Term: 16-Week Course  
Course: COMM-1307-43400 Introduction to Mass Communication  
Course Dates: 1/22/2019 - 5/16/2019  
Class Location: Online

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<tr>
<th>Instructor:</th>
<th>Lori Dann</th>
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<tr>
<td>Phone:</td>
<td>972-860-7290</td>
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A&C Division: G-Building: Room 138 | 972-860-7124

Course Drop Date: April 17, 2019

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

Institutional Policies: Eastfield College Institutional Policies  
(https://www.eastfieldcollege.edu/au/fastfacts/legal/pages/policies-for-syllabi.aspx)

Course Description
Survey of the basic content and structural elements of mass media and their functions and influences on society.

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.

Course Prerequisites: None

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

Exams (Midterm and Final)

There will be a mandatory midterm and final exam for all students.

Midterm = 100 points
Final Part 1: Multiple Choice = 100 points
Final Exam Part 2: Essay = 25 points
Total = 225 points
Discussion Posts (12 total)
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 with course-related comments. Your posts on all topics except the introduction should be at least 300 words long and should not stray from the original topic. Posts must demonstrate that you have read the required texts and watched the assigned videos/films, citing examples and using terminology from the assignments, to receive maximum credit. Responses to your classmates’ posts should provide ADDITIONAL information from the textbook/assignments. Simply saying you agree or disagree, good job, etc., does not count as a content-related comment. Late posts will not be accepted unless there is an officially documented excuse, such as a doctor’s note after a lengthy illness, or participation in a school-sanctioned activity. 25 points each = 300 possible points

Blog Posts (6 total)
Students will submit six blog posts of at least 250 words about current news events and how they are covered in the media or other topics. Current events should involve a news-related topic that is relevant to your community, state, country, etc. It should NOT involve a celebrity or sports unless there is a unique news or media angle to the coverage. If you are unsure about whether a topic fits the blog post criteria, ask the instructor. 25 points each = 150 possible points

Quizzes (8 total)
25 points each = 200 possible points

Media Content Analysis
Students will complete a media content analysis that is at least 3 FULL pages in length. Failure to meet the minimum length of this assignment will result in a deduction of 60 points. 125 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:

- Communicate with me as well as your other classmates frequently.
- 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.
- Submit all work electronically through eCampus. Do not email 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.

Students on Financial Aid
If you are receiving Financial Aid, you must participate in this class by submitting an assignment prior to the certification date of Feb. 4. 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
Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published here: https://www1.dcccd.edu/catalog/GenerallInfo/CollegePolicies/code.cfm?loc=EFC.

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.

Online Learning Conduct and Responsibility
Each student should follow the DCCCD’s policies, procedures, and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. This class includes discussion about sensitive subjects including race, gender, violence, and sexual content in the media, and it is important that all students respect their classmates’ opinions.

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

**January 22:** First day of class.

**February 4:** Certification Date. Students who have not submitted an assignment by Feb. 4 will not be certified as active class members.

**February 28 & March 1:** Professional Development Days for faculty. Campus closed.

**March 11-15:** Spring Break. No assignments. Campus closed.

**April 17:** Final day to withdraw with a "W"

**April 19:** Holiday. Campus closed.

**May 13-16:** Final Exams

**May 20:** Course grades posted on eCampus

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### COMM 1307-43400

#### Tentative Course Calendar

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<tr>
<th>Week</th>
<th>Reading Assignments</th>
<th>Tests</th>
<th>Discussions</th>
<th>Blogs</th>
<th>Other Assignments and Notes</th>
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<tr>
<td><strong>Week 1:</strong></td>
<td>Syllabus &amp; Chapter 1: Mass Communication, Culture, and Media Literacy</td>
<td></td>
<td>• Discussion Post 1 due Jan. 27</td>
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<td>Jan. 22-27</td>
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<td><strong>Week 2:</strong></td>
<td>Chapter 2: Convergence and the Reshaping of Mass Communication</td>
<td>Quiz 1: Syllabus and Chapter 1 due Feb. 3</td>
<td>• Discussion Post 2 due Feb. 3</td>
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<td>Certification Date: Feb. 4</td>
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<td>Jan. 28-Feb. 3</td>
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<td><strong>Week 3:</strong></td>
<td>Chapter 3: Books, Chapter 4: Newspapers</td>
<td>Quiz 2: Chapters 2 and 3 due Feb. 10</td>
<td>• Discussion Post 3 due Feb. 10</td>
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<td>Feb. 4-10</td>
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<td><strong>Week 4:</strong></td>
<td>Chapter 4 Newspapers (continued) Chapter 5: Magazines</td>
<td>Quiz 3: Chapters 4 and 5 due Feb. 17</td>
<td>• Discussion Post 4 due Feb. 17</td>
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<td>Feb. 11-17</td>
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<td><strong>Week 5:</strong></td>
<td>Chapter 6: Film</td>
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<td>• Discussion Post 5 due Feb. 24</td>
<td>Blog 1: News Analysis due Feb. 24</td>
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<td>Feb. 18-24</td>
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<td><strong>Week 6:</strong></td>
<td>Chapter 7: Radio, Recording, and Popular Music</td>
<td>Quiz 4: Chapters 6 and 7 due March 3</td>
<td>• Discussion Post 6 due March 3</td>
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<td>Feb. 25-March 3</td>
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<td><strong>Week 7:</strong></td>
<td>Chapter 8: Television, Cable, and Mobile Video</td>
<td>Midterm exam (Chapters 1-7, timed, one attempt only) due March 10</td>
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<td>Blog 2: Public Radio is due March 10</td>
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<td>March 4-10</td>
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<td><strong>Week 8:</strong></td>
<td>SPRING BREAK: NO ASSIGNMENTS</td>
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<td>March 11-17</td>
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<td><strong>Week 9:</strong></td>
<td>Chapter 9: Video Games</td>
<td>Quiz on Chapters 8 and 9 due March 24</td>
<td>• Discussion Post 7 due March 24</td>
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<td>March 18-24</td>
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<td>Week 10: March 25-31</td>
<td>Chapter 10: The Internet</td>
<td>Discussion Post 8 due March 31</td>
<td>Blog 3: News Analysis due March 31</td>
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<td>Week 11: April 1-7</td>
<td>Chapter 11: Public Relations</td>
<td>Quiz on Chapters 10 and 11 due April 7</td>
<td>Discussion Post 9 due April 7</td>
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<td>Week 12: April 8-14</td>
<td>Chapter 12: Advertising</td>
<td>Discussion Post 10 due April 14</td>
<td>Blog 4: News Analysis due April 14</td>
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<td>Week 13: April 15-21</td>
<td>Chapter 13: Theories and Effects of Mass Communication</td>
<td>Quiz on Chapters 12 and 13 due April 21</td>
<td>Blog 5: Media Effects due April 21</td>
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<td>Week 14: April 22-28</td>
<td>Chapters 14: Media Freedom, Regulation, and Ethics</td>
<td>Discussion Post 11 due April 28</td>
<td>Blog 6: News Analysis due April 28</td>
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<td>Week 15: April 29-May 5</td>
<td>Analyze media content and write media content analysis</td>
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<td>Media Content Analysis Due by May 5</td>
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<td>Week 16: May 6-12</td>
<td>Chapter 15: Global Media</td>
<td>Quiz on Chapters 14 and 15 due May 12</td>
<td>Discussion Post 12 due May 12</td>
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<td>Week 17: May 13-16</td>
<td>Final Exam (One attempt and timed) and Final Exam Essay due May 16</td>
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<td>May 20: Deadline for grades to be submitted</td>
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