

MDIA 101: Foundations of Media

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Office Hours: Tues./Thurs. 2:15pm to 3:15pm and by appointment.

Course Objectives:

1. Identify the basic functions, purposes, and impact of the electronic media in a free and democratic society.
2. Identify the major technology trends shaping the 21st-century media landscape.
3. Review the main events and players (innovators, entrepreneurs, professionals, and institutions) in the developmental history of electronic media.
4. Understand and apply the theories of narrative.
5. Understand and apply theories of visual communication.
6. Identify the major media conglomerates and their holdings.

NACE Competencies:

1. Career & Self-Development
2. Critical Thinking
3. Communication

Course Requirements: The **Online Quizzes** will consist of multi-choice and true/false questions and will be worth 10 points each. The **Online Exams** will consist of multi-choice and true/false questions and are worth 100 points each. The **Series Analysis** will require you to apply different theories to a specific television series and analyze the series from different contexts. There are four **Series Analysis** posts assigned, and each is worth 25 points.

Attendance Policy: Attendance will be taken for administrative purposes only; absences are not penalized.

Online Units: You will see occasionally that there are online units, and while we will not meet as a class during these units, I will be available during the class period. These units serve two

purposes. First, they allow you to use class time to complete assignments. Second, you can also consult with me during the regular class period should you have any questions about the assignments.

Late Policy and Amnesty Period: All **Series Analysis** entries have a specific due date and time. Late entries will be accepted until April 16th but those entries will carry late penalties. All quizzes and exams have a specific due date and time, and once they close, they will not be reopened. I have set aside our Final Exam Period (see Final Exam Schedule) as an Amnesty Period. During the Amnesty Period the quizzes and exams will be reopened for you to make-up any that you have missed. The Amnesty Period only allows students to make-up quizzes and exams; **students will not be able to retake any assignments during this period.**

Inclement Weather/University Closing/Class cancellations: If BSU closes for any reason, I will inform you of any schedule changes via a Canvas announcement that will also be sent to your BSU email account. If I experience any health issues that force me to cancel class meetings, these changes will also be communicated through a Canvas announcement that will also be sent to your BSU email account.

Academic Honesty Policy: Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the VPAA's academic integrity website (Students tab) for resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University Student Academic Ethics Policy.

- Academic integrity violations include giving or receiving an unfair academic advantage (cheating), presenting someone else's ideas or work as your own (plagiarism), and falsifying academic records. Unless otherwise indicated, you must work independently by yourself. Check with me if you are unsure whether something constitutes academic dishonesty. Examples of academic integrity violations include but are not limited to:
 - · Using resources not authorized by the faculty member (including devices, AI tools, hidden notes, and open books)
 - · Using commercial study websites to find answers to graded assignments (Chegg, Course Hero, StudyPool, OneClass, etc.).

- Without the instructor's written permission, giving away, buying, or selling graded assignments class notes, exams, study guides, or other course materials to other students or to third-party vendors (Course Hero, Chegg, 24HourAnswers, etc.).
- Working with another person on any assignment other than authorized group projects.
- Sharing or allowing others to access your files, whether done with permission or not.
- Reusing your own work from another semester, course, or section.
- Sharing answers with others during exams (passing notes, texting, whispering, gesturing)
- Discussing exam questions and answers with students who have not taken the exam.
- Soliciting others to complete work for you.

University Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

Disability Statement

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's Disability Services Office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

No Generative AI Use

All work conducted and/or submitted in this course should reflect your own ideas and demonstrate your current knowledge, abilities, and skills. Therefore, generative AI should not be used to complete any portion of the assignment(s). Doing so constitutes a violation of Ball State University's Student Academic Ethics Policy.

Canvas Accessibility

Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen-readable. The Rich Content Editor encourages users to create accessible content pages (i.e. text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind granted Canvas the Gold Level Web Certification in 2010. Find more information by visiting the Canvas Voluntary Product Accessibility Template (VPAT).

The Counseling Center

The Ball State University Counseling Center offers free and confidential services to all students. The Counseling Center is located in Lucina Hall, Room 320. To schedule an appointment, you can contact us at 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at

765-285-HOPE (4673). The Crisis Line is a mental health resource for those who are struggling with any mental health concerns, including thoughts of self-harm and/or suicide.

At the Ball State Counseling Center, we see students for a variety of reasons, some of which include homesickness, relationship concerns, anxiety, and depression. At your first appointment, you will work with a therapist to create a plan that will connect you with resources that best fit your needs. We assist students with getting connected to therapy at our Center as well as connecting students to self-help resources, other on-campus resources, and community-based resources. All Ball State students also have access to several on-demand, self-help resources through a variety of different platforms. All of these resources, including a direct link to our website, can be found here.

Grading:

| | |
|------------------|------------|
| Quizzes: | 100 points |
| Exam #1: | 100 points |
| Exam #2: | 100 points |
| Series Analysis: | 100 points |
| Total: | 400 points |

Grading Scale:

| | |
|-----|-----------|
| A: | 400 – 380 |
| A-: | 379-360 |
| B+: | 359-346 |
| B: | 345-332 |
| B-: | 331-320 |
| C+: | 319-306 |
| C: | 305-292 |
| C-: | 291-280 |

D+: 279-266

D: 265-252

D-: 251-240

F: 239- 0

Tentative Class Schedule

Tues., Jan. 6: **Introduction to the Class (Drop/Add: January 5 – January 11)**

Thurs., Jan. 8: Brief History of Communication and Media

Tues., Jan. 13: Film history and production

Thurs., Jan. 15: Television history and Production

Tues., Jan. 20: Narrative and Mythic Structures

Thurs., Jan. 22: **Online Unit: Quiz #1 & #2 and Series Analysis #1 due (Class does not meet)**

Tues., Jan. 27: Genres, tropes and references

Thurs., Jan. 29: The Internet and Digitalization

Tues. Feb. 3: Music Industry and Digital Music

Thurs., Feb. 5: **Online Unit: Series Quiz #3 and Series Analysis #2 due(Class does not meet)**

Tues., Feb. 10: Radio Industry/Podcasting

Thurs., Feb. 12: Punk, Hip-Hop and Music Subculture

Tues., Feb. 17: Synergy

Thurs., Feb. 19: Intellectual property and franchises **(Last Day to Withdrawal Date)**

Tues., Feb. 24: **Online Unit: Quiz 4 & #5 due (Class does not meet)**

Thurs., Feb. 26: **Online Exam #1 (Class does not meet)**

Tues. Mar. 3rd & 5th: Spring Break

Tues., Mar. 10: Video game history

Thurs, Mar. 12: Nintendo and the Wii

Tues., Mar. 17: Mobile and Social Media Technology

Thurs., Mar. 19: **Online Unit: Quiz #6 & #7, and Series Analysis #3 (Class does not meet)**

Tues., Mar. 24: Streaming Wars

Thurs., Mar. 26: General Theoretical Approaches

Tues. Mar. 31: Methodology Approaches and Media Effects

Thurs., April 2: Media Criticism

Tues., April 7: **Online Unit: Quiz #8 & #9, and Series Analysis #4(Class does not meet)**

Thurs., April 9: Media Law and Policy

Tues., April 14: Media Ethics

Thurs., April 16: **Online Unit: Quiz #10 (Class does not meet/late analysis posts are due)**

Tues., April 21: **Course Evaluations and TBA**

Thurs., April 23: **Online Exam #2 (Class does not meet)**

Tues., April 28: **Amnesty Period from 12:00pm to 2:00pm**

This schedule is tentative and is subject to change. Changes will be announced in class and before any assignments. Students will be responsible for noting changes and completing work accordingly.

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