

Drugs in the Media
UGS 302
Fall 2016

Lecturing: and Thursday, 9:30 a.m. – 11:00 a.m.

Location: Building 3.108

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Web: ~~Official~~ *Canvas*[®] *website* for this course can be accessed either through UTDirect or via <http://canvas.utexas.edu/>. Either access point is UTEID-protected, and provides you links to the courses in which you are currently enrolled. You are strongly encouraged to visit this site for additional resources associated with this course (your grades, powerpoint presentations, the discussion board, contacting faculty by e-mail, electronic versions of **required** readings and hyperlinks).

The website will also be used for official, course-related announcements and for questions via the discussion board. Be aware that any messages posted to the discussion board are available to all enrolled students and faculty.

If you encounter problems with accessing Canvas[®], please contact the ITS helpdesk at (512) 475-9400 or the FAQ's at <https://utexas.instructure.com/courses/633028/pages/faqs>

Course Overview: Consumer advertising, consumers are bombarded with drug information through various channels. How credible is the information and what influence does it have on prescription and over-the-counter medication use in this country? This course will expose students to the influence the media has on medical and drug information.

- Learning Outcomes:**
1. Identify different types of media sources and the role each play in providing medical and drug information;
 2. Define direct-to-consumer advertising and the law's impact on patient awareness of medications and medical conditions;
 3. Review and assess the credibility of medical information

- provided through various media sources;
4. Develop awareness of medical and drug information evidenced in all mediums;
 5. Relate your personal impressions regarding how medical and drug information is portrayed in the media and if your opinion/impressions have changed.

Writing Flag

This course carries the Writing Flag. Writing Flag courses are designed to give students experience with writing in an academic discipline. In this class, you can expect to write regularly during the semester, complete substantial writing projects, and receive feedback from your instructor to help you improve your writing. You will also have the opportunity to revise one or more assignments, and you may be asked to read and discuss your peers' work. You should therefore expect a substantial portion of your grade to come from your written work. Writing Flag classes meet the Core Communications objectives of Critical Thinking, Communication, Teamwork, and Personal Responsibility, established by the Texas Higher Education Coordinating Board.

Required Readings:

Media source reviews (assigned by instructor) throughout the semester

Required Writing:

1. Network news review and analysis (2 pages) – **DUE: September 22nd**
2. Print source review and analysis (2 pages) – **DUE: October 4th**
3. Movie review and analysis (2 pages) - **DUE: October 11th**
4. Research report on assigned topic (minimum 10 pages) - **DUE: November 4th**

Required Presentations:

1. An oral presentation of your network news review and analysis (5 minutes)
An oral presentation of your print source review and analysis (5 minutes)
2. An oral presentation of your movie review and analysis (5 minutes)
4. Final presentation on research report. Present as news report (15 minutes)

Grading:

30 points = 3 source review and analysis x 10 points each
15 points = 3 peer reviews of colleagues written assignments x 5 points each
30 points = Presentations of summary assignments 3 x 10 points each
60 points = Final research report
60 points = Presentation on research report
= 195 points total

Calculating your grade: $\text{Your points} / \text{Total points} = \text{answer} \times 100 =$
Grade out of 100

Unexcused absences will result in a 10-point deduction in your total points. Missing a deadline will result in 10% off per day after deadline.

Grading Scale:	97-100 (A+)
	93-96 (A)
	90-92 (A-)
	87-89 (B+)
	83-86 (B)
	80-82 (B-)
	77-79 (C+)
	73-77 (C)
	70-72 (C-)
	68-69 (D+)
	66-67 (D)
	Below 65 (F)

Assignments:

Network News Assignment:

Evaluate a news program (including the national news and local affiliate) and identify the health stories contained in the broadcast. Include the following information in your paper:

- Name of news programs you watched (include network, date, time, etc.)
- Healthcare and/or drug information that was covered relating to healthcare and/or drugs
- Any drug-related commercials that were shown and when they occurred during the broadcast
- Reflection: Answer the following question, “what information was presented regarding healthcare/drugs? What were your impressions of the information presented?”

Print Source Assignment:

Evaluate a print media source (newspaper, magazine, pamphlet, etc.) and identify the health information contained in the source. Include the following information in your paper:

- Name of print source (newspaper, magazine title, etc.)
- Healthcare and/or drug information you identified (an article and/or advertisement and how it dealt with some aspect of healthcare and/or drugs)
- Reflection: Answer the following question, “what about this source referred to healthcare/drugs? Provide a description of the piece and what you thought when you saw it.

Movie Assignment:

Choose a movie that deals with a controversial health care topic and/or drug use. Give a synopsis of the movie and the part of the story-line that relates to the health topic. Answer the following question: Did you feel the portrayal of the health/drug-related story line was realistic?

Examples of movies would include the following:

American Gangster	Maria Full of Grace	Scarface
The French Connection	The Basketball Diaries	The Departed
Training Day	The Man with the Golden Arm	Love and Other Dreams
Factory Girl	Trainspotting	Requiem for a Dream
Forrest Gump	Charlie Bartlett	Girl, Interrupted
Limitless	Drugstore Cowboy	Philadelphia
The Doctor	Gia	One Flew Over the Cuckoo's Nest
Thirteen	Garden State	The Accidental Gardner
Blow	Valley of the Dolls	Coma
Traffic	Go Ask Alice	Wit
Lorenzo's Oil	28 Days	Less Than Zero
Almost Famous	Contagion	I Am Legend
American Beauty	Black Swan	John Q
The Big Lebowski	Extraordinary Measures	My Sister's Keeper
Outbreak	The Sea Inside	The Diving Bell and the Butterfly

A list of films containing references to drugs/healthcare can be found in the following list: http://en.wikipedia.org/wiki/List_of_drug_films

Additional Movies Must Be Approved in Advance by the Instructor

Research Project Assignment: This is a 'research paper' on a topic related to health issues. You will select your topic on the fourth day of class. At least 5 current references concerning this topic should be turned in by **September 30th**. The paper should contain 3 main sections: 1) An introduction to the topic; 2) The issues surrounding the topic; and 3) A conclusion section.

The completed paper, **due November 4th**, should be at least 10 pages, double-spaced. **Please use headings and subheadings (using your outline)**, and page numbers. Follow APA 6th Edition Style (<http://www.apastyle.org/>) Number references as they appear in the paper (1, 2, 3 ...). Most paragraphs will have at least one citation included. Also a copy of UT's policies on plagiarism and citations is included in this syllabus. Please review the University's policies on academic integrity at the following website: http://deanofstudents.utexas.edu/sjs/acint_student.php

Assignment Details:

For all assignments use: APA Style Manual for all references & citations; 1-inch margins; double-spaced (except where noted); 12-point font and Times New Roman.

The 6th edition of the APA Publication Manual is currently available. You may also use online APA sources such as Purdue OWL or the UT Library “Citing Electronic Sources.”

All assignments will be reviewed and graded by the instructor and TA. Please utilize the grading rubric for all assignments (i.e., grade sheets and written grading rubric).

Class Policies:

Please read the following course policies and procedures. It is extremely important that you understand this information before the course begins.

A Word about Conduct: Every student has the *right* to learn as well as the *responsibility* not to deprive others of their right to learn.

1. Please attend all scheduled class meetings and arrive on time. Late arrivals and early departures are very disruptive. If you are not able to attend class due to illness, let me know at least 30 minutes **before** class starts (my voice mail and e-mail work 24 hours a day).
2. If you have trouble hearing the lecture because of distractions around you, quietly ask those responsible for the distractions to stop. If the distraction continues, please let me know.
3. All cell phones, PDAs, smart watches, tablets, and computers should be turned to the “off” position during all classes. Laptop computers, iPads, tablets, etc. should only be used to review lecture slides and materials, take notes, and/or complete classroom assignments.
4. Please let me know immediately if you have any problem that is preventing you from performing satisfactorily in this class. The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.
5. No assignment grades will be dropped. For every day that an assignment is late – 10% will be deducted from the grade on that assignment.
6. Policies on plagiarism and referencing can be found on the UT web site <<http://www.utexas.edu/lbj/students/writing/plagiarism.pdf>>. **If any assignment is found to be plagiarized, the student will fail the course.** This is a form of cheating and will not be tolerated. If you do not understand the definitions of plagiarism after reading the webpage, please set up an appointment to talk with me before you turn in an assignment.

Academic Integrity:

A fundamental principle for any educational institution, academic integrity is highly valued and seriously regarded at The University of Texas at Austin. More specifically, you and other students are expected to maintain absolute integrity and a high standard of individual honor in scholastic work undertaken at the University. This is a very basic expectation that is further reinforced by the University's [Honor Code](#). At a minimum, you should complete any assignments, exams, and other scholastic endeavors with the utmost honesty, which requires you to:

- Acknowledge the contributions of other sources to your scholastic efforts;

- Complete your assignments independently unless expressly authorized to seek or obtain assistance in preparing them;
- Follow instructions for assignments and exams, and observe the standards of your academic discipline; and
- Avoid engaging in any form of academic dishonesty on behalf of yourself or another student.

For the official policies on academic integrity and scholastic dishonesty, please refer to [Chapter 11](#) of the *Institutional Rules on Student Services and Activities*.

Why Is Academic Integrity So Important?

One significant reason concerns the University's educational mission. Quite simply, educational objectives cannot be meaningfully fulfilled without strict adherence to the standard of academic integrity. Acts of academic dishonesty not only undermine the learning process and disadvantage students who earn credit honestly, but also subvert key responsibilities of the academic enterprise, such as the assessment and certification of students' scholastic progress and claimed educational achievements. Too costly to ignore, these and other [consequences of academic dishonesty](#) clearly underscore the importance of academic integrity.

Academic Integrity is just too valuable for Academic Dishonesty to be tolerated at the University!

Upholding this standard of conduct is also a minimal requirement for "a university of the first class," the honored distinction envisioned for our institution by the authors of the Texas Constitution of 1876. Many impressive accomplishments have earned that status over time and continue to do so, such as the University's distinguished efforts in developing and advancing knowledge. All participants—including students—must rigorously and consistently observe an exemplary standard of academic integrity in their contributions to this complex, interdependent process that cannot function effectively in the absence of honesty.

So, as vital members of the University community, you and other students share a vested interest in striving to achieve and maintain a prevailing norm of academic integrity on this campus.

Students with Disabilities:

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. All University rules concerning accommodations must be followed, including the student arranging for special accommodations. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.

Campus Carry

Students should familiarize themselves with the information provided by the University regarding the implementation of "Campus Carry" legislation. You will find an information sheet specifically for students (as well as sheets for parents, visitors, faculty, and staff) at <http://campuscarry.utexas.edu/info-sheets>.

Schedule:

DATE	TOPIC	DEADLINES
August 25	Course introduction	
August 30*	No Class	
Sept 1*	An Overview of the UT Libraries PCL Learning Lab 2 – Sarah Brandt	Topic Exploration Exercise due – submit to Sarah Brandt via e-mail by 5:00 p.m. – s.brandt@austin.utexas.edu
Sept 6	Topic Exploration and Using Databases PCL Learning Lab 2 – Sarah Brandt	Select research paper topic – e-mail Dr. Ginsburg by 5:00 p.m. and submit Background Information Exercise due – submit to Sarah Brandt via e-mail by 5:00 p.m. – s.brandt@austin.utexas.edu on September 4th
Sept 8	The Writing Process – Writing a Research Paper Drugs and Healthcare in the News	Five references for final paper due by September 30th
Sept 13*	News Assignment – News Program Viewing	Students select a network news media source for review and to write network media paper – submit network selected to Dr. Ginsburg by September 13th
Sept 15*	News Assignment – News Program Viewing	
Sept 19	University Lecture Series – Bass Concert Hall Election 2016 7:00 – 8:00 p.m.	
Sept 20	Healthcare in the Election Cycle Debrief	
Sept 20	University Lecture Series – Bass Concert Hall Research that Changes the World 7:00 – 8:00 p.m.	
Sept 22	Media Sources 101 – Print Media Newspapers, Magazines, Journals, etc.	Network News Media Source Review Papers due by 5:00 p.m. on 9/22 – Upload your paper in Microsoft Word to Canvas
Sept 27	News Assignment Analysis and Discussion Peer Review of Network News Assignment	Upload your print media source selection to Canvas by 5:00 p.m. September 27th
Sept 29	News Assignment Analysis and Discussion Peer Review of Network News Assignment	Print Media Source Review Papers due by 5:00 p.m. on 10/4 – Upload your paper in Microsoft Word to Canvas

Oct 4*	Tour of LBJ Presidential Library – Focus on healthcare legislation Movie Assignment – Go Ask Alice https://www.youtube.com/watch?v=CBxT53r2AIU	Select movie for review and analysis and submit on Canvas by 10/4
Oct 6	Print Source Peer Reviews and Presentations	Movie Report Papers due by 5:00 p.m. on 10/11 – Upload your paper in Microsoft Word to Canvas
Oct 11	Print Source Peer Reviews and Presentations	
Oct 13	Drugs and Healthcare in the Movies	
Oct 18	Movie Assignments Analysis and Discussion Peer Review of Movie Report Analysis	Students must meet with a UT librarian for review of sources submitted and work on expanded detailed outline
Oct 20	Movie Assignments Analysis and Discussion Peer Review of Movie Report Analysis	
Oct 25	Television News, Social News and Television Shows	First draft of final paper due by e-mail by 5:00 p.m. October 24th – feedback will be given by November 3 rd . Email draft of paper to Laura Roccograndi at l.roccograndi@gmail.com
Oct 27	Direct-to-Consumer Advertising (DTC)	
Nov 1	Commercials	
Nov 3	Media Sources 101 – Worldwide Web Industry Sources, Social Networking	Final Papers due by 5:00 p.m. on November 4th – Upload Microsoft Word document to Canvas
Nov 8*	No Class	
Nov 10	Topic Presentations – Group 1	
Nov 15	Topic Presentations – Group 2	
Nov 17	Topic Presentations – Group 3	
Nov 22	Thanksgiving Holiday – No Class	
Nov 24	Thanksgiving Holiday – No Class	
Nov 29	Topic Presentations – Group 4	
Dec 1	Topic Presentations – Group 5	

*Out of class meeting

Final Paper Assignment

Topic:	Name:
Direct-to-Consumer Advertising (DTC)	
Drugs in Pop Culture	
Drug Regulation	
Brand vs. Generic – What is the Controversy?	
Sources of Medical Information: Print Media	
Sources of Medical Information: Video	
Sources of Medical Information: Web	
Over- or under-medicated – What is the status in the U.S.?	
Natural Products – Are they comparable to FDA-approved medications?	
Healthcare Reform: Public Programs	
Healthcare Reform: Private Payers	
Healthcare Reform: Is this socialized medicine?	
Mandated Drug Administration – Gardasil and Vaccine Debate	
Medicare Part D Benefit – Friend or Foe to Seniors?	
Ethical Issues Associated with Medication Use	
Drug Shortages	
Drug Use in Sports: What is really illegal?	
Drug Approval Process: Are drugs better in the U.S.?	

Group	Presentation Date
Group 1:	11/10
Group 2:	11/15
Group 3:	11/17
Group 4:	11/29
Group 5:	12/1