

BTMM 945 – MA Colloquium Fall 2004

Mondays 3:30-4:30pm TUCC 303
Professor: Dr. Zizi Papacharissi
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Office hours: MonWed 12-2pm, and by appt.

COURSE DESCRIPTION

This course is an introduction to graduate study in the BTMM M.A. program. Class meetings will feature discussions of graduate study and beyond and guest speakers from the School of Communications and Theater. The assignments are designed to familiarize you with conventions of academic writing.

COURSE REQUIREMENTS

Assignments

You will need to complete two written assignments for this course, worth 40% and 45% of your grade respectively. Assignment descriptions are attached to the syllabus and due dates included in the course schedule.

Attendance

Students are expected to attend all class sessions and to participate actively in discussions. Class will begin and end on time. You are expected to be in class on time. 15% of your grade.

Text

There is no assigned reading for this course. However, a recommended book that you will find useful for this class and throughout your graduate study is:

Rubin, R.B., Rubin, A. M., and Piele, L. J. (2000). *Communication Research: Strategies and Sources* (5th ed.). Belmont, CA: Wadsworth.

Special Needs

It is our desire that all students participate fully in the curriculum of our department. If you have a disability or special condition that compromises your ability to successfully participate in this class, please notify me as soon as possible and make sure you register with the appropriate University office. All efforts will be made to accommodate your needs.

Grading: assignments – 85% (#1 = 40% #2 = 45%), participation - 15%

Graduate Course Grading Standards:

An A represents outstanding or exceptional work. A B indicates competent, satisfactory work in the course. A B- suggests that the student's work is lacking in some important way. The minimum passing grade for graduate courses is a C, which represents seriously flawed work. In this class that would mean doing the assignments but misunderstanding fundamental concepts or presenting them in an unacceptable form, and/or a total lack of constructive participation in class discussions. D and F are failing grades and will be given only if assignments are extremely poorly executed or in the case of plagiarism or other failure to adhere to norms of academic honesty.

HONOR CODE

All students are expected to read and observe Temple University's Honor Code Policy concerning academic integrity. For further detail, please see the attached summary of Temple's academic honesty policy.

COURSE SCHEDULE (tentative – will be rearranged to accommodate STARSS schedule)

Date	Class Topic
Week 1 8/30	Introduction to the course <i>No class Sep. 6 – Labor Day</i>
Week 2 9/13	Overview of the MA program
Week 3 9/20	STARSS
Week 4 9/27	Graduate work (discussion of assignments, standards, obligations)
Week 5 10/4	Graduate work (writing scholarly and non scholarly papers)
Week 6 10/11	Graduate work (media production) Guest:
Week 7 10/18	Graduate work (discussion of presentation and publication of your work) ASSIGNMENT 1 DUE
Week 8 10/25	STARSS
Week 9 11/1	Academic opportunities for career development
Week 10 11/8	Media industry opportunities for career development Guest: Dr. Elizabeth Leebron, Chair, BTMM Dept.
Week 11 11/15	Academic ethics – honesty and plagiarizing
Week 12 11/22	Citing and referencing
Week 13 11/29	ASSIGNMENT 2 DUE – discussion Troubleshooting graduate papers
Week 14 12/6	Course review and wrap up

Assignment #1

1. Find

- five academic journals concerned with any aspect of your studies
(i.e. communications, marketing, advertising, production)
- three trade journals or newspapers related to any aspect of your studies
- one single-authored book on any aspect of your studies
- one academic communication book with more than one author
- one academic essay in an edited book on any aspect of your studies
- two items relevant to a communications topic of your choice in any printed or electronic data base or index.

2. **Submit** a bibliography that includes one entry from each source. Use APA citation style.

This assignment is due Oct. 18 at the beginning of class. Papers submitted after class will be docked one full grade. No papers will be accepted after Oct. 25.

This assignment is worth 40% of your overall grade in this class.

Grading will be based on:

- Appropriateness of sources
- Proper use of APA style
- Presentation: neat, clean, professional-looking, no typos

Assignment #2

Select any passage of about ½ to 1 page in length from a book or article relevant to your studies. Rewrite this passage 3 times in the following ways, using proper referencing and bibliography in every case.

1. Summarize the passage
2. Completely paraphrase the passage using no verbatim quotes
3. Paraphrase the passage including at least one verbatim quotation in your re-write

With your paper, submit a photocopy of the passage you are rewriting.

This assignment is due Nov. 29 at the beginning of class. Papers submitted after class will be docked one full grade. No papers will be accepted after Dec. 6.

This assignment is worth 45% of your overall grade in this class.

Grading will be based on:

- Proper summarizing, paraphrasing, and integration of quotes into your text
- Proper grammar
- Proper citing, referencing and bibliography
- Presentation: neat, clean, professional-looking, no typos

Academic Integrity: Any violations of the norms of academic integrity will be penalized. Some guidelines on plagiarism are included below; please consult the Graduate Bulletin or the MMC website for further details.

ACADEMIC HONESTY AND PLAGIARISM

Adapted from the Temple University policy statement on academic integrity, passed by the Academic Senate on April 19, 1989.

Plagiarism is the unacknowledged use of another person's labor: another person's ideas, words, or assistance.

There are many forms of plagiarism: repeating another person's sentence as your own, adopting a particularly apt phrase as your own, paraphrasing someone else's argument as your own, or even presenting someone else's line of thinking in the development of an idea as though it were your own. Academic writing is built upon the use of other people's ideas and words – this is how ideas are developed – but appropriate credit must always be given to the originator.

In general, all sources must be identified as clearly, accurately, and thoroughly as possible. When in doubt about whether to identify a source, either cite the source or consult your instructor. Here are some specific guidelines to follow:

1. **Quotations.** Whenever you use a phrase, sentence, or longer passage written (or spoken) by someone else, you must enclose the words in quotation marks and indicate the source of the material, including the page number of written sources.
2. **Paraphrasing.** Avoid closely paraphrasing another's words. Substituting an occasional synonym, leaving out or adding an occasional modifier, rearranging the grammar slightly, or changing the tenses of verbs simply looks like sloppy copying. Good paraphrasing indicates that you have absorbed the material and are restating it in a way that contributes to your overall argument. It is best to either quote material directly, using quotation marks, or put ideas completely in your own words. In either case, acknowledgment is necessary. Remember: expressing someone else's ideas in your own way does not make them yours.
3. **Facts.** In a paper, you will often use facts that you have gotten from a lecture, a written work, or some other source. If the facts are well known, it is usually not necessary to provide a source. (In a paper on American history, for example, it would not ordinarily be necessary to give a source for the statement that the Civil War began in 1861 after the inauguration of Abraham Lincoln.) But if the facts are not widely known or if the facts were developed or presented by a specific source, then you should identify that source.
4. **Ideas.** If you use an idea that you learned from a lecture, written work, or some other source, then you should identify the source.

Penalties for violation of Temple University's academic honesty policies can range from a failing grade for the assignment or the entire course to referral to the university disciplinary committee.