**Course:** COMM-1307-48400

**Course Dates:** 10/22/2019 - 12/12/2019

**Class Location:** N-200

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Lori Dann</th>
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</thead>
<tbody>
<tr>
<td>Phone:</td>
<td>972-860-7290</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:loridann@dcccd.edu">loridann@dcccd.edu</a></td>
</tr>
<tr>
<td>Office &amp; Office Hours:</td>
<td>N-241</td>
</tr>
</tbody>
</table>

| A&C Division: | G-Building: Room 138 | 972-860-7124 |

**Course Drop Date:** November 27, 2019

**Disclaimer:** The instructor reserves the right to amend this syllabus as necessary.

**Institutional Policies:** [Eastfield College Institutional Policies](www.eastfieldcollege.edu/syllabipolicies)

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**COMM 1307: Introduction to Mass Communication Course Description**

Survey of the basic content and structural elements of mass media and their functions and influences on society.

**Course Prerequisites:** None

**Student Learning Outcomes**

Upon successful completion of this course, students will be able to:

1. Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
2. Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
3. Demonstrate understanding of the business aspects of mass media and the influence of commercialism.
4. Demonstrate understanding of evolving media technologies and relevant issues and trends.
5. Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
6. Demonstrate understanding of globalization of mass media.
7. Demonstrate understanding of media effects on society.

**Core Curriculum Objectives**

COMM 1307 is a Core Curriculum course that develops the following Core Objectives:

1. **Critical Thinking** — to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
2. **Communication** — to include effective development, interpretation and expression of ideas through written, oral and visual communication.
3. **Empirical and Quantitative Skills** — to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

4. **Social Responsibility** — to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

**Core Objective Development Statements**

- **COMM 1307** develops **Critical Thinking** and **Communication** by requiring students to analyze and interpret the societal and historical significance of the various media of mass communication in an essay or short answer format, or presentation.
- **COMM 1307** develops **Empirical and Quantitative Skills** by requiring students to identify — or at least be cognizant of — the ways in which journalistic inquiry and observation, along with information transmitted by the media, are relevant to civic engagement, and to one's own participation in civic life; and to demonstrate knowledge and understanding of the complexity of the elements at play in the process.
- **COMM 1307** develops **Social Responsibility** by requiring students to identify the impact that journalists and other media professionals play in influencing, informing and shaping society through the messages that are communicated and their consequences.

**Required Materials, Resources and Skills**

- *Introduction to Mass Communication: Media Literacy and Culture*, Edition 10e, Stanley Baran, McGraw-Hill, 2018, ISBN: 978-1260154627 (Digital) or 978-1259924972 (Print). **Textbook only. No code required.** Compare prices online and in the campus bookstore for rental and e-textbook options. A copy of the textbook will also be on reserve in the library. It can be used in the library but cannot be checked out.
- Access to a daily newspaper or news website, such as the *Dallas Morning News*, *Fort Worth Star-Telegram* or *New York Times*, as well as local and national television news and/or radio stations. This is a media-oriented class, so access to media is important.
- Internet, eCampus and email access. If you do not have Internet at home, it is available in the library. **All assignments and tests will be submitted in eCampus.** Messages are also sent to the class via email, so it is important that you check eCampus and email regularly. You will also be asked to watch videos and films online.
- Basic computer skills, including the ability to type papers and upload them to eCampus through SafeAssign.

**Course Content Warning**

Assignments in this class, including readings and videos, will involve sensitive topics such as racism, sexism, and violence. Some media content may include profanity, sexual suggestions/situations, and violent images. If you are particularly sensitive to any of these topics, please consult the instructor.

**COMM 1307 Coursework**

Students will be asked to complete a media content analysis paper that demonstrates their mastery of the core objectives as well as discussion and blog posts, quizzes, a midterm and a final exam.

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Students will be asked to complete a media content analysis paper that demonstrates their mastery of the core objectives as well as discussion and blog posts, quizzes, a midterm and a final exam.
Assignments and Grading

Discussion Posts (12 total)
Students are responsible for submitting posts on weekly discussion board topics chosen by the instructor and 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 and watched the assigned videos by citing relevant examples and using terminology from the readings, to receive maximum credit. Responses to your classmates’ posts should also cite information from the assigned readings and videos. Short comments or those that don’t provide additional content-related information will not receive full credit. Late posts will not be accepted unless there is a documented excuse.
25 points each = 300 possible points

Blog Posts (4 total)
Students are responsible for keeping up with current events during this class. Some blogs will be news analysis blogs that require you to choose one story in the news and discuss how various news outlets covered the story. I am looking for a comparison and contrast that cites specific examples about how the story was framed or what information was included in terms of the text, photographs, and headlines. Minimum word length is 200 words. You do not have to comment on your classmates’ blog posts.
25 points each = 100 possible points

Chapter Tests (6 total)
Students will be tested on at least two chapters each week.
50 points each = 300 possible points

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

Final Exam: Parts I and II
There will be a mandatory, timed final exam for all students that includes a multiple-choice section and an essay section.
Final Exam Part I = 120 points
Final Exam Essay = 30 points
150 possible 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 or that are assignments for other classes, but may take on additional assignments for extra credit. Do not count on extra credit to replace regular assignments.

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 or in class, based on the instructor’s directions. Please do not send in any assignments through email unless you ask the instructor first. If you have any problems submitting or do not see an assignment posted, please let me know immediately. To avoid technical glitches, it’s best not to wait until the last minute to submit quizzes and assignments since you have an entire week to complete them in most cases. Note that I am much more understanding about extenuating circumstances if you communicate with me before the due date and if you are an active student in the class who regularly meets the posted deadlines for your assignments.

Response Times: Emails and Grading
As a general rule, you can expect to receive responses to emails within 24 hours. If you have not heard from me at that point, please either resend the email or call my office line at 972-860-7290 and leave a voicemail message in case there has been some sort of technical difficulty. All emails should contain the course and section numbers (COMM 1307-43430) since I teach 4-5 sections of this course each semester. Assignments will be graded as soon as possible, generally within 2 weeks of the due date. If you have any questions about the assignment requirements, you should email me BEFORE the due date.

Eastfield College Email Policy
Faculty and students must have and use a DCCCD account* for all correspondence relating to academic coursework. I cannot communicate with you about grades via email unless you are using a DCCCD account. If you do not have a DCCCD account and wish to discuss your grade, you will need to contact me via telephone or set up an appointment to meet on campus. Please put the course and section number of the class in the email subject line since I teach 5 sections of this class, plus two other courses
*For information on setting up a DCCCD student email account, go to: http://www.dcccd.edu/SS/OnlineSvs/Pages/MSOffice.aspx. You may email the instructor through your DCCCD account or through eCampus by clicking on the Send Email option under Tools. DO NOT send messages through Course Messages because it does not send me a notification when you do.

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.
- Do not miss assignments and expect or ask for extra credit later. The weekly assignments are designed to teach you about important media-related concepts and should be treated seriously.
- 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, quiz, or exam. You are expected to cite information from class readings and videos in your discussion posts and other assignments. If you do not, I will assume you have not completed the required readings/viewings.
- Submit all work electronically through eCampus. If you experience any problems, please let me know immediately. I strongly suggest that you type all assignment in Microsoft Word and save them on your computer first in case there are any technical problems during the uploading process. Then copy and paste your assignment into the window for the discussion board or blog assignment. Please DO NOT attach the document.
- Do not wait until the last minute to submit posts or take any exam or quiz. Technical difficulties at the last minute are not an excuse for missed deadlines.
- You will have two attempts on each quiz, but you can only take the final exam once, so make sure you are ready before taking the 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 code of conduct and will result in a zero on the
Assignment. Multiple offenses will be reported to the administration as an Academic Honesty issue. SafeAssign software will be used to ensure that submissions are authentic.

- Do not cheat. If you copy another student’s work, this will be treated in the same way as 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 you can expect the same in return. While I encourage an informal and friendly environment that facilitates discussion and exploration, we must accommodate a variety of perspectives, opinions and experiences.

Certification Information
You must attend and participate in your on-campus or online course(s) in order to receive federal financial aid. As your instructor, I am required by law to validate your attendance in the course in order for you to receive financial aid. You must submit your first assignment, a simple online introduction, by October 28 in order to be certified as an active student in the class. In an online course, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academic-related activity. Failure to do so by the deadline date could affect your financial aid, if you receive any.

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, then it is YOUR RESPONSIBILITY to withdraw formally from the course or courses. I cannot drop you from the course. The last day to withdraw with a grade of “W” for this flex course is November 27. Failure to drop or withdraw officially from a course will result in you receiving no credit for any remaining assignments and will like result in a failing grade for the course.

Academic Honesty
Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published here: https://www1.dcccd.edu/catalog/GeneralInfo/CollegePolicies/code.cfm?loc=EFC.
Academic dishonesty is a serious offense that includes, but is not limited to, cheating, plagiarism and collusion.
* Cheating includes copying from another student’s work, using unauthorized materials, 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 or complete an assignment.
* Plagiarism involves partially or entirely copying an author’s sentences or words and presenting it as your own work in a paper, quiz, blog, or discussion post. 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 and sentences must be put in your words, in your style of writing. When you do this, you are demonstrating understanding and comprehension. If you summarize, paraphrase or directly quote from an author, you must use quotation marks and the appropriate documentation because the ‘idea(s)’ still belong to the author. Simply citing a source is not enough when taking information word for word from another source.
* Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.

Plagiarism/Cheating/Collusion Penalties
If plagiarism, cheating, or collusion is committed, it will result in a zero on the assignment or test upon the first offense. Second and subsequent offenses may result in other penalties under the college’s Code of Student Conduct.

Obtaining Final Course Grades
Final Grade Reports are not 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.

Online Learning Conduct and Responsibility
Each student should follow the DCCCD’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. This class includes discussion about sensitive subjects including race, gender, violence, and sexual content in the media, and it is important that all students respect their classmates’ opinions.
Key Semester Dates

**October 22**: First day of class

**October 28**: Students who have not submitted an assignment by this date will not be certified as official class members.

**November 27**: Final day to withdraw with a 'W'

**Nov. 28-Dec. 1**: Campus closed for Thanksgiving (Assignments are still due this week, so work earlier in the week)

**December 9-12**: Final Exam week

**December 16**: Final grades posted on eCampus

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**COMM 1307-48200 8-Week Flex 2 Term**

**Tentative Course Calendar**

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<tr>
<th>Week</th>
<th>Reading Assignment</th>
<th>Testing</th>
<th>Discussions</th>
<th>Other Assignments and Notes</th>
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<tr>
<td><strong>Week 1: Oct. 22-27</strong></td>
<td>Syllabus and Chapters 1 and 2: Media Literacy and Convergence</td>
<td>Test 1: Syllabus, Chapters 1 and 2</td>
<td>• Discussion Posts 1 and 2&lt;br&gt;Discussion 1 and Discussion 2 due by Oct. 27</td>
<td>Blog 1 (News Analysis) due by Oct. 27</td>
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<td><strong>Week 2: Oct. 28-Nov. 3</strong></td>
<td>Chapters 3 and 4: Books and Newspapers</td>
<td>Test 2: Chapters 3 and 4&lt;br&gt;Tests 1 and 2 due by Nov. 3</td>
<td>• Discussion Posts 3 and 4&lt;br&gt;Discussions 3 and 4 due by Nov. 3</td>
<td>Blog 2 due by Nov. 10</td>
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<td><strong>Week 3: Nov. 4-10</strong></td>
<td>Chapters 5, 6, and 7: Magazines and Film, and Radio</td>
<td>Test 3: Chapters 5 and 6</td>
<td>• Discussion Posts 5 and 6&lt;br&gt;Discussions 5 and 6 due by Nov. 10</td>
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<td><strong>Week 4: Nov. 11-17</strong></td>
<td>Chapters 8, 9, 10: Television, Video Games, and the Internet</td>
<td>Test 4: Chapters 7 &amp; 8&lt;br&gt;Tests 3 and 4 due by Nov. 17</td>
<td>• Discussion Posts 7 and 8&lt;br&gt;Discussions 7 and 8 due by Nov. 17</td>
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<td><strong>Week 5: Nov. 18-24</strong></td>
<td>Chapters 11 and 12: Public Relations and Advertising</td>
<td>Test 5: Chapters 9-12&lt;br&gt;Test 5 due by Nov. 24</td>
<td>• Discussion Posts 9 and 10&lt;br&gt;Discussions 9 and 10 due by Nov. 24</td>
<td>Blog 3 (Public Radio) due by Nov. 24</td>
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<td><strong>Week 6: Nov. 25-Dec. 1</strong></td>
<td>Chapters 13, 14, 15: Media Theories and Effects and Media Freedom, Regulation and Ethics, Global Media</td>
<td>Test 6: Chapters 13, 14 and 15</td>
<td>• Discussion Posts 11 and 12&lt;br&gt;Discussions 11 and 12 due by Dec. 1</td>
<td>Blog 5 due by Dec. 1</td>
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<td><strong>Week 7: Dec. 2-8</strong></td>
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<td>Test 6 due by Dec. 8</td>
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<td>Media Content Analysis due by Dec. 8</td>
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<td><strong>Week 8: Dec. 9-12</strong></td>
<td>Final Exam, Part I: Chapters 1-15 (One attempt only and timed) due Dec. 1</td>
<td>Final Exam Part II: Essay due Dec. 1</td>
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