Introduction to Mass Communication (COMM 1307-43440)
Arts, Language & Literature Division
Spring 2015: Fast-Track Course

Class Meets: Online (3 Credit Hours)
March 23-May 14 (8 weeks)

Instructor  Lori Dann
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Office  N-241
Office hours  MTWH, 11 a.m.-Noon; F, 1-2 p.m., or by appointment
E-mail  loridann@dcccd.edu

Course Description
This course surveys the field of mass communications. Emphasis is on the role of mass media in modern society. (3 Lec.)

Fast Track Notice
This is a fast-track course that covers the same material as a regular 16-week course over 8 weeks. Students are responsible for reading an average of two chapters per week and completing related assignments and tests. You must be organized and check in regularly to succeed in this course. Contact the instructor if this is your first online course.

Course Purpose
At the end of this class you should be familiar with terms and current trends in the fields of mass communication and journalism. You will have examined the origins of different media and how these origins influence us today. You will also have learned to look at the different media, and media outlets within each medium, to be able to critically evaluate their role within our and other societies. Finally, you will study the roles mass communicators play in our lives and learn about job opportunities in the field.

Required Materials, Resources and Skills For This Course
- Internet access
- Basic computer skills, including the ability to type and format papers. All papers should be saved as .doc or .rtf documents to ensure compatibility.
**Eastfield College Email Policy**
Faculty and students must have and use a DCCCD account for all correspondence relating to academic coursework. For information on setting up a DCCCD student email account go to: [http://www.dcccd.edu/netmail/home.html](http://www.dcccd.edu/netmail/home.html). In this course, you may email the instructor through your NetMail account or through eCampus by clicking on the Send Email option under Tools.

**Learning Outcomes**
Upon receiving an associate’s degree in a journalism field of study you should be able to show mastery of the following student learning outcomes. Each of these will be taught in this course.

<table>
<thead>
<tr>
<th>First Amendment</th>
<th>Journalism students should value the implications the First Amendment has throughout their journalistic work.</th>
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<tbody>
<tr>
<td>Communication</td>
<td>Journalism students should be able to edit and communicate messages verbally and non-verbally for different media outlets and audiences.</td>
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<tr>
<td>News</td>
<td>Journalism students should be able to identify newsworthy events, gather information about the same, and communicate those to audiences of different media outlets after editing.</td>
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<tr>
<td>Technology</td>
<td>Journalism students should demonstrate the use of different technologies.</td>
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<tr>
<td>Ethics</td>
<td>Journalism students should apply the codes of ethics as well as legal rights and restrictions inherent to their chosen field of journalism.</td>
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<tr>
<td>Research</td>
<td>Journalism students should demonstrate research skills throughout their practical and academic course work.</td>
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<tr>
<td>Diversity</td>
<td>Journalism students should discuss the diversity of their professional environment as well as their audiences.</td>
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**Coursework**
Students will be asked to complete weekly discussion posts, blogs, and chapter tests as well as a media analysis paper, a midterm and a final exam.
Assignments and Grading

Exams (Midterm and Final)
There will be a mandatory, timed midterm and final exam for all students.
Midterm = 100 points
Final = 150 points
250 possible points

Discussion Posts (5 total)
Students are responsible for posting on weekly discussion board topics chosen by the instructor as well as responding to at least two of your classmates' posts. Your posts should be at least 300 words long and should not stray from the original topic. Posts must demonstrate that you have read the required text, citing examples and using terminology from the readings, to receive maximum credit. Responses to your classmates' posts should do the same. Short comments will not receive full credit. Late posts will not be accepted unless there is a documented excuse, such as a lengthy illness, or a school-sanctioned activity.
25 points each = 125 possible points

Blog Posts (5 total)
Students are responsible for keeping up with current events during this class. Each week you will choose one story in the news and discuss why the event was covered by the news media and compare how various news outlets covered the story. Minimum word length is 200 words. You do not have to comment on your classmates' posts.
25 points each = 125 possible points

Chapter Tests (6 total)
Students will be tested on at least two chapters assigned each week. Tests will include multiple choice and true-false questions.
50 points each = 300 possible points

Media Content Analysis (1)
Students will be asked to complete a media content analysis by the end of the semester
150 points

Introduction and Final Course Survey (1 each)
Students will complete an introduction post and comment on two classmates’ posts at the beginning of the semester. At the end of the semester, students will complete a course survey/analysis.
25 points each = 50 points

Total Possible Points in Course: 1,000

Grading Scale
A = 900-1,000 points
B = 800-899 points
C = 700-799 points
D = 600-699 points
F = 0-599 points
Extra Credit
Students can earn extra credit for producing stories, photographs or graphics that are published in the student newspaper, *The Et Cetera*, or on its website. Student editors cannot get extra credit for stories they are paid to produce as part of their job requirements, but may take on additional assignments for extra credit.

Deadlines and Missed Assignments/Tests
Late assignments will not be accepted without providing proper documentation or getting prior approval from the instructor.

Submitting Work
All work must be turned in through eCampus. **Please do not send any assignments to me through email.** If you have any problems submitting, please let me know immediately. To avoid glitches, it’s best not to wait until the last minute to submit assignments since you have an entire week in most cases.

Withdrawing from the Class
If you are consider dropping this class, please see me immediately! Many times, there might be a better alternative than dropping a class. If we cannot find a more satisfactory solution than dropping a class, then it is YOUR RESPONSIBILITY to withdraw formally from the course or courses. **The last day to withdraw with a grade of “W” for the fall semester is May 1, 2015.** Failure to drop or withdraw officially from a course will result in your receiving no credit for any remaining assignments and will like result in a failing grade for the course. For more information, please follow this link: http://www.eastfieldcollege.edu/ari/Drop.asp.

Students on Financial Aid
Students who are receiving financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Also, in order to be certified for this class, you must turn in your introduction by Friday, March 27 at 2 p.m. I will certify the class at that point.

Obtaining Final Course Grades
Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu. Use your identification number when you log onto eConnect. Your grades will also be printed on your Student Advising Report, which is available in the Admissions Office.

Instructor’s Expectations
My goal is to help you succeed in this course. To ensure an optimal learning environment, I ask every student to follow these policies:

- Communicate with me as well as your other classmates frequently. Turn in your introduction early so I am aware that you are actively participating in the class.
- You are responsible for reading the assigned chapters in order to successfully complete all class work. Failure to do so may result in a low grade for any posting, assignment, test, or exam.
• Submit all work electronically. If you experience any problems, please let me know immediately.

• Usually missed tests or exams are not an issue in this course, but make sure that you do not wait until the last minute to take any test or quiz. Technical difficulties are not an excuse for missed deadlines.

• You will take all tests, the midterm exam and the final online. You will have two attempts on each of the tests, but you can only take the midterm and final once, so make sure you are ready before taking the exam and final.

• Do not plagiarize. You become guilty of plagiarism when you submit somebody else’s works and/or words as your own. Plagiarism is a serious violation of the student ethical code of conduct and will result in measures reaching from a grade “F” for the assignment in question to failing this course. SafeAssign software will be used to ensure that submissions are authentic.

• Do not cheat. If you copy another student’s work, it is considered plagiarism. See the statement below about academic honesty and plagiarism.

• This course serves as a learning environment for everybody participating in this class. To facilitate academic and personal growth for everyone, you are expected to be courteous and respectful toward the instructor and other students, and can expect the same in return. While I encourage an informal and friendly online classroom environment that facilitates discussion and exploration, we must still accommodate one another’s differing perspectives and opinions.

• Incompletes will only be assigned to students who find themselves in extenuating circumstances, who have completed at least eighty percent of the class, AND whose grades so far indicate that this student would otherwise have completed this class with a passing grade of “A” or “B”.

Academic Honesty
As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog at https://www1.dcccd.edu/catalog/ss/code.cfm.

Academic dishonesty includes, but is not limited to, cheating on tests, plagiarism and collusion. Cheating includes copying from another student’s test or homework paper, using materials not authorized, collaborating with or seeking aid from another student during a test, knowingly using, buying, selling, stealing, or soliciting the contents of an unadministered test, and substituting for another person to take a test. Plagiarism is the appropriating, buying, receiving as a gift, or obtaining by any means another’s work and the unacknowledged submission or incorporation of it in one’s own written work.

Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. Academic dishonesty is a serious offense. You can be given a failing grade on an assignment or test, can be failed for the class, or you can even be suspended from college.

In any written paper or online post, you are guilty of the academic offense known as plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a zero on the assignment and can receive an F for the course. You cannot mix the author’s words with your own or "plug" your synonyms into the author’s sentence structure. The author’s words, phrases, sentences must be put in
your words, in your way of writing. When you do this, you are demonstrating the ability of understanding and comprehension. **If you summarize, paraphrase or directly quote from an author, you must use the appropriate documentation because the ‘idea(s)’ still belong to the author.**

**Responsibility:** Each student shall be charged with notice and knowledge of the contents and provisions of the District’s policies, procedures, and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. If a student fails to comply with classroom etiquette procedures, the student will be asked to leave the classroom and will be counted absent for that class day.

**Sexual Harassment**
Eastfield College has a zero tolerance policy on sexual harassment. All students shall report complaints of sexual harassment informally to the college Human Resources Director or formally to the Vice Chancellor of Educational Affairs.

**ADA Statement**
Students with a physical, mental or learning disability who require accommodations should contact the college Disability Services Office in C237. 972.860.8348 or email efcdso@dccc.edu. For more information: [http://www.eastfieldcollege.edu/SSI/DSO/index.html](http://www.eastfieldcollege.edu/SSI/DSO/index.html)

**Family Educational Rights and Privacy Act of 1974 (FERPA)**
In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

**Key Semester Dates:**
- **March 27:** Introduction must be turned in by 2 p.m. to be certified as an active student in the class.
- **April 3:** Good Friday holiday. Campus closed.
- **May 1:** Last day to withdraw and still receive a “W”
- **May 11-14:** Final exams
- **May 18:** Last day for faculty to submit grades through eConnect to the Registrar’s office

**The instructor reserves the right to amend this syllabus as necessary.**
<table>
<thead>
<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Testing</th>
<th>Discussions</th>
<th>Other Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1:</strong> March 23-29</td>
<td>Syllabus and Chapters 1 and 2: Media Literacy and Convergence</td>
<td>Test 1: Syllabus, Chapters 1 and 2</td>
<td>Discussion Post 1</td>
<td>Introduction</td>
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<td><strong>Week 2:</strong> March 30 –April 5</td>
<td>Chapters 3 and 4: Books and Newspapers</td>
<td>Test 2: Chapters 3 and 4</td>
<td>Discussion Post 2</td>
<td>Blog 1</td>
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<td><strong>Week 3:</strong> April 6-12</td>
<td>Chapters 5 and 6: Magazines and Film</td>
<td>Test 3: Chapters 5 and 6 (One attempt only. Due April 13)</td>
<td>Discussion Post 3</td>
<td>Blog 2</td>
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<td><strong>Week 4:</strong> April 13-19</td>
<td>Chapter 7 and 8: Radio and Television</td>
<td>Midterm: Chapters 1-7</td>
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<td>Blog 3</td>
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<td><strong>Week 5:</strong> April 20-26</td>
<td>Chapters 9 and 10: Video Games and the Internet</td>
<td>Test 4: Chapters 8, 9 and 10</td>
<td>Discussion Post 4</td>
<td>Blog 4</td>
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<td><strong>Week 6:</strong> April 27-May 3</td>
<td>Chapters 11 and 12: Public Relations and Advertising</td>
<td>Test 5: Chapters 11 and 12</td>
<td>Discussion Post 5</td>
<td>Blog 5</td>
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<td><strong>Week 7:</strong> May 4-10</td>
<td>Chapters 13 and 14: Media Theories and Effects and Media Freedom, Regulation and Ethics</td>
<td>Test 6: Chapters 13 and 14</td>
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<td>Media Content Analysis Due May 10</td>
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<td><strong>Week 8:</strong> May 11-17</td>
<td>Chapter 15: Global Media</td>
<td>Final Exam: Chapters 8-15 (One attempt only. Due May 17)</td>
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<td>Course Survey due May 17</td>
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