

MMC 1000 / SURVEY OF MASS COMMUNICATIONS				FALL 2008	KEN CARPENTER
CLASS	DATE		READING	QUIZ	ESSAYS / PRESENTATIONS
1	25-Aug	Monday	Introductions		
2	27-Aug	Wednesday	Introductions		
<b>No class</b>	<b>1-Sep</b>	<b>Monday</b>	<b>No class</b>	<b>Labor Day</b>	<b>No class, Labor Day</b>
3	3-Sep	Wednesday	Introductions		
4	8-Sep	Monday	Chapter 3 / Books		
5	10-Sep	Wednesday	Chapter 3 / Books		
6	15-Sep	Monday	Chapter 4 / Newspapers		
7	17-Sep	Wednesday	Chapter 4 / Newspapers	WSJ Quiz 1	
8	22-Sep	Monday	Chapter 5 / Magazines	Book Quiz 1	
9	24-Sep	Wednesday	Chapter 5 / Magazines	WSJ Quiz 2	Essay 1, Presentation 2
10	29-Sep	Monday	Chapter 6 / Film	Book Quiz 2; WSJ Quiz 3	
11	1-Oct	Wednesday	Chapter 6 / Film	WSJ Quiz 4	Presentation 3
12	6-Oct	Monday	Chapter 6 / Film	Book Quiz 3; WSJ Quiz 5	
13	8-Oct	Wednesday	Chapter 6 / Film	WSJ Quiz 6	
14	13-Oct	Monday	Chapter 7 / Radio & Pop Music	Book Quiz 4; WSJ Quiz 7	
15	15-Oct	Wednesday	Chapter 7 / Radio & Pop Music	WSJ Quiz 8	Presentation 4
16	20-Oct	Monday	Chapter 7 / Radio & Pop Music	Book Quiz 5; WSJ Quiz 9	Essay 2
17	22-Oct	Wednesday	Course mid-term review	WSJ Quiz 10	Course mid-term review
18	27-Oct	Monday	Chapter 8 / TV & Cable	Book Quiz 6, WSJ Quiz 11	
19	29-Oct	Wednesday	Chapter 8 / TV & Cable	WSJ Quiz 12	Presentation 5
20	3-Nov	Monday	Chapter 8 / TV & Cable	Book Quiz 7; WSJ Quiz 13	
21	5-Nov	Wednesday	Chapter 10 / Internet	WSJ Quiz 14	
22	10-Nov	Monday	Chapter 10 / Internet	Book Quiz 8; WSJ Quiz 15	
23	12-Nov	Wednesday	Chapter 10 / Internet	WSJ Quiz 16	Essay 3, Presentation 6
24	17-Nov	Monday	Chapter 10 / Internet	WSJ Quiz 17	
25	19-Nov	Wednesday	Chapter 11 / Public Relations	WSJ Quiz 18	
26	26-Nov	Monday	Chapter 11 / Public Relations	WSJ Quiz 19	Presentation, 7
<b>No class</b>	<b>28-Nov</b>	<b>Wednesday</b>	<b>No class</b>	<b>Thanksgiving</b>	<b>No class, Thanksgiving</b>
27	1-Dec	Monday	Chapter 12 / Advertising	WSJ Quiz 20	
28	3-Dec	Wednesday	Chapter 12 / Advertising		Essay 4, Presentation 8