Course Title: Introduction to Mass Communication

Course Number and Section: COMM 1307-23400

Credit Hours: 3

REQUIRED TEXTBOOK: Media Impact (12th ed. Copyright 2017) by Shirley Biagi


This required textbook is available for purchase or rental at the Follett bookstore on campus or from other retail sources.

CLASS MEETS: ONLINE

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 communications
- 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 media.

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 of 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.

Evaluation:

Course grades are determined through the evaluation of test scores, Assignments and Discussions.
The course grade is based on the following categories
Tests (3) = 30%
Discussions (10) = 30%
Research Papers = 20%
Assignments = 20%

Assignments submitted late may not be accepted, or will have points deducted for late submission at the discretion of instructor.

The course grade is based on accumulation of points, not percentages.
GRADING SCALE:
A = 90-100%
B = 80-89
C = 70-79
D = 60-69
F = Below 60
Tests count 100 points each. Three tests will be given during the semester. Tests taken after the assigned test dates will be graded down. **DUE DATES:** Unless otherwise specified, all assignments are due Sunday night prior to the start of our next week’s assignments beginning on Monday. So, our week runs from Monday morning to Sunday night, with assignments due by 11:59 p.m.

**Discussion Board Requirements:**
TEN Discussions will be posted in our Discussion Board throughout the term. In general, there will not be a scheduled discussion on weeks with a test or Assignment due, with the exception of our final week. During Discussion weeks, a new question for discussion will be posted from the assigned reading OR exercise/research. All students are then required to respond to the question and, subsequently to the discussion thread – for a total of three times during the week, *posted on different days of the week.*

All questions will be posted on Monday– so each Monday, check for the discussion question posted by the instructor. All responses and discussion will be completed by the following Sunday evening in preparation for the next week’s discussion, which begins on Monday of each week.

All students are asked to take an active part in discussion. Each post should demonstrate that the student is both familiar with the assignment or readings and has made an effort to fully comprehend the subject as well as engage other participants in the topic. The instructor will occasionally participate in the discussion thread to keep it on topic and to correct misunderstandings. Remember, students are required to make a minimum of **THREE posts per week.**

As an online class, your full participation is essential. Your discussion grade is a direct reflection of the number of times you contribute constructively via the Discussion Board and the quality of information you provide to the Discussion.

**Class Policies:**

**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 or 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

**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 and information for test preparation, tests, and assignments will be posted in eCampus (Blackboard).

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, go to Brookhaven College and click on eCampus.

**Computer Skills**

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

**Etiquette**

Students are expected to have assignments completed as scheduled and to show courtesy in all communications, being respectful on discussions and otherwise.

**College Policies**

See Link Below 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:

[https://www.Brookhavencollege.edu/syllabusaddendum](https://www.Brookhavencollege.edu/syllabusaddendum)
Dear Student:

Welcome to our online class. Taking an online class is not always easy, but it can be fun! Working on our tasks each week will require you to be self-motivated and disciplined in order to complete each week’s assignments on time. You will be able to look ahead and learn about the major assignments, such as papers, and plan ahead for any challenges with your schedule.

I’ve designed the class to include a variety of activities, from readings and tests, to exercises and journal writing activities, videos, papers and lively weekly discussions. You will learn much about mass media and effects on society.

I hope you enjoy the class. Email me if you have any questions.

Best,

Lisa Vazzi
Calendar

This calendar is subject to change. Students will be notified as soon as possible of any changes. Instructor reserves the right to modify course requirements, assignments, grading procedures and other related policies as circumstances indicate.

Week 1 Jan 22:   Introductions/Discussion – not graded
                 Chapter 1 – Mass Media & Everyday Life
                 Media Fast Instructions

Week 2: Jan 28   Chapter 2: Books
                 Discussion: Media Fast
                 Assignment#1: Media Fast
                 Banned Books Instructions

Week 3: Feb 4    Chapter 3: Newspapers
                 Discussion Banned Books
                 Assignment#2: Banned Books

Week 4: Feb 11   Chapter 4: Magazines
                 Discussion: Stephen Glass Interview

Week 5: Feb 18   Chapter 5: Recordings
                 Test #1 (Chapters 1-5)
                 NO Discussion
Week 6: Feb 25  Chapter 6: Radio
Assignment#3: War of Worlds Documentary
Discussion

Week 7: March 4  Chapter 7: Movies
Discussion
Begin Assignment#4: Interview Paper

Week 8: March 11  SPRING BREAK
NO Discussion or Assignments
*Work on Interview Paper as needed – due next week*

Week 9: March 18  Chapter 8 TV
Chapter 9 Internet Media
Discussion
Interview Paper Due

Week 10: March 25  Chapter 10 Advertising
Discussion – Ad Persuasion

Week 11: April 1  NO Discussion
Test #2 – Chapters 6-10

Week 12: April 8  Chapter 11 Public Relations
Chapter 12 News
Discussion – Media kits online
Begin Research Paper Assignment
Week 13: April 15  
Chapter 13 Society & Political Issues  
Discussion

Week 14: April 22  
Chapter 14 Law & Regulation  
Chapter 15 Ethics  
Assignment #5: Research Paper Due  
NO Discussion

Week 15: April 29  
Chapter 16 Global Media  
Test #3 (Chapters 11-16)  
Final Discussion

~END OF COURSE SCHEDULE~