

# Communication & Media 102: Media Processes and Effects

**Professor:** Cait Dyche

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**Office Hours:** Mondays 11 AM – 12 PM via [Zoom](#) or by appointment

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## Class Meeting Times and Locations:

- **Tuesdays & Thursdays:** 3 PM – 5 PM @ 3242 LSA Bldg
  - **Fridays:** 10 AM – 12 PM @ 2022 Thayer Bldg
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## Course Description

Despite dramatic changes in the media landscape, we often take media for granted. Access to information, communication, and content through media is increasingly important in our social fabric. This class traces the historical roots, uses, and consequences of mediated messages and communication technology, emphasizing research within the social science tradition.

## Course Format

This course uses a blended format combining online and in-person learning. Most weeks, students will have asynchronous videos to watch online, complementing the in-person class sessions. Traditional lecture material will be posted online, and in-person classes will focus on active learning.

## Required Book

Knoblock-Westerwick, S., & Westerwick, A. (2020). *Mediated Communication & You: An Introduction to Internet & Media Effects*. Oxford University Press.

A few websites offer rental options for this textbook. Search for "Mediated Communication & You Ebook" for rental options. The textbook is also on reserve in the [UM library](#).

Additional required readings will be provided on the course site or accessible through UM library resources.

## Course Canvas Site

Students must regularly check the course Canvas site for materials, important announcements, and other information. Ensure to check Canvas weekly for materials and assignments related to the readings.

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## Graded Course Requirements

- **Exams (40%):** Two exams, each worth 20%, taken in-class & open-note (with honor pledge). Exams consist of short essay and application questions. All material covered in class through readings and class discussion is considered “fair game” for testing.
- **Attendance, Participation, and Outlines (20%):** Be ready to discuss and apply the assigned readings in class. Make connections between assigned readings and contemporary events, raise questions related to the articles, and be willing to enter into respectful discussion and debate with your fellow classmates.

Attendance is required. Unexcused absences will result in a lower course grade. If a student has **more than 8 absences**, they will automatically fail the course regardless of performance on other assignments (*unexcused absences count towards this threshold*).

- **Academic Articles Assignment (10%):** Summarize and apply findings of two articles. More details in the second week.
- **Framing Assignment (10%):** Analyze frames in news stories and create content aligning with different framing approaches. Details after the first exam.
- **Strategic Communication Group Assignment (20%):** Every Friday session of the course will be focused on a strategic communication group assignment that will help enhance critical thinking of media processes as well as the application of persuasion theory to a real-world use setting. More information for this project will come in the third week of class.

\*You are required to meaningfully contribute to your group project and turn in deliverables for each class. If you have an excused absence (illness, injury, or University representation) for one of the group project sessions, you will have the opportunity to make up the work on your own for credit.

### Grade Scale:

96.5-100	A+	86.5-89.4	B+	76.5-79.4	C+	66.5-69.4	D+	0-59.4	E
92.5-96.4	A	82.5-86.4	B	72.5-76.4	C	62.5-66.4	D		
89.5-92.4	A-	79.5-82.4	B-	69.5-72.4	C-	59.5-62.4	D-		

To declare the Communication and Media major, students must achieve a grade of C- or higher in COMM 102: [Major Requirements](#)

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## Proposed Class Schedule

Week	Date	Topic
1	Fr 6/28	Introduction to the Course
2	Tu 7/2	Social Science Research: Process & Methods / Reading Academic Articles
	Th 7/4	<b>No class - holiday</b>
	Fr 7/5	<b>No class - holiday</b>
3	Tu 7/9	Media Effects Research: Historical Roots & Current Landscape
	Th 7/11	Cultivation / Public Opinion <b>(Articles Assignment Due)</b>
	Fr 7/12	Strategic Comm Campaign Kickoff
4	Tu 7/16	Stereotypes / Uses and Gratifications
	Th 7/18	Persuasion / Strategic Communication
	Fr 7/19	Strategic Comm Campaign & Exam I Review
5	Tu 7/23	<b>Exam I</b>
	Th 7/25	Heuristics & Priming / Agenda-Setting & Framing
	Fr 7/26	Strategic Comm Campaign
6	Tu 7/30	Political Communication / Fake News
	Th 8/1	CMC / Affordances
	Fr 8/2	Strategic Comm Campaign <b>(Framing Assignment Due)</b>
7	Tu 8/6	Social Media & Well Being / Platforms & Moderation
	Th 8/8	Mobile Media & Solitude
	Fr 8/9	Strategic Comm Campaign Sharing & Exam 2 Review
8	Tu 8/13	<b>Exam 2</b>

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## Policies and Statements

- **Integrity and the Honor Code:** Don't cheat, plagiarize, or falsify documents. Refer to the [Academic Integrity Policy](#). Cheating, plagiarism, and falsification of documents constitute academic misconduct. All work submitted in this class must be your own, new, original work, with reference to the work and ideas of others properly cited. The UM Library offers the following citation guide: <http://guides.lib.umich.edu/citationhelp>
- **Mobile Phone Policy:** No phone usage during class – it's not good for learning and distracts from other students.
- **Email Policy:** Check email daily Monday through Friday. I respond within 1-2 days, weekends being the exception.
- **Attendance Policy:** Attendance is required and impacts the overall grade – see above.
- **Late Assignment Policy:** Late submissions incur a penalty of one-third of a letter grade per day unless prior arrangements are made.

- **Grading Appeals:** Reflect on the grade for 24 hours before appealing. Meet with me to discuss questions and concerns. If you continue to feel that the grade is unfair, you may submit a written re-grade request, with an explanation why.
- **Religious Observances:** Notify in advance to accommodate. Can make up work with no penalty.
- **Classroom Culture of Care:** Adhere to university health and safety guidelines. For additional information refer to the [University of Michigan's Health Response website](#) and the OSCR Addendum to the Statement of Student Rights and Responsibilities on the [OSCR website](#).
- **Disability Statement:** Email me to discuss and plan any needed accommodations. You can (and should) also contact [Services for Students with Disabilities](#) for an official accommodation request, though I do not require this.
- **Mental Health and Well-Being:** If the source of your stressors is academic, please contact me so that we can find solutions together. For personal concerns, U-M offers a variety of resources, many which are listed on the [Resources for Student Well-being](#) webpage. You can also search for additional well-being resources on that website.
- **Sexual Misconduct Policy:** We understand that sexual violence can undermine students' academic success and we encourage anyone dealing with sexual misconduct to talk to someone about their experience, so they can get the support they need. Confidential support and academic advocacy can be found with the Sexual Assault Prevention and Awareness Center (SAPAC) on their 24-hour crisis line, 734.936.3333 and at [sapac.umich.edu](http://sapac.umich.edu).