Media Literacy (COMM 2300) Syllabus
Eastfield College

Instructor Information
Name: Sara Blankenship, M.A.
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Division Office Location: A&C Division G-Building Room 138
Division Office and Phone: 972-860-7124
Office Hours: Virtual (online) Office Hours: Monday – Friday 8 a.m. to 5 p.m.

Students must communicate with the professor only through their DCCCD email. Emails from private email servers will be deleted.

Course Information
Course Title: Media Literacy
Course Number: COMM 2300
Section Number: 41400
Credit Hours: 3 credit hours
Class Meeting Time/Location: INET (eCampus)
Certification Date: Oct. 24, 2020
Last Day to Withdraw: Nov. 25, 2020

Course Prerequisites
None

Course Description
Criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media. (3 Lec.)

Student Learning Outcomes
• Understand the goals and methods of various media industries
• Identify and understand the effects media has on us
• Understand benefits and potential negative effects of media content
• Identify techniques to become more media literate as individuals and a society. At the end of this class you should be familiar with terms and current trends in the fields of mass communication and journalism. You will have examined the origins of different electronic media and how these origins influence us today. You will also have learned to look at the different electronic media, and media outlets within each medium, to be able to critically evaluate their role within our and other societies. Finally, you will study the roles electronic media play in our lives and learn about job opportunities within the different fields.

Required Course Materials
• Textbook: Media Literacy, Edition 9, W. James Potter
• Reliable, consistent internet access. Internet is available in the library and at many other establishments.
• Basic computer skills, including the ability to type papers and produce Power Point presentations. All papers should be saved as .doc or .rtf documents to ensure compatibility.
• Microsoft Office to compose Word documents (preferred).

Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Graded Work
The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.

Summary of Graded Work

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Introductions</td>
<td>1 @ 25 points</td>
</tr>
<tr>
<td>Student Reflections</td>
<td>1 @ 25 points</td>
</tr>
<tr>
<td>Content Quizzes</td>
<td>4 @ 25 points each</td>
</tr>
<tr>
<td>Weekly Discussions</td>
<td>10 @ 75 points each</td>
</tr>
<tr>
<td>Media Literacy Research Paper</td>
<td>1 @ 100 points</td>
</tr>
</tbody>
</table>

TOTAL: 1,000 points
Final Grade

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Percentages</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1,000</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-599</td>
<td>0-59%</td>
<td>F</td>
</tr>
</tbody>
</table>

Description of Graded Work

**Student Introduction** – This “Getting to Know You” discussion is created by the instructor for the purpose of learning more about the students. It should be completed within three days of the start of class.

**Student Reflection** – This end-of-term discussion is created by the instructor for the purpose of course reflection and summary. It gives students the opportunity to provide feedback on their course experience with content and delivery.

**Quizzes:** The chapter quizzes each have no more than 50 multiple-choice questions you must answer within a 30-minute time limit. You will be allowed two (2) attempts at the quiz and your highest score will be counted towards your final course grade.

**Weekly Discussions** - There will be ten discussion questions total. They are posted on the discussion board at the beginning of each week and will be due on Fridays. Discussion question will relate to the chapter content for the corresponding week. Responses should be no less than 300 words and must contain at least one peer response. Responses should be thorough, insightful, and relevant.

**Media Literacy Research Paper**
Students will be asked to complete a media literacy research paper by the end of the semester. This project will be an analysis of a key concept, figure, or media platform performed through the lens of media literacy. Full instructions will be available on eCampus.

**Attendance and Your Final Grade**
It is the student’s responsibility to “show up” for this online course. This means you are expected to log in to eCampus regularly (daily) and make sure you are on track to complete the course successfully. Read instructions, announcements, and communicate with your professor regularly if you need clarification with any content. Students who do not “show up” for this accelerated course should not expect to pass.
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Late Work Policy
Missed assignments will not be accepted without providing proper documentation or getting prior approval from the instructor. Late work is generally not accepted after the due date in this course due to the accelerated timeline. Exceptions can be made in EXTREME circumstances.

Other Course Policies
• All work must be turned in through eCampus, based on the instructor’s directions. Please do not send in any assignments through email unless you ask the instructor first. 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.
• 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 reading and your grade will suffer.
• I strongly suggest that you type all assignment in Microsoft Word and save them on your computer first in case there are any technical problems during the uploading process. Then copy and paste your assignment into the window for the discussion board or blog assignment. Please DO NOT attach the document.
• Do not wait until the last minute to submit posts or take any exam or quiz. Technical difficulties at the last minute are not an excuse for missed deadlines.
• You will have two attempts on each quiz, but you can only take exams once, so make sure you are ready before launching an exam.
• This course serves as a learning environment for everybody participating in this class. To facilitate academic and personal growth for everyone, you are expected to be courteous and
respectful toward the instructor and other students, and you can expect the same in return. While I encourage an informal and friendly environment that facilitates discussion and exploration, we must accommodate a variety of perspectives, opinions and experiences.

- Incompletes will only be assigned to students who find themselves in extenuating circumstances, who have completed at least 80 percent of the class, and whose grades indicate that this student would otherwise have completed this class with a passing grade of “A” or “B”.

**Institutional Policies**

Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more.

[Eastfield Institutional Policies](http://www.eastfieldcollege.edu/syllabipolicies)

**Course Schedule**

A full, week-by-week course schedule will be posted on eCampus before the first day of class.