Introduction to Mass Communication (COMM 1307-46401)  
Arts & Communications Division  
Summer II 2017  

Class Meets: Online (3 Credit Hours)  
July 11-August 10, 2017 (5 weeks)  

Instructor  
Lori Dann  

Phone  
972-860-7290 (Instructor's Office); 972-860-7124 (Division Office)  

Office  
N-241  

Office hours  
I am happy to meet with you about this course, other COMM courses or the Journalism/Mass Communications field of study. Email me at the address below to schedule an appointment.  

E-mail  
loridann@dccc.edu  

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

Summer Course Notice  
Like all summer courses, this course is intensive. It covers the same material as a regular 16-week course over less than 5 weeks. This means you will be responsible for daily assignments. I will be posting assignments ahead of time so you can work at your own pace, but you must be organized and check in regularly to succeed in this 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  
•  Daily computer and Internet access is critical.
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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</thead>
<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 daily discussion or blog posts on the assigned readings and videos. There will also be a weekly test over the assigned chapters. A media analysis paper will be due at the end of the course, and there will also be a final exam.

Assignments and Grading

Introduction: 20 points
Students will complete an introduction post at the beginning of the semester.

Discussion Posts
12 posts @ 30 points each = 360 points
Students are responsible for posting four discussion board posts per week and commenting on at least two classmates’ posts. Topics will be chosen by the instructor and will be related to the reading and video assignments for that week. Your post should be at least 250 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 and videos, to receive maximum credit. Responses to your classmates’ posts should do the same. Short comments saying that you agree or disagree will not receive full credit. These comments should provide new information from the readings, videos or the student’s personal experience.

Blog Posts (4 total)
4 posts @ 30 points each = 120 points
It is important for you to keep up with current events. You will be responsible for submitting four blogs (200-word minimum) that summarize a local news story reported in the newspaper, on television, or on a reputable online news site such as CNN. These blogs should focus on a local, national or international news event and how it was covered in the media. You should find multiple news reports on the subject and compare and contrast the coverage. For example, how Fox News compared the State of the Union address vs. how MSNBC covered it. Please refrain from writing about sports or entertainment unless it is particularly newsworthy, such as the Baylor rape lawsuits. If you are unsure whether your story fits this criteria, email the instructor.

Chapter Tests
4 tests @ 50 points each = 200 points
Students will be tested on four chapters each week. Tests will consist of multiple choice and true-false questions. There is no time limit for these tests, and you will be able to take them twice. Your highest score will count.

Media Content Analysis: 150 points
Students must submit a 3-to-5-page media content analysis on a selected topic.

Final Exam: 150 points
The final exam will be comprehensive, covering Chapters 1-14. I will give you a list of key topics to help you focus your studies. This exam will be timed, and you only have one opportunity to take it. Time limit is 1 hour, 50 minutes.

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

Deadlines and Missed Assignments/Tests
Late assignments will not be accepted without providing proper documentation or getting prior approval from the instructor. In a 5-week course, there is no time to make up assignments. You must keep up and turn in assignments each week in order to succeed in this class. Plan on working on something every day.

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 considering dropping this class, please contact 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. I cannot withdraw you. The last day to withdraw with a grade of “W” for the Summer II semester is August 3, 2017. Failure to drop or withdraw officially from a course will result in your receiving no credit for any remaining assignments and will likely result in a failing grade for the course. For more information, please follow this link: http://www.eastfieldcollege.edu/ari/Drop.asp.

Certification Date
In order to be certified for this class, you must turn in your introduction post by Thursday, July 13. After that point I will not be able to certify you as an active student in the course, so do not miss this deadline.

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.

Obtaining Final Course Grades
Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dccc.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. Your final course grade will also be posted in the gradebook on eCampus by August 13.
**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. Make contact with me by the first day of class so I know you are actively participating. You must turn in your introduction by July 12 to be certified in the class.
- You are responsible for reading the assigned chapters in order to successfully complete all class work. Failure to do so, and to show what you have learned in your discussion board posts and tests, will likely result in a lower grade.
- If you experience any problems, such as not being able to see assignments, please let me know immediately.
- 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 and the final online. You will have two attempts and there is no time limit on the tests, but you can only take the final once and it will be timed.
- 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 is an online course so you must have reliable internet access. Cell phones do not interact well with Blackboard/eCampus, so please make sure you have computer access for the entire duration of the class.
- This course serves as a learning environment for everybody participating in this class. 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 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 if the offense occurs again. 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.

**DCCCD Policies**
The **Office of Institutional Equity**, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and carrying out compliance policies and procedures. The institutional equity and compliance officer and the Office of Institutional Equity make sure that college district policies and federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act are followed to support diversity and inclusion.

**Students with Disabilities**
If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please inform DSO to forward your accommodation request to your instructor as soon as possible, preferably at the start of the semester or program. For more information about the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSOffices or contact the DCCCD Office of Institutional Equity at (214) 378-1633.

**College Disability Services Offices**
- Brookhaven 972-860-4673
- Cedar Valley 972-860-8119
- Eastfield 972-860-8348
- El Centro 214-860-2411
- Mountain View 214-860-8677
- North Lake 972-273-3165
- Richland 972-238-6180
A Note on Harassment, Discrimination and Sexual Misconduct

We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence) or retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your college Title IX coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If you wish to keep the information confidential, please contact college Counseling or student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the college Title IX coordinator or district Title IX coordinator. The Title IX coordinator will contact you and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX coordinator or visit www.dcccd.edu/TitleIX.

College Title IX Coordinators

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<thead>
<tr>
<th>College</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:TitleIX-BHC@dcccd.edu">TitleIX-BHC@dcccd.edu</a></td>
<td>972-860-4588</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:TitleIX-CVC@dcccd.edu">TitleIX-CVC@dcccd.edu</a></td>
<td>972-860-5222</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:TitleIX-EFC@dcccd.edu">TitleIX-EFC@dcccd.edu</a></td>
<td>972-860-7325</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shanee' Moore</td>
<td><a href="mailto:TitleIX-ECC@dcccd.edu">TitleIX-ECC@dcccd.edu</a></td>
<td>214-860-2626</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:TitleIX-MVC@dcccd.edu">TitleIX-MVC@dcccd.edu</a></td>
<td>214-860-5675</td>
</tr>
<tr>
<td>North Lake</td>
<td>Francyenne Maynard</td>
<td><a href="mailto:TitleIX-NLC@dcccd.edu">TitleIX-NLC@dcccd.edu</a></td>
<td>972-860-3980</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6352</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>La'Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6590</td>
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District Title IX Coordinator

Office of Institutional Equity  LaShawn Grant  TitleIX-District@dcccd.edu  214-378-1633

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:

July 11: Class starts
July 13: Introductions due: Certification Date is July 14
July 23: Blogs 1-2 due before midnight
July 30: Discussions 1-8 and Tests 1-3 are due before midnight
August 3: Last day to withdraw with a "W"
August 6: Discussions 9-12, Test 3, and Blog 3 are due before midnight
August 9: Media Content Analysis paper due before midnight
August 10: Final exam due before midnight

<table>
<thead>
<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Testing</th>
<th>Discussions</th>
<th>Blogs and other Assignments</th>
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</thead>
<tbody>
<tr>
<td><strong>Week 1:</strong> July 11-16</td>
<td>Syllabus and Chapters 1 and 2: Media Literacy and Convergence</td>
<td>Test 1: Chapters 1 and 2 and Syllabus</td>
<td>* Introduction due by July 14</td>
<td>* Blog 1</td>
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<td><strong>Week 2:</strong> July 17-23</td>
<td>Chapters 3, 4, 5, 6: Books, Newspapers, Magazines, and Film</td>
<td>Test 2: Chapters 3-6</td>
<td>* Discussions 1-4</td>
<td>* Blog 2</td>
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<td>* Blog 2 (Blogs 1-2 due July 23 before midnight)</td>
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<tr>
<td><strong>Week 3:</strong> July 24-30</td>
<td>Chapters 7, 8, 9, 10: Radio, Television, Video Games, and the Internet</td>
<td>Test 3: Chapters 7-10 (Tests 1-3 due July 30 before midnight)</td>
<td>* Discussions 5-8 (Discussions 1-8 due July 30 before midnight)</td>
<td>* Blog 3</td>
</tr>
<tr>
<td><strong>Week 4:</strong> July 31-August 6</td>
<td>Chapters 11, 12, 13, 14: Public Relations, Advertising, Media Theories and Effects; and Media Freedom, Regulation and Ethics</td>
<td>Test 4: Chapters 11-14 (Test 4 is due August 6 before midnight.)</td>
<td>* Discussions 9-12 (Discussions 9-12 are due August 6 before midnight)</td>
<td>* Blog 4</td>
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<td>* Media Content Analysis due August 9 before midnight</td>
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<td><strong>Week 5:</strong> August 7-10</td>
<td>Review for Final</td>
<td>Final Exam due August 10 before midnight</td>
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The instructor reserves the right to amend this syllabus as necessary.