**Term:** (Fall 2019) Flex Term Course  
**Course:** COMM-2300-47400  
**Course Dates:** 8/26/2019 - 10/16/2019  
**Class Location:** INET

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Sara Blankenship, M.A.</th>
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<tbody>
<tr>
<td>Dept. Phone:</td>
<td>972-860-7124</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:SaraBlankenship@dccd.edu">SaraBlankenship@dccd.edu</a></td>
</tr>
<tr>
<td>Office &amp; Hours:</td>
<td>Virtual Office Hours: Monday – Friday 8 a.m. to 5 p.m.</td>
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| A&C Division:       | G-Building: Room 138 | 972-860-7124 |

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<tr>
<th>Course Drop Date</th>
<th>October 3, 2019</th>
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<td>Disclaimer:</td>
<td>The instructor reserves the right to amend this syllabus as necessary.</td>
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**Emailing Your Instructor:**  
Legal privacy issues prevent your instructor from discussing your work or your grades on commercial/private (Yahoo, Gmail, etc.) e-mail accounts. If you have a question about your grade, you must open a student e-mail account. The account is free. You may set it up by going to [http://www.dccd.edu/MSOffice](http://www.dccd.edu/MSOffice). All communication should be conducted through your official student email account.

**Media Literacy: Course Description**  
This course involves criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. (3 Lec.)

**Course Prerequisites**  
None

**Course Objectives & Learning Objectives:**  
By the end of this class students should be able to:
- Understand the goals and methods of various media industries
- Identify and understand the effects media has on us
- Understand benefits and potential negative effects of media content
- Identify techniques to become more media literate as individuals and a society. 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 electronic media and how these origins influence us today. You will also have learned to look at the different electronic 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 electronic media play in our lives and learn about job opportunities within the different fields.
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:

- 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.

- **Do not wait until the last minute to submit assignments online or take quizzes.** If your internet or personal computer fails you, you are expected to either use campus resources, the public library, or alternate means to complete your tasks. It’s **YOUR responsibility to complete assignments and testing; technical difficulties are not an excuse for missing a deadline.** eCampus failures or DCCCD-related network issues will be handled differently should they occur.

- **You will have two attempts on each quiz, but you can only take the final once.**

- 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 body of 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 “classroom” environment (yes, even online) that facilitates discussion and exploration, we must accommodate a variety of perspectives, opinions and experiences.

- Incompletes will only be assigned to students who find themselves in extenuating circumstances, who have completed at least 80 percent of the class, and whose grades indicate that this student would otherwise have completed this class with a passing grade of “A” or “B”.

- **DO NOT wait until the final day/hour/minute of the semester to contact me about any grading or performance issues.** It is **YOUR responsibility to stay on top of your grades and communicate with me regularly about your work. Students who choose to ignore warnings about their progress run the risk of failing this class.**

**Course Outline**

**Assignments/projects/discussions** are due by 11:59 p.m. Fridays. This includes peer responses. **Quizzes and exams** will open at 12:01 a.m. Fridays, will be due by 11:59 p.m. Sunday. There are no makeup opportunities for quizzes or exams except in extreme extenuating circumstances for which the student will be required to provide verifiable documentation.

A detailed week-by-week schedule is available on eCampus.

**Required or Recommended Materials**

- Reliable, consistent internet access. Internet is available in the library and at many other establishments.
- Basic computer skills, including the ability to type papers and produce Power Point presentations. All papers should be saved as .doc or .rtf documents to ensure compatibility.
- Microsoft Office to compose Word documents (preferred).

**Evaluation**

<table>
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<tr>
<th>Task</th>
<th>Point Value</th>
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<tbody>
<tr>
<td>Introduction and Reflection (25 points ea.)</td>
<td>50 points</td>
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<tr>
<td>Syllabus Quiz</td>
<td>10 points</td>
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<tr>
<td>Discussion Board Posts (10 x 50 points ea.)</td>
<td>500 points</td>
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<tr>
<td>Media Literacy Research Paper</td>
<td>100 points</td>
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Grading Scale
Semester grades will be assigned based on the following scale:

<table>
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<tr>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>900 or more points</td>
<td>A</td>
</tr>
<tr>
<td>800 to 899 points</td>
<td>B</td>
</tr>
<tr>
<td>700 to 799 points</td>
<td>C</td>
</tr>
<tr>
<td>600 to 699 points</td>
<td>D</td>
</tr>
<tr>
<td>&lt; 600 points</td>
<td>F</td>
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Exams and Assignments

Student Introductions & Reflections- Students will have an opportunity to earn 50 points each on these two “effort” exercises. The first is simply an introduction post due during the first week of class. Students who do not complete the introduction will not be certified in this course and risk losing financial aid. The second, which is due at the end of the semester, is a reflection on what you have learned in the course.

Syllabus Quiz – This is a ten-question quiz designed to test your knowledge of the information presented in the syllabus. Students will be given one attempt at this quiz.

Discussions- Students are responsible for posting on a weekly discussion board topic chosen by the instructor as well as responding to at least two of your classmates’ posts. Your post 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. Check the discussion board daily and don’t wait until the last minute to post your responses.

Content Quizzes – Content quizzes will test students’ knowledge of weekly chapter readings, understanding of concepts, and any information presented in supplemental materials. You will have two attempts for each quiz.

Media Literacy Research Paper – Full assignment details will be posted on eCampus.

Final Exam – The final exam will cover all the chapters covered in class as well as information given by instructor on Careers in Electronic Media. Students will be given ONE attempt at the exam.

LATE ASSIGNMENTS: Due to the accelerated nature of this course, no late work will be accepted 24 hours past the due date. If you submit an assignment late but before the 24-hour mark, an automatic 10% penalty will be applied.

Submitting Work for this Course:
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 technical glitches, it’s best not to wait until the last minute to submit assignments since you have an entire week 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.

- You will post your entries on e-Campus to the discussion board. Discussions, assignments, and projects will not be accepted via email.
you have any problems, please contact tech support.

- “At the end of the day” means 11:59 p.m. for all assignments, discussions, quizzes, and exams.
- Should some of your grades show a lock or exclamation point, please contact me immediately since this will require my attention.
- Should you at any point during this semester experience technical difficulties, contact technical support for e-Campus at 1-866-374-7169 or 972-669-6402.

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, 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.

**Attendance Policy**

Attendance in an online course is still an important factor! You must “show up” to class each week in order to pass and perform well. I expect students to log in on Mondays and get started on the tasks for that week instead of waiting until the last minute. Rushed work is obvious, and your grade will reflect that.

Please read through the institutional policies linked at the top of this syllabus. It is your responsibility as the student to be aware of the different policies that impact you.