Faculty Web Page
Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on my faculty web page accessible through the Quick Links>Faculty Web Page links on the SJSU home page (http://www.sjsu.edu/people/mitra.rokni/).

Course Description
Examines the historical development of popular mass media and its role in contemporary society. Explores the relationship between culture, social behavior, and various media forms. Analyzes how gender, race, class, and sexuality have been depicted and represented in media images.

Course Goals and Student Learning Objectives
This course critically explores the relationship between culture, ideology, and political economy of media. Students will be introduced to a multidisciplinary approach to media and cultural studies by focusing on keywords in the discipline within a global context of social transformation. This course will further examine how gender, race, ethnicity, class, sexuality, and disability have been depicted and represented in media images. Reflecting on politics of representation, this course will cover various forms of media, including television, advertising, films, music, and social media in the digital age.
Required Texts/Readings


Other Readings: Additional readings will be provided during the semester.

Classroom Protocol

We are all travelers on this learning journey called life. Classroom is our shared educational space for learning, understanding, discussing, and responding to one another as both students and teachers. To disregard the importance of an active engagement in this learning process could create an atmosphere of apathy, silence, and disrespect to the very spirit of education to overcome our individual and collective ignorance. It is crucial for students to take responsibility for their role in enhancing and creating the opportunities for a critical and civil dialogue on the most pressing issues of our time. Arriving on time, staying the whole period of a class time, and turning off cell phones, laptops, and other electronic devices, are part of the civility needed for a productive and engaged classroom. A smart sense of humor and/or intelligent critical debate is always welcome. But it is important to remember, at all times, that you are here to develop your critical mind, practical skills, study, learn, and participate in building a better world. It is critical to develop a sense of social responsibility towards others, and an individual responsibility for self-development.

NOTE: No recording devices are allowed in this class under ANY circumstances. Arrangements will be made by the DRC students and the educator, to have access to the class notes and lectures. See University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf

Assignments and Grading Policy

Midterm & Final Exams (each 25% of the final grade) Two Take-home Exams (3 to 4 essay questions) to reflect assigned readings, lectures, documentaries, and additional information provided.
Research Paper (20%) The 8-10 page paper, on a topic related to our course content, should demonstrate research skills, an understanding of the subject matter under study, critical thinking, and scholarly analysis of the problematic under study. You must follow a recognized format for citations and references. The paper must be based on at least 4 books and 2 articles. All sources must be scholarly, peer reviewed articles, and expert websites.

Check the following link for distinguishing scholarly from non-scholarly sources: http://www.library.cornell.edu/olinaurs/ref/research/skill20.html

Papers Prep (5%) The one page prep must include:
1. Topic/Title: Select a question and/or problematic of interest to you
2. Develop your Thesis Statement
3. References: Four scholarly books (no need to include the articles for the prep), in addition to our textbooks

Check the following website for how to write a research paper including all the above three requirements. http://owl.english.purdue.edu/owl/resource/560/01/

Responses (25%) Random group discussions and/or written responses on assigned readings and/or documentaries (minimum two pages, double spaced typed, for each assignment).

Late assignments will lose 5 points for each week day.
University Policies

General Expectations, Rights and Responsibilities of the Student
As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU’s policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. See University Policy S90-5 at http://www.sjsu.edu/senate/docs/S90-5.pdf. More detailed information on a variety of related topics is available in the SJSU catalog, at http://info.sjsu.edu/web-dbgen/narr/catalog/rec-12234.12506.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the Department Chair as a next step.

Dropping and Adding
Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at http://www.sjsu.edu/aars/policies/duedates/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material
University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor’s permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
  - It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity
Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and
Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students’ Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.
SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling Services website at http://www.sjsu.edu/counseling.
SJSU CAMPUS EMERGENCY PROCEDURES

FIRES, EARTHQUAKES AND OTHER DISASTERS
Call 9-1-1 or use a blue light telephone to summon University Police assistance for any campus police, fire, or medical emergencies. Give your name, the nature of the emergency, and your specific location. Stay on the line until the University Police Dispatcher tells you to hang up.
Use extinguishers for minor fires. If a fire appears uncontrollable, close all room doors to confine the fire, pull the building fire alarm lever, evacuate the area or building, and then call 9-1-1.
Remain calm during an earthquake. “Duck, cover and hold” under a desk or table, or stand in a doorway or against an interior wall. Wait at least two minutes after shaking stops before leaving a building. Move to a clear area well away from structures or overhead hazards such as trees or power lines.
Help disabled persons evacuate the building. Follow instructions of Building Emergency Team members and University Police. Do not use elevators.
Tune to radio station KSJS 90.5 FM for campus information. A campus information line will be set up as soon as possible after a major emergency -- call 924-SJSU (924-7578) for instructions, information, and updates.

MEDICAL EMERGENCIES
Call 9-1-1. Give your name, the nature of the emergency, and your specific location. Tell the University Police Dispatcher what assistance you need (ambulance, paramedics, etc.).
Assist the victim until help arrives. If you, or someone in the area, are trained in CPR, perform CPR if necessary. Stop bleeding with direct pressure to the wound. Do not move a victim unless his or her life is in immediate danger. Do not leave victims unattended. Be careful about contaminating yourself and others if hazardous materials may be involved.
For minor first aid, report in person to the Student Health Center weekdays from 8 a.m.-5 p.m. or call University Police at 924-2222.

BUILDING EVACUATION
Leave by the nearest safe exit when you hear the building emergency alarm (fire alarm), or if you are told to do so by University Police or a Building Emergency Team member.
Take keys, books, wallets, prescription medicines and important personal belongings with you in case you cannot re-enter immediately. Move at least 150 feet away from all structures. Do not smoke.
Use the stairs. Do not use elevators—in case of fire or earthquake, many elevators stop in place and you may be trapped or exposed to deadly smoke.
Re-enter a building only after University Police or Building Emergency Team members tell you that it is safe to do so.

POLICE - FIRE – MEDICAL EMERGENCY DIAL 9 – 1 – 1
For further information visit the University Police Web site at: http://www.sjsu.edu/police/
**Date** | **Topics, Readings, Assignments, Deadlines**
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Aug M 24 | Media & Cultural Studies
Aug M 31 | Power & Ruling Ideas/ karl Marx
Aug W 2 | Culture & Ideology/ Raymond Williams
Sep M 7 | Labor Day
M 14 | Encoding/Decoding/ Stuart Hall
Sep W 9 | Myth Today/ Roland Barthes
Sep W 16 | Political Advertising/ Persuaders
Sep W 23 | Cultural Themes/ Ideological/ Hegemony/ Antonio Gramsci
Sep W 30 | Femininity and Media/ Killing Us Softly/ jean Kilbourne
Oct M 5 | Men in American Film
Oct W 7 | Masculinity and Media/ Tough Guise/ Sut Jhally
Oct M 12 | Not Just a Game/ Power, Politics & Sports/ Sut Jhally
Oct M 19 | Native Americans
Oct M 26 | Asian Americans
Oct W 28 | Sexuality in Media
Nov M 2 | Sexuality in Media
Nov W 4 | Distinctions & Aristocracy of Culture/ Pierre Bourdieu
Nov W 11 | Veteran’s Day
Nov M 16 | Displacement & Hyperreal/ Jean Baudrillard
Nov W 18 | Digital Age & Panoptic Surveillance/ Michele Foucault/ George Orwell
Nov M 23 | Social Media/ Virtualities/ Boyd & Ellison/ Poster
Nov W 25 | Globalization & Hybridization/ Jan Nederveen Pieterse
Nov M 30 | Oppositional Politics & the Internet/ Kahn & Kellner
Dec M 2 | Network of Outrage & Hope: Digital Revolutions
Dec W 2 | Disability in Films
Dec M 7 | Final Take-Exam- Due
Dec Fri 11 | Final Research Papers (12:30-2:30PM) @ My Office DMH 222

*The schedule is subject to change with fair notice via regular classroom session and/or email.*