SYLLABUS – COMM 1307.22001 – Wintermester 2018

General Information
College: Brookhaven College of the DCCCD
Division: Communications

Instructor Information
Instructor: Christopher Cyriaque
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Office: L417
Availability: by appointment – arrange by email

Course Information
Course Title: Introduction to Mass Communications
Course Number: COMM 1307
Section: 22001

Catalog Description:
This is a Texas Common Course Number. This is a Core Curriculum course selected by the colleges of DCCCD. “Study of the media by which entertainment and information messages are delivered. Includes an overview of the traditional mass media: their functions, structures, supports, and influences. (3 Lec.)”
Coordinating Board Academic Approval Number 0901025106.

Course Prerequisites: None

Student Learning Outcomes
Upon completion of this course, the student will be able to
- apply the terminology of mass communications
- apply principles of mass media law and ethics
- identify implications of the First Amendment for journalism
- analyze the demographics of audiences for mass communication
- identify possible career paths in mass communication

Core Objectives
1 – READING: the ability to analyze and interpret a variety of printed materials – books, documents, and articles: Students will study the history and development of mass communication.
2 – WRITING: the ability to produce clear, correct and coherent prose adapted to purpose, occasion and audience: Students will complete written assignments about the effects of mass communication on society and on themselves as individual citizens in a democracy.
3 – CRITICAL THINKING: think and analyze at a critical level: Students will consider the historical, social, political, and economic impact of mass media and become more skilled as consumers of media content

Required Textbook:
Media/Impact (12th ed., copyright 2017) by Shirley Biagi – ISBN: 978-1-305-58098-5. This required textbook is available for purchase or rental in the Follett Bookstore on campus as well as from other retail sources.
Evaluation

Your course grade is determined by an averaging of your scores in five categories: Tests, Quizzes, your Class Assignments and Exercises, and your Final exam. The average of each category will then count as a certain percentage of your final course grade.

The percentages are as follows:

- Tests - 25%
- Quizzes - 20%
- Exercises - 20%
- Class Assignments - 20%
- Final Exam - 15%

GRADING SCALE: A= 90 - 100%, B= 80 - 89%, C= 70 - 79%, D= 60 - 69%, F= 0 - 59%

General Course Outline

Students are required to take five multiple-choice tests during the semester as listed here and in the Course Calendar.

Course lectures will cover the chapters in the textbook and will sometimes include additional information, so students should read the assigned chapters, complete the study questions provided in eCampus, and take notes during lectures. Class activities or pop quizzes may be given at any time during the semester. The five major exercises, to be completed outside of class, will require students to think and make responses in writing.

Here is a general outline of the important dates for this class. (For a more specific outline, see the Course Calendar.)

Week 1 – Orientation; Mass Media and Everyday Life
Week 2 – Books; Newspapers
Week 3 – Ex. 1 due; Newspapers; Test 1
Week 4 – Magazines, Ex. 2 due
Week 5 – Recordings; Radio
Week 6 – Radio; Test 2
Week 7 – Movies; Ex. 3 due
Week 8 – Television
Week 9 – Digital Media; Test 3
Week 10 – Public Relations, News and Information; Ex. 4
Week 11 – News and Information; Society and Political Issues
Week 12 – Society and Political Issues; Test 4 (Nov. 17 is the last day to drop with a “W” grade.)
Week 13 – Law and Regulation; Ex. 5; Thanksgiving Holiday
Week 14 – Law and Regulation; Ethics; Extra Exercise
Week 15 – Ethics; Global Media; Test 5
Week 16 – Go over Test 5 and the course grade

NOTE: The instructor reserves the right to modify course requirements, assignments, grading procedures, and other related policies as circumstances so indicated.
Classroom Policies

Attendance

According to the DCCCD catalog, “Students are expected to attend regularly all classes in which they are enrolled. Students have the responsibility to consult with the instructor when an absence occurs.” The instructor is not responsible for repeating material covered in class. If you are late or absent, check with another student in the class to find out what you missed. Avoid excessive absences.

Participation

Students are expected to participate in class discussions and activities.

Plagiarism and Other Forms of Academic Dishonesty

For this class, the following instances of academic dishonesty will not be tolerated:

a. Cheating: intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise, such as a test
b. Collusion: unauthorized collaboration with another person in preparing work offered for credit, i.e., providing exam information to another student, working collectively on assignments intended as individual tasks
c. Fabrication: intentional and unauthorized falsification or invention of any information in an academic exercise
d. Plagiarism: intentionally representing the words, art, design, and/or ideas of another as one’s own in an academic exercise

Technology Usage

Cell phones must be turned off and put away during class time. Please do not take pictures or make videos of class sessions. Some assignments require computer use, and computers are provided in the classroom.

Etiquette

Students are expected to be on time, to have assignments completed as scheduled, and to show courtesy and respect in the classroom.

Computer Requirements

A high-speed connection will be needed. You may need to use speakers or headphones for some of the activities. The syllabus, calendar, study guides for tests, and grades will be posted on Blackboard (eCampus). Check your computer’s browser and look at “My DCCCD” in eCampus (Blackboard) for announcements about compatibility with the Blackboard system. To get into eCampus, click on eCampus.

Computer Skills

Navigation of the Internet and Windows, use of eCampus (Blackboard), and the ability to use email and word processing are required.

College Policies

Click on this link for Drop/Withdrawal Policy, Stop Before You Drop, Financial Aid Statement, International Students, Religious Holy Days, ADA Statement, Academic Integrity, Repeating This Course, Grade Reports, Instructor’s Right to Modify, and FERPA:

http://www.brookhavencollege.edu/about/administration/vpi/Pages/Syllabus-Addendum.aspx
A Message to Students:

I am glad you have enrolled in this class, and I hope it will be an enjoyable learning experience for you. During the semester, you will learn vocabulary terms that apply to the media and that are used by those who work in the media, you will study media law and ethics, and you will more fully understand the importance of the First Amendment.

In addition, you will learn to become a more efficient consumer of mass media content, and you may possibly find you have an interest in a particular aspect of mass communication that could lead to a career in that field.

You will be expected to keep up with the reading and writing assignments during the semester. If you have to make a certain grade for this class for such reasons as keeping a scholarship or transferring to another school, let me know at the beginning of the semester so we can keep track of how you are doing in the class. There is no extra credit in this class, so it does no good to wait until course grades are determined for you to say you want a better grade.

If you have questions during the semester, please ask them in class or by email. When sending an email, be sure to put COMM 1307 and the class section number in the subject line. Emails with no subject line will not be opened.

In general, course grades tend to be higher for those who attend class regularly. We will have class activities that you will receive a grade of “0” for when you are absent or late when they are given out, so be sure to be on time.

I look forward to working with you this semester.

Sincerely,

Chris Cyriaque, Instructor