watch on Canvas]


2/4 F  *Tough Guise 2* (9:25-24:00). [Watch on Canvas]


2/14 M  *RACE AND ETHNICITY IN MASS MEDIA*  

**AMP #1: Groups 1 and 2: Discuss media content you have seen that deals with any of the concepts discussed with Gender and Sexuality we have discussed so far. Two examples must compare against the readings, and two examples must compare against class discussion. This is due on Canvas by 8:00 AM.**


Aisha Harris. October 8, 2021. “Black Lady Therapists” are still a TV trope. But now they have more depth. NPR. https://www.npr.org/2021/10/08/1041882856/black-lady-therapists-ted-lasso-white-lotus-in-treatment


NEWS MEDIA AND POLITICAL COMMUNICATION


**AMP Groups 2 and 3:** Discuss media content you have seen that deals with race/ethnicity. Two examples must compare against the readings, and two examples must compare against class discussion. This is due on Canvas by 8:00 AM.


3/11 F  ESSAY EXAM 1: Due By NOON [NO CLASS]

3/14 M  SPRING RESPITE
3/16 W  SPRING RESPITE
3/18 F  SPRING RESPITE


https://www.cjr.org/analysis/the_mission_sounds_simple_pay.php


**MEDIA REGULATION, NORMS, ROUTINES, AND TRENDS**


Peter Suderman (July 19, 2013). “Save the Movie!” *Slate.*
Todd Platts (Under Review). “[Zombies] Couldn’t Be Done on Network”: Producing AMC’s *The Walking Dead.*


**POLITICAL ECONOMY & CONSUMER CULTURE**


**CULTURE, IDEOLOGY, AND MEDIA**


**AMP 1 and 3: #3: Find two examples of media. One example should reflect the potential influence of corporate ownership, commercial pressures, and/or produce placement in media content. The second example should focus on a representation of economic class or larger ideological message about class or capitalism in media content. One example should be explicitly related back to lecture and one example should be explicitly related back to a reading. This is due on Canvas by 8:00 AM.**


5/2  M  MEDIA EFFECTS AND AUDIENCES

5/4  W  Bobby Allyn. October 5, 2021. Here are 4 key points from the Facebook whistleblower's testimony on Capitol Hill. NPR. https://www.npr.org/2021/10/05/1043377310/facebook-whistleblower-frances-haugen-congress

Anya Kamenetz. October 6, 2021. Facebook’s Own Data is Not as Conclusive as You Think about Teens and Mental Health. NPR. https://www.npr.org/2021/10/06/1043138622/facebook-instagram-teens-mental-health


5/9  M  ESSAY EXAM II DUE BY NOON ON CANVAS

ACADEMIC HONESTY
Academic honesty is essential to the existence and integrity of an academic institution. The responsibility for maintaining that integrity is shared by all members of the academic community. The University's Student Code of Conduct addresses academic dishonesty. Students who commit acts of academic dishonesty are subject to disciplinary action and are granted due process and the right to appeal any decision.

PLAGIARISM POLICY
Plagiarism, Cheating, or Recycling a Past Paper will result in a zero on that assignment. All acts of academic misconduct will be reported of plagiarism will be reported. For a list of activities that fall under academic misconduct, please see https://cm.maxient.com/reportingform.php?UnivofNebraskaSystem&layout_id=117

GRADE APPEALS
Wait at least 24 hours. Provide a written statement explaining why you think you have been graded unfairly. Any grade complaint that references how hard you worked or studied will be rejected. I reserve the right to keep your grade the same or lower it. All appeals of grades must be made within 5 days following the day the assignment was returned.

SERVICES FOR STUDENTS WITH DISABILITIES
The University strives to make all learning experiences as accessible as possible. If you anticipate or experience barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can discuss options privately. To establish reasonable accommodations, I may request that you register with Services for Students with Disabilities (SSD). If you are eligible for services and register with their office, make arrangements with me as soon as possible to discuss your accommodations so they can be implemented in a timely manner. SSD contact information: 232 Canfield Admin. Bldg.; 402-472-3787.

GRADING KEY

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UNL Course Policies and Resources
https://executivevc.unl.edu/academic-excellence/teaching-resources/course-policies

Instructional Continuity Guidance
If in-person classes are canceled, you will be notified of the instructional continuity plan for this class by email over Canvas.

In general, if classes are cancelled due to weather, we will still be expected to do the readings for that day, but I will not be providing extra lecture material.

Zoom Link for Office Hours:
Join Zoom Meeting
https://unl.zoom.us/j/93617110265
Meeting ID: 936 1711 0265
One tap mobile
+13462487799,,93617110265# US (Houston)
+16699006833,,93617110265# US (San Jose)

Dial by your location
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 312 626 6799 US (Chicago)
+1 646 876 9923 US (New York)
+1 301 715 8592 US (Germantown)
Meeting ID: 936 1711 0265
Find your local number: https://unl.zoom.us/u/aJ6xyATn

FACE COVERING POLICY
An individual in this course has a documented need for face coverings to be required in this course. Without divulging personal or identifying information, such a documented need might be that a member of their household is unable to be vaccinated or has a health condition that makes vaccines less effective for them. As a result, the College of Arts and Sciences has determined that face coverings will be required in this course. If you are unwilling to comply with this requirement, please visit with your advisor about different sections or possible alternative courses that you might take in lieu of this one.