General Information
College: Brookhaven College of the DCCCD
Division: Communications
Semester/Year: Fall 2017

Instructor Information
Instructor: Christopher Cyriaque
Phone: 972-860-4203
Email: ccyriaque@dcccd.edu
Office: L417
Availability: by appointment – arrange by email

Course Information
Course Title: Introduction to Mass Communications
Course Number: COMM 1307
Section: 21001
Credit Hours: 3
Class Meeting Time: 10:30-11:50 TR
Classroom: M135

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.)”

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**

Course grades are determined through the evaluation of test scores, exercises and class activities. The point total will be calculated by adding the five test scores; the five highest of the six possible exercise grades, which have a maximum of 20 points each; and the 10 highest of the 12 possible class activity scores, which have a maximum of 10 points each.

The course grade will thus be calculated by adding the following to find the total:

- Five Test Grades = _____  (500 maximum)
- Five Exercise Grades = _____  (100 maximum)
- 10 Class Activity or Quiz Grades = _____  (100 maximum)

Total (sum) = _____  (700 maximum)

Other factors that may affect the course grade include class participation, courtesy, punctuality and attitude.

**GRADING SCALE:**  
A=625-700, B=555-624, C=485-554, D=400-484, F=0-400

**Tests** will be given on the dates indicated in the Course Calendar. Five tests will be given during the semester. Makeup tests will be given in the Testing Center between Dec. 1 and Dec. 7 for those who have missed any tests for justifiable reasons, but makeup tests will have no bonus questions. Failure to take a makeup test will result in a grade of “0” for that test. Once taken, a test may not be taken again for a higher grade. Test 1 will cover chapters 1-3, Test 2 will cover chapters 4-6, Test 3 will cover chapters 7-9, Test 4 will cover chapters 10-12, and Test 5 will cover chapters 13-15 and pp. 335-337 of Ch. 16.  

**Major Exercises** must be presented by the beginning of class time on or before the due date to receive credit. Late exercises will not be counted. Five exercises will be assigned during the semester, but students may drop one low or missed exercise grade if the extra exercise is substituted for it – for a semester maximum of five possible exercise grades. Each exercise is worth a maximum of 20 points, and the five highest exercise grades will be added together to determine the exercise portion of the overall course grade. The total points for major exercises cannot exceed 100.

**Class Activities or Quizzes:** These may be given at any time during a scheduled class meeting. Students who are absent or who are not in class at the time the class activity or quiz is assigned will receive a grade of “0” for that activity. Each class activity or quiz is worth a maximum of 10 points, and the class activity grades will be added together to determine this portion of the course grade. The two lowest class activity grades will not be counted when the class activity average is determined. If a quiz is given, it will cover the reading assignment listed for that day in the Course Calendar. The total points for activities/quizzes cannot exceed 100.

**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 indicate.

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