MCMA 504 - Fall 2016
Foundations of Media Theory

Dr. Lisa Brooten
Department of Radio-TV
Office: 1050G Communications Building
E-mail: lisabrooten@gmail.com

Office hours: Mondays 11am-4pm & Wednesdays 11am-12noon, or by appointment

Class meetings: Wednesdays 3-5:30pm, Comm Building, Room 2216

Required text and readings:
All required readings will be available online on our class D2L page, or handed out in class.

Course description:
This course provides an overview of the various conceptual approaches taken to the study of communication media and culture. We will predominantly study the original texts, as opposed to secondary commentaries on them. We will also pay particular attention to the historical context of these theorizations, hopefully avoiding the all-too-common intimidation regarding theory and over-the-top reverence for famous theorists.

Attendance policy: This class will develop largely through the active participation of everyone involved. Attendance in class is mandatory. If you must be absent for some reason, please inform me prior to your absence, if possible.

Class conduct: This is a seminar, which means that we will engage in discussion of readings, assignments and other class-related materials. You are expected to participate, but also to engage others in the class, especially those who may need a bit more encouragement to participate. This includes asking relevant, focused questions, making direct reference to the readings, and making connections with readings discussed earlier in class.

Please note the shared space in the classroom – don’t allow yourself to dominate discussion, or to drop into silence. Participation is expected from everyone, including your encouragement of your classmates to speak, and your ability to participate as an active, engaged listener.

Makeup policy: All assignments must be completed on time to receive credit. Late assignments will be penalized unless you have discussed this with me WELL IN ADVANCE (i.e. not the day before an assignment is due) and prior arrangements have been made.

Special Needs:
Students with special needs are requested to see me as soon as possible so we can make any necessary accommodations.
CHEATING AND PLAGIARISM POLICY:

All work is expected to be your original work. The University considers both cheating and plagiarism serious offenses. Cheating or plagiarism in any of its varied forms will not be tolerated under any circumstances. The College of Mass Communication and Media Arts strictly prohibits the use of someone else’s work without proper citation. Any student caught engaging in plagiarism or other forms of academic dishonesty is subject to penalties set forth by the College of Mass Communication and Media Arts in accordance with Southern Illinois University-Carbondale. The minimum penalty for a student guilty of either dishonest act is a grade of “zero” for the assignment in question. The maximum penalty is dismissal from the University. These policies, and specifics about plagiarism, can be found in the Student Handbook.

Within the first few weeks of class, you will be required to complete an online assignment on plagiarism (which will count as part of your overall participation grade), which will then function as a contract between you and me. No plagiarism will be tolerated in this class, even accidental plagiarism, so make sure you know what it is and how to avoid it.

Assignments and grading:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation</td>
<td>25%</td>
</tr>
<tr>
<td>4 written assignments</td>
<td>75%</td>
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<tr>
<td></td>
<td>100%</td>
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More detail on the assignments will be handed out in class

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Building Emergency Response Protocols

University’s Emergency Procedure Clause:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

Students With a Disability:

Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.
Tornado:
During the spring semester we have a Storm Drill. Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

Fire:
During the fall semester we have a Fire Drill. Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class.

These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.

Bomb Threat:
If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. DO NOT USE YOUR CELL PHONES. Some bombs are triggered by a cell phone signal.

Shooter in the Building:
If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone someplace safe. Put in your cell phone the SIU Dept. of Public Safety 618-453-3771. If there is a shooter on campus you can call this number to report it. There will be a lot of calls going to 911 and the SIU Police will get your call using 618-453-3771. It is good to have this number listed in your cell phone for all emergencies here on campus.

If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don't stand in front of the door or in line of fire with the door. Students' chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him.

Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. Be quiet and wait for the police to arrive. The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person MUST raise his/her hands above his/her head.

Earthquake:
In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator.
Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

**Radiation Emergency:**

A radiation emergency could come about due to a complete meltdown of a nuclear reactor core to our west, a catastrophic leak of material from nuclear weapons manufacturing facilities to our south, or as a result of a nuclear weapon being detonated in or around St. Louis, MO, or along the Ohio River valley between Paducah KY and Evansville IN.

Regardless of the source of the radiation, what you need to do in response is the same:

- **Get inside, Stay inside and Stay tuned** - Close and lock all windows and doors. Go to the basement or the middle of the building. Radioactive material settles on the outside of buildings; stay as far away from the walls and roof of the building as you can. If possible, turn off fans, air conditioners, and forced-air heating units that bring air in from the outside. Close fireplace dampers.
- Bring pets inside with you, if you can. Bring in any supplies from outside that your pets might need for at least 24 hours.
- If you were outside when it started, carefully remove your outer layer of clothing before entering the building, if you can. Radioactive material can settle on your clothing and your body, like dust or mud. Once inside, wash the parts of your body that were uncovered when you were outside. Then put on clean clothing, if you can. This will help limit your radiation exposure and keep radioactive material from spreading.
- Cover your mouth and nose with a mask, cloth, or towel if you must be outside and cannot get inside immediately.
- Vehicles do not provide good protection from radioactive material.
- Schools, daycares, hospitals, nursing homes, and other places have emergency plans in place to keep people safe at the facility.
- Providing shelter to someone who was outside during a radiation emergency can save their life without endangering your own. They will have to remove outer layer of clothes before they enter the building and wash the parts of their body that were uncovered. Give them clean clothing or coverings that you have. This will help limit their radiation exposure and keep radioactive material from spreading.

**Hazardous Materials:**

While there are many possible scenarios where hazardous materials spill, explode, are released into the air, and/or burn, a train derailment is the most likely cause of a serious incident. Regardless of how the incident begins, the following guidance should be followed.

Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless.

- **If you are asked to evacuate**
  - Do so immediately.
  - Take pre-assembled disaster supplies.
  - Help your neighbors who may require special assistance—infants, elderly people and people with access and functional needs.
  - Follow evacuation routes, temporary shelters, and procedures.
  - Don’t leave your pets. If you evacuate take them with you.
• **If you are caught outside**
  - Stay upstream, uphill, and upwind!
  - Try to go at least one-half mile from the danger area.
  - Move away from the accident scene and help keep others away.
  - Do not walk into or touch any spilled liquids, airborne mists, or condensed solid chemical deposits.
  - Try not to inhale gases, fumes and smoke. If possible, cover mouth with a cloth while leaving the area.
  - Stay away from accident victims until the hazardous material has been identified.

• **If you are in a motor vehicle**
  - Stop and seek shelter in a permanent building.
  - If you must remain in your car
    - Keep car windows and vents closed
    - Shut off the air conditioner and heater.

• **If you are requested to stay indoors**
  - Bring pets inside.
  - Close and lock all exterior doors and windows.
  - Close vents, fireplace dampers, and as many interior doors as possible.
  - Turn off air conditioners and ventilation systems.
  - Seal gaps under doorways and windows with wet towels or plastic sheeting and duct tape.
  - Seal gaps around window and air conditioning units, bathroom and kitchen exhaust fans, and stove and dryer vents with duct tape and plastic sheeting, wax paper or aluminum wrap.
  - Use material to fill cracks and holes in the room, such as those around pipes.
  - If gas or vapors could have entered the building, take shallow breaths through a cloth or a towel. Avoid eating or drinking any food or water that may be contaminated.

**Rave Mobile Safety Alert System:**

We recommend that you sign up for the Rave Mobile Safety Alert System. It is a system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up for Rave Mobile Safety Alert System. Go to Saluki Net, go to my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones, in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

**CPR/Defibrillator and First Aid Class:**

If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473.

**Women's Self Defense Classes** are offered to female students faculty and staff by the Department of SIU Public Safety. For more information call the Department of SIU Public Safety 453-3771.