Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

COURSE SYLLABUS

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF COMMUNICATION STUDIES

COM 611 MAT
MEDIA AND SOCIAL INFLUENCE

SPRING 2011

INSTRUCTOR INFORMATION

Instructor: William Brown
Phone: (757) 352-4216
Fax (757) 352-4291
E-mail: willbro@regent.edu
Office Hours: M/T 10:00 am – 12 Noon & 4 pm – 5:00 pm
Office Location: Com 246

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
**COURSE DESCRIPTION**

**COM 611 Media & Social Influence (3)** Designed to develop an understanding of important theories of social influence pertinent to media and culture, this course features content including the study of diffusion of innovations, social marketing, entertainment-education, agenda setting, and other communication and development processes. Social change will be studied within the context of Scripture at the individual, organizational, community, national and international levels. Course will benefit anyone who seeks to know how mass media influences people’s attitudes, values, beliefs and practices. Students may have the opportunity to get involved in applied research projects that address some of the most significant issues and needs in contemporary society.

**RATIONALE/COURSE OVERVIEW**

COM 611 is a graduate course open to all masters’ degree and doctoral students at Regent University. The course is designed to provide knowledge of the process of social influence through media. Topics include the study of the principles of social influence, theories of social influence, models of social influence, and mass media, social control and social change. This course is directly applicable to students who intend to work as media professionals, political campaign consultants, health and development specialists, jury consultants, marketing executives, entertainment professionals and media consultants.

**CHRISTIAN PERSPECTIVE**

The School of Communication and the arts seeks to provide developing communication professionals and aspiring scholars with graduate level knowledge of communication from a biblical perspective. In this course we will read and discuss the activities of social scientists within the context of Christian thought and action. We will specifically discuss:

1. A biblical foundation for media and persuasion.
2. The application of consulting skills and research to fulfill the God-given responsibilities of Christians.
3. The application of persuasion principles and practices to fulfill the mission of the church.
4. The ethical implications of persuasion and social influence through media

**PREREQUISITES**

There are no prerequisite courses for this class.

**DEPARTMENTAL PROGRAM OUTCOMES**

1. Christian Worldview - Communication Studies’ students will formulate their own Christian worldview as professionals working in the field of communication with specialization in digital media.
2. Academics - Communication Studies’ students will evaluate and critique their own use of digital media will explain how they are seeking to increase media literacy.

3. Christian Community - Communication Studies’ students will contribute to Christian community at Regent University through their interactions with other Regent University students, faculty and staff.


**COURSE OUTCOMES**

Students who successfully complete this course (grade C or higher) should be able to:

1. Demonstrate knowledge of the process of social influence through media.
2. Apply published social science research both in academic journals and in popular media to situations in which social influence expertise is needed.
3. Formulate and implement a field assessment, including a detailed plan, project objectives, budget and research fees, research instruments, data collection and analysis quantitative data with appropriate statistical tests and analyze, and conclusions based on the research results.
4. Explain the advantages and disadvantages of media strategies used to influence people.

**COURSE MATERIALS**

**Required Books:**


In addition to the three textbooks, students are required to access a library and a computer for journal articles that will be used for the course and for written assignments, including access to the Blackboard Discussion Board, Blackboard Course Materials, Blackboard syllabus updates, etc.
**Course Requirements and Assignments**

A. You must read all reading assignments and be prepared for class discussion when reading is due.

B. Students must participate in assigned discussion board interaction. This includes two to three paragraphs of thoughtful reflection on the topic at hand. Additionally, this entails at least one comment on the reflection of two or more other students for each discussion session. You are required to read all discussion board postings.

C. Students will write an annotated bibliography on a specific area of academic research dealing with media and persuasion. The paper must follow the APA (5th or 6th edition) guidelines. The specific requirements for this assignment will be posted on Blackboard.

D. Students will write a final paper on a specific area of academic research dealing with media and persuasion. The specific requirements for the final paper will be posted on Blackboard.

E. Students will complete a closed-book final exam on Blackboard. Review materials for these assessments will be posted on Blackboard.

F. Class Participation will be factored into student grades. Students must participate in thoughtful discussion forums on a weekly basis.

**Attendance Policy**

Students are expected to enter their Blackboard discussion forums each week and take part in meaningful interactions with the instructor(s) and with other students in the course. On-campus students also are welcome to participate in on-campus open discussion forums and presentations by professors during the course of the semester.

**Academic Integrity**

The instructor along with the Regent University community of teachers and scholars upholds the standard of academic integrity. The University will not accept academic dishonesty of any kind (e.g., lying, cheating, defrauding) or plagiarism (e.g., failure to acknowledge indebtedness to another for the source of salient points, presenting the concepts or writings of another as one’s own). In addition to receiving an F on the assignment in question, additional discipline as noted in the Regent University Catalog and student handbook may also be in order.
INCOMPLETE GRADES POLICY

Students desiring an incomplete must submit their request to the course instructor and academic dean prior to the end of the term. An incomplete grade will be given in a regular course only for legitimate deficiencies due to illness, emergencies or extraordinary reasons acceptable to the professor, including equipment breakdown or shortages, and not because of neglect on the student’s part. Incompletes require the final approval of the school dean or his/her authorized representative. A regular grade will be given by the instructor if all requirements for the course are submitted by the end of the following academic term. The instructor will submit the new grade to the Registrar’s Office no later than two weeks after the beginning of the subsequent term. If all work is not submitted by the end of the term following the granting of the incomplete, a grade of FX (NP for pass/fail courses) will be posted automatically unless a Request for Extension of Incomplete has been approved and submitted to the Registrar’s Office. The FX shall be counted as an F in the computation of the GPA. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course.

IN PROGRESS GRADES

In Progress grades shall be given when work is not completed by the end of the term for the following academic work: independent studies, internships, practica, portfolios, theses and dissertations. An IP is also an appropriate grade for courses in which the completion of course requirements for ALL students extends beyond the academic term in which the course is offered. An IP may be continued to a maximum of two terms when the student requests and extension and the approved form is submitted to the Registrar’s Office prior to the end of the first term. If the requirements for removal of the IP grade are not completed by the end of these two terms, a grade of FX (NP for pass/fail courses) will be posted automatically. Exceptions may be made for dissertations, which may continue without penalty. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course.

EVALUATION AND GRADING

A. Weight

| Participation in On-line Discussion Forums | 250 pts |
| Annotated Bibliography                    | 250 pts |
| Final Academic Paper                      | 250 pts |
| Final Online Comprehensive Exam           | 250 pts |

Total points 1000 pts
B. Grading Scale

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<tr>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>940 to 1000 points</td>
<td>A</td>
</tr>
<tr>
<td>900 to 939 points</td>
<td>A-</td>
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<tr>
<td>870 to 899 points</td>
<td>B+</td>
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<tr>
<td>830 to 869 points</td>
<td>B</td>
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<tr>
<td>800 to 829 points</td>
<td>B-</td>
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<tr>
<td>730 to 769 points</td>
<td>C</td>
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<tr>
<td>770 to 799 points</td>
<td>C+</td>
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<td>700 to 729 points</td>
<td>C-</td>
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<td>670 to 699 points</td>
<td>D+</td>
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<td>630 to 669 points</td>
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<td>600 to 629 points</td>
<td>D-</td>
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<tr>
<td>Below 600 points</td>
<td>F</td>
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UNIVERSITY POLICIES AND RESOURCES

Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Grading Policies (incompletes, extensions, IPs, etc. – on Regent website)
- Student Course Evaluations (links will be emailed to you)
- Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangements with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disabled students in their classes.
  www.regent.edu/admin/stusrv/student_life/disabilities.cfm

Last Updated: 11/19/2010

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.