GOAL - To study both the reflection of society in film and film’s impact on society. We will examine the how ideological and socio-economic factors influence the portrayal of race, ethnicity, class and gender in both American and foreign cinema. We will also look at the changing film industry and new voices in contemporary film. The primary focus will be on the representation of Americans in commercial Hollywood movies.

COURSE DESCRIPTION – The study of the cultural impact of the film industry as an institution of mass communication. Emphasis on the interrelationship among social, economic and technological factors influencing the creation and consumption of motion pictures. Consideration of particular films as indicators of cultural change. Prerequisites for SMAD majors: SMAD 301; prerequisites for non-majors: admission to the interdisciplinary minor in film studies; or permission of the instructor.

OBJECTIVES –
• Discuss ways literary design, visual design, cinematography, editing, and sound design convey meaning perceived by the audience.
• Describe the influence of films on attitudes and beliefs.
• Identify how content and form have been used for representation in film.
• Compare and contrast industry practices in the classic Hollywood system and in independent film.

METHODS –
• Mediated lecture-discussions
• Critical screenings of topic-related films in class
• Objective-style exams (some with short essay portions)
• Out-of-class screenings keyed to lecture-discussion topics
• Research paper
• Group presentation on assigned course topics

REQUIRED TEXT- Benshoff and Griffin. America on Film, Second Ed. Blackwell, 2009 (Additional readings and other materials will be made available online and/or as handouts.)

GRADING – Your earned grade will depend on the effort you put into class participation, screening reports, exams, and paper & presentation. All work submitted should be proofread carefully. Final grades will be determined as follows:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>GRADE %</th>
<th>GRADE SCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>research paper</td>
<td>20%</td>
<td>A= 93-100</td>
</tr>
<tr>
<td>midterm exam</td>
<td>30%</td>
<td>B+= 87-89</td>
</tr>
<tr>
<td>presentation</td>
<td>5%</td>
<td>C++ 77-79</td>
</tr>
<tr>
<td>final exam</td>
<td>30%</td>
<td>D+= 67-69</td>
</tr>
<tr>
<td>screening reports</td>
<td>10%</td>
<td>F= 0-59</td>
</tr>
<tr>
<td>class participation</td>
<td>5%</td>
<td></td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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EXAMS - There will be two exams in the course – one near midterm and one on the exam date. The exams will cover content presented in lectures, presentations, discussions, and readings. Make-up tests because of illness will only be given upon confirmation from an appropriate medical professional.

RESEARCH PAPER - Each student will write a paper related to an approved topic related to the course. Specific requirements for the paper will be discussed in class and posted online. Late papers will not be accepted.

GROUP PRESENTATION - Students in groups of five or six will be assigned a planned course topic related to the assigned readings. On the scheduled presentation date, each student will make a short presentation to the class on a focus point from the reading. Specific requirements for the presentation will be discussed in class and posted online. Missed presentations due to illness can only be made up after confirmation of the illness from an appropriate medical professional.

SCREENING REPORTS – Each student is expected to screen up to ten additional films during the semester. Each screened film should directly relate to one of the scheduled discussion topics. Each screening report should be posted on the course blog before noon on the due date. Late screening reports will not be accepted.

CLASS PARTICIPATION - You are expected to come to class having completed the assigned reading and prepared to discuss that week’s film and topic. Everyone is expected to frequently contribute in discussions.

CONTENT OF SCREENED FILMS – Films screened in class may contain nudity, depictions of sexual activity, acts of violence, crude language, and/or other subject matter some may find offensive. If you have concerns about the content of the scheduled films, please make an appointment with the instructor to discuss these concerns during the first week of class so that alternate films can be assigned.

ATTENDANCE & LATENESS POLICIES – Any absence without prior notification of the instructor is considered an unexcused absence. Appropriate documentation as determined by the instructor is required for an excused absence. Two unexcused absences are allowed without penalty. The instructor reserves the right to subtract 2 percentage points from your final course grade for each absence beyond two. Class members should have no other obligations between 3:35 PM and 6:30 PM on Wednesdays (including social events, jobs, internships, or activities for other classes). Students arriving more than 5 minutes late or leaving class early (except for illness) will be counted with a half-absence for the day.

FOOD & ELECTRONICS IN CLASS -
• No eating or drinking (other than water) during class in the classroom. As long as there is no trash left in the auditorium, a simple snack and/or non-alcoholic beverage is permitted during film screenings. Should trash be left behind, snacks will no longer be allowed during screening.
• Cell phones must be silenced at all times.
• And especially, please, no texting, emailing, instant messaging, or internet surfing during class. Failing to follow this guideline will result in a recorded absence for the class.
• Laptops/tablets may be used only to take notes. Should the instructor become aware that you are using a laptop or tablet for something other than taking notes, you will be counted as absent for that class period.

RELIGIOUS OBSERVANCES - All faculty are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity.
STUDENTS WITH DISABILITIES - JMU abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The office is located in Wilson Hall, Room 107 and you may call 540-568-6705 for more information.

ACADEMIC HONESTY - Students enrolled in this course must be familiar with and adhere to the JMU Honor Code. The Honor System web site is located at: http://www.jmu.edu/honor/code.shtml. In this course one or more of your writing assignments may be submitted to the instructor through Blackboard’s SafeAssign plagiarism prevention service as approved by JMU. Your writing assignment will be checked for plagiarism against Internet sources, millions of academic journal articles, the JMU SafeAssign database and the SafeAssign Global Reference Database. SafeAssign generates an originality report for the instructor that highlights any blocks of text in your paper that match the above reference sources and allows a line-by-line comparison of potentially unoriginal text from your paper with the matching document sections in the reference sources. Each paper you submit through SafeAssign for this or any class at JMU will be added to the JMU SafeAssign database and later used only to check against other JMU paper submissions. Neither Blackboard nor JMU claim any copyright ownership of your writing submitted through SafeAssign. When you submit your paper through SafeAssign you will be given the choice of whether or not to “opt in” and permanently contribute a copy of your paper to Blackboard’s Global Reference Database. This would protect your original writing from plagiarism at other institutions. Opting in and voluntarily contributing your work to the global database is an individual student decision and not required by your instructor or JMU. For more information about SafeAssign refer to the Web site http://www.jmu.edu/academicintegrity.

ENROLLMENT - Any student who does not attend the first two (2) scheduled meetings of the class will be administratively dropped from the class. All students are responsible for verifying the accuracy of their schedules through the web at http://www.jmu.edu/registrar. The deadline for adding a fall semester class through e-campus without instructor and academic unit head signatures is Sept. 3, 2013. Between Sept. 4, 2013 and Sept. 12, 2013, instructor and academic unit head signatures are required to add a class for fall semester 2013. No exceptions will be made to these deadlines.

W/WP/WF/I - Students may drop a course by Sept. 3, 2013 without a “W” (withdrawn) for the course. Between Sept. 4, 2013 and Sept. 13, 2013 a student dropping a course will be assigned a “W” (withdrawn) for the course. After Sept. 13, 2013 the student dropping a course will be assigned either a “WF” (withdrawn failing) or “WP” (withdrawn passing) and it is left up to the professor as to which one to assign. Neither designation affects a student’s GPA but will appear on the student’s transcript. Under extenuating circumstances a student may request an “I” (incomplete) for this course. Extenuating circumstances are usually, but not limited to extreme health conditions. A student has one semester to make up the remaining work in the class or the “I” will revert to an “F” automatically. Once the student has completed the work, the “I” will be removed and a grade will be assigned. Incompletes are not normally given in this course.