Term: 8-Week Course: Session1  
Course: COMM-1307-43310: Introduction to Mass Communication  
Course Dates: 1/22/2019 - 3/21/2019  
Class Location: N-200

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Office & Office Hours: N-241 | MWF from 11-12; T,TH from 2-3; and by appointment

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

Course Drop Date: February 27, 2019

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


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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: 978-1259924972 (Textbook only. No code required.) Compare prices online and in the campus bookstore for rental and e-textbook options. A copy will 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.

Assignments and Grading

Blogs and Discussion Posts (6 total)

Students should keep up with local, national and international news and be prepared to analyze the news media’s coverage of those events or assigned topics related to mass media/news coverage. Posts should be made on
eCampus as part of the online component of this course and should be at least 250 words in length. Current events should involve a NEWS-related topic that is relevant to your community, state, country, etc. It should NOT involve a celebrity or regular sports news. We will go over examples.

*Note: If you are unsure about whether a topic fits the blog post criteria, ask the instructor.*

25 points each = 150 possible points

**Chapter Tests (7 total)**
To ensure that you are keeping up with your reading assignments, you will have a test each week over the assigned chapters. Tests will be submitted on eCampus as part of the online component of this course.

40 points each = 280 possible points

**Class Activities (7 total)**
Students will complete a series of in-class activities based on the assigned readings and their own personal experiences with the mass media.

25 points each = 175 possible points

**Final Project**
After critically analyzing how the media presents news and entertainment throughout the semester, students will produce their own story for the final project. This involves telling the story of someone with an Eastfield connection in two different ways: through a video or PowerPoint, and a written feature story. Start thinking now about who you might want to feature.

200 possible points (100 points for the written portion and 100 points for the video/PPT presentation)

**Midterm and Final Exams**
There will be a mandatory comprehensive final exam for all students. Part I of the exam will be taken in class, and Part II, the essay portion, will be submitted on eCampus by the final day of the course.

Final Exam Parts 1 and 2 (Chapters 1-15) = 150 points

**Attendance and Participation**
Students will be graded on attendance and participation in classroom discussions. Students are expected to attend class regularly, complete assigned readings, contribute to class discussions, and participate in class activities. After two unexcused absences and/or tardies of 10 minutes or more, a student will lose 10 points for the next two absences and 10 points for each absence/tardy after that. Excused absences include illness with a doctor’s note or participating in a school-sponsored activity (faculty/employee verification required). Please advise the professor by email or in person if you know you are going to miss class. Missing class also means you could miss in-class assignments that you cannot make up.

**Value:** 45 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, videos, artwork, or other graphic elements 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, but may take on additional assignments for extra credit. There also may be on-campus events that students can attend and write a reflection on for extra credit. However, you should 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. 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.

**Instructor’s Expectations**

My goal is to help you succeed in this course. You can do so by following these policies:

- This is an accelerated 8-week course that covers 16 chapters of content. Attendance is very important and will affect your grade. Not only does missing class count against your attendance grade, but it could cause you to miss an in-class assignment. Because these assignments are often completed in teams, they cannot be made up. We only have 14 class meetings during the Flex 1 term before the final exam, so each class is important.
- Remember that this course is an 8-week hybrid, which means that half of this course consists of work that will be completed online. Count an online assignment and quiz each week. If you come to class but do not complete the online work, you will not be able to pass the class.
- Participate in class. Show that you’ve read the assigned chapters. Ask questions. Bring in media-related content to discuss. This course should be interesting and fun since it involves all types of media.
- 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 assignments.**
- 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 by the drop date of Feb. 27.**
- Treat your classmates and instructor with respect. We will be discussing numerous “hot-button” issues involving politics, race, religion, sex, gender, etc. While it’s fine to have strong opinions, you should respect that others may have differing viewpoints.

**Students on Financial Aid**

If you are receiving Financial Aid, **you must participate in this class by submitting an assignment by Sunday, Jan. 27.** Do not drop or stop participating in any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid funds.

**Academic Honesty**


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/Charting/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.

**Key Semester Dates**
- **Jan 23**: First day of class
- **Jan. 28**: Students who have not attended by this date will not be certified as official class members.
- **Feb. 27**: Final day to withdraw with a ‘W’
- **March 11-17**: Spring Break: No Assignments Due
- **March 18-21**: Final Exam week
- **March 25**: Final grades posted on eCampus
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<thead>
<tr>
<th>Week</th>
<th>Reading/Film Assignment</th>
<th>Testing</th>
<th>Discussion/Blog Assignments</th>
<th>Other Assignments and Notes</th>
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<tbody>
<tr>
<td>Week 1:</td>
<td>Syllabus Chapters 1 and 2: Culture, Media Literacy and Convergence</td>
<td>Quiz 1: Syllabus and Chapter 1 due by Jan. 28</td>
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<td>Media conglomerator assignment in class</td>
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<td>Jan. 23-27</td>
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<td>Week 2:</td>
<td>Chapters 3 and 4: Books and Newspapers Film: Mickey Mouse Monopoly</td>
<td>Quiz 2: Chapters 2 and 3 due by Feb. 4</td>
<td>Discussion 1: Mickey Mouse Monopoly  due Feb. 4</td>
<td>Newspaper agenda setting assignment in class</td>
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<td>Jan. 28-Feb. 3</td>
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<td>Week 3:</td>
<td>Chapters 5, 6, and 7: Magazines, Film, and Radio/Music Film: Soldiers Without Swords</td>
<td>Quiz 3: Chapters 4, 5, and 6 due by Feb. 11</td>
<td>Discussion 2: Soldiers Without Swords due Feb. 11</td>
<td>In-class assignment TBA</td>
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<td>Feb. 4-10</td>
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<td>Week 4:</td>
<td>Chapters 8, 9, 10: Television, Cable, and Mobile Video; Video Games; and the Internet Assigned videos (see eCampus)</td>
<td>Quiz 4: Chapters 7 and 8 due by Feb. 18</td>
<td>Blog 1: Public radio assignment due Sept. 16</td>
<td>Internet assignment in class Final Project paragraph due in class Feb. 20</td>
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<td>Feb. 11-17</td>
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<td>Week 5:</td>
<td>Chapters 11 and 12: Public Relations and Advertising Assigned videos (see eCampus)</td>
<td>Quiz 5: Chapters 9, 10, and 11 due by Feb. 25</td>
<td>Blog 2: News Analysis due Feb. 25</td>
<td>Public relations assignment in class</td>
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<td>Feb. 18-24</td>
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<td>Week 6:</td>
<td>Chapters 13, 14, 15: Media Theories and Effects; Media Freedom, Regulation and Ethics; and Global Media Films: Spotlight</td>
<td>Quiz 6: Chapters 12 and 13 due by March 4</td>
<td>Work on final project presentations</td>
<td>Media effects assignment in class</td>
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<td>Feb. 25-March 3</td>
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<td>Week 7:</td>
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<td>Quiz 7: Chapters 14 and 15 due by March 18</td>
<td>Final Project Presentations on March 4 and 6</td>
<td>Final Project Written Stories due March 10</td>
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<td>Week 8:</td>
<td>SPRING BREAK: NO ASSIGNMENTS</td>
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<td>Week 8:</td>
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<td>Final Exam, Part I: Chapters 1-15 due March 21</td>
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<td>Final Exam Part II: Essay due March 21</td>
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