



COMM 1307.032 – HY-Intro to Mass Communication

Course Syllabus: Fall 2026

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

Instructor: Mandy Smith

Office: HUM 116

Phone: 903-434-8254

Cell: 903-466-6377

Email: msmith@ntcc.edu

Weekday	Office Hours
Monday	1:30-5:30
Tuesday	1:30-4:30
Wednesday	Online
Thursday	1:30-4:30
Friday	

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description:

3 credit hours.

Lecture/Lab/Clinical: Three hours of class each week.

Intensive study of and practice in writing processes, from invention and researching to drafting, revising, and editing, both individually and collaboratively. Emphasis on effective rhetorical choices, including audience, purpose, arrangement, and style. Focus on writing the academic essay as a vehicle for learning, communicating, and critical analysis.

Note: English Composition I is a prerequisite for all 2000-level literature courses.

Prerequisite(s): None

Student Learning Outcomes:

1. Demonstrate knowledge of individual and collaborative writing processes.
2. Develop ideas with appropriate support and attribution.
3. Write in a style appropriate to audience and purpose.
4. Read, reflect, and respond critically to a variety of texts.
5. Use Edited American English in academic essays.

Evaluation/Grading Policy:

The breakdown of the course requirements is as follows:

%	Requirement
30%	Three Essay Assignments
15%	Three Rough Drafts
10%	Peer Review Assignments
20%	Argument Research Essay
20%	Writing Journal
5%	Attendance

Semester grades will be earned as follows

Percentage	Letter Grade
90% and above	A
80 %–89%	B
70 %–79%	C
60%–69 %	D
59.9% and below	F

Using the Normal Style text insert full detailed grading policies

Required Instructional Materials:

Everyone's An Author With Readings (5th Edition) by Andrea Lunsford, et al.

The textbook is required and provides essential information for successful completion of this course. You will have the online version on Blackboard through Inclusive Access or you can purchase a hardcopy at the College Store.

Publisher: New York: W. W. Norton and Company Inc., 2026

Optional Instructional Materials:

You will need access to a computer to complete the writing assignments for this class. You will be typing your essays in Word and submitting the final draft assignments through Blackboard.

Minimum Technology Requirements:

You will need access to a computer to complete the writing assignments for this class. You will be typing your essays in Word and submitting the final draft assignments through Blackboard.

Required Computer Literacy Skills:

Blackboard Learning Management System, Microsoft Word processing, average email usage.

Course Structure and Overview:

This English composition course is designed to help students develop their critical thinking, research and writing skills. The class will also include reading assignments that challenge students to think and effectively respond both in writing and orally to a variety of reading and visual material. Overall, the goal of this course is to help students grow as thinkers and writers. Higher order skills acquired in thinking and writing help students process information in a rapidly changing world and reflect on the deeper meanings of print and visual media. Students who utilize rhetorical tools and strategies achieve a level of sophistication in writing that invites audiences to join them in examining issues from multiple layers of meaning. In the process, students begin to take a more disciplined approach to writing and develop their voices through every day and argumentative writing.

Writing Assignments:

Please follow these instructions when writing your papers:

- Writing assignments, including a work cited page, must be typed in MLA format
- Use Times New Roman 12 pt. font
- Double-space
- Essay writing assignments are usually two to three pages in length except for the research paper, which is 4 to 5 pages in length.
- Pay close attention to spelling, grammar, and punctuation.
- Due dates for all reading and writing assignment will be assigned during class and will also be noted in the class calendar.
- Essay rough drafts should be printed and brought to class for a peer review session on the due date. WEPA printing cards can be purchased in the NTCC bookstore. WEPA printers are located in the SUB and in the Learning Commons (library).
- Final drafts will be submitted through a Blackboard Turninit assignment on the due date.
- **Late papers are only accepted at the instructor's discretion. Emergency situations will be handled on an individual basis.**

In-class Writing Assignments:

Students will be expected to write in a journal on a variety of topics during class time. The work will be generated throughout the semester and submitted through the student's writing journal.

Reading Assignments:

Students are expected to read all assigned material before coming to class. You will be required to respond in writing to readings in your writing journal and orally during class discussions. Failure to read and respond effectively to the reading assignments will affect your grade in the course.

Course Evaluations:

Toward the end of the course you will be asked to complete an online course evaluation. Students are encouraged to fill out an evaluation for each of their courses. This will be your opportunity to share important feedback on each of the courses you take at NTCC and the faculty member who teaches the class. Please watch for info about the evaluation on your NTCC email account and make sure you participate in evaluating your experiences in the classroom.

STUDENT RESPONSIBILITIES AND EXPECTATIONS:

Course Expectations:

To complete this course successfully, you should do the following:

- Read all of the textbook assignments.
- Participate actively and meaningfully in all group discussions.
- Prepare and submit all writing assignments on time.
- Attend class regularly.

Student Responsibilities:

Please try to make it to class on time. Many times, we begin writing and reading assignments at the start of class; if you're late you **will not** be able to make up those assignments. You must bring the textbook (online version) paper and a writing utensil to class. This is an English composition course; therefore, we will be reading the online text and writing in class. You will not be successful in this class without the appropriate materials.

Please don't engage in casual conversations during our lecture, discussion and group times or while we're working on other assignments. I reserve the right to act as necessary to maintain a productive class environment, including asking disruptive students to leave, and in extreme circumstances, dropping chronic disruptors from my course. I will not tolerate uncivil behavior toward other students during class discussions. **Please silence your cell phones when you enter the class. Please do not use cell phones, tablets or computers during class unless the device is being used as a part of the classwork.**

Attendance/Participation Policy:

Attendance will be taken daily either orally or by a sign-in sheet. If you come to class late, it is **YOUR** responsibility to make sure that the instructor counts you in attendance for that day. **Students who miss more than three class periods will be subject to failure in this course.**

Withdrawal policy:

It is your responsibility to drop or withdraw from a course. Failure to do so could result in receiving a failing grade for the course.

Communications:

Office hours are listed on the top of the front page of this syllabus. I have also listed my cell phone. I do accept calls and text messages on my cell. Emails will be answered within 24 hours. Please note that NTCC email is the official form of communication used by the college.

Institutional/Course Policy:

To complete this course successfully, you should do the following:

- Read all of the textbook assignments
- Participate actively and meaningfully in all group discussions
- Prepare and submit all writing assignments on time
- Attend class regularly

Always remember to bring your textbook, paper and writing utensil to each class. You will be reading material from the textbook and completing in-class writing assignments in a writing journal. You will not be successful in this class without the appropriate materials. Please don't engage in casual conversations during our lecture, discussion and group times or while we are working on other assignments. I reserve the right to act as necessary to maintain a productive class environment, including asking disruptive students to leave, and in extreme circumstances, dropping chronic disruptors from my course. I will not tolerate uncivil behavior toward other class members during class discussions. **Please do not use cell phones, tablets or computers during class unless the**

device is being used as a part of the classwork. Please inform me at the beginning of the semester if you plan to use a digital copy of the textbook. See the evaluation criteria (rubric) for writing assignments at the end of the syllabus.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

Statement Regarding the Use of Artificial Intelligence (AI) Technology:

Employees and students shall be permitted to explore artificial intelligence (AI) and implement its use in and out of the classroom in accordance with policy and administrative regulations. The use of AI shall only be as a support tool to enhance student outcomes or as necessary to engage in research and shall never take the place of faculty, staff, and student decision-making. Any use of AI must comply with law, policy, and administrative regulations relating to student and employee privacy and data security. A student shall only use AI tools with faculty permission and shall be expected to produce original work and properly credit sources, including AI tools used in creating the work.

Example:

APA (7th edition)

OpenAI. (2026). ChatGPT (March 25 version) [Large language model]. <https://chat.openai.com/>

MLA (9th edition)

OpenAI. ChatGPT. 25 Mar. 2026, <https://chat.openai.com/>.

Employees or students who use AI tools to deceptively harm, bully, or harass others shall be disciplined in accordance with policy. [See DH, DIA series, FFD series, FFE, FLB, and the FM series] AI Use by Employees and Students. Northeast Texas Community College 225500 TECHNOLOGY RESOURCES CRB ARTIFICIAL INTELLIGENCE (LOCAL) DATE ISSUED: 12/8/2025 1 of 1 UPDATE 50 CRB(LOCAL)-AJC Adopted: 12/16/2025

Additional Information on the Use of Artificial Intelligence (AI) in This Course:

All work submitted in this course is expected to be original work for this particular class. Any previously written work, either by the student or another source, will either be considered ineligible for course credit or a percentage of the grade will be heavily deducted.

This does include the use of any artificial intelligence (AI) generating tools like ChatGPT, Gemini, and Grok as well as the AI-generating tools available through Microsoft Copilot and Google Docs. I use Turnitin's AI detector to check for AI usage for essay assignments in this course. **The grade will be affected on any writing assignment that is detected with more than 40 percent AI-generated material. Any paper having more than 50 percent AI-generated material will be subject to receive a zero for the assignment.** If your paper is flagged at more than 50 percent, you will be required to meet with the instructor either face-to-face on campus or through a TEAMS video chat to discuss the AI-flagged material. So, please avoid the temptation to use AI-generated work in any of your written assignment.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

Plagiarism:

In any written paper, you are guilty of the academic offense known as plagiarism if you half-copy or copy another person's words or sentences. Plagiarism usually results in an automatic grade of "F" for the assignment or the course, depending on the offense. You cannot mix another author's words with your own or "plug" your synonyms into another author's sentence structure. If you use someone else's words, phrases, or sentences, even if you are paraphrasing, you must cite the source. **All essays for this course will be submitted to TurnItIn.com, which is a plagiarism and AI checker. Both the similarity report and the AI report are used to determine plagiarism.** Any questionable results will be shared and discussed with the student in a face-to-face conference after class.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodation for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodation as required to afford equal educational opportunity. It is the student's responsibility to request accommodation. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Schedule: (See Next Page)

ENGL 1301

Assignment Calendar Fall 2026

Tentative Course Timeline (*note* Instructor reserves the right to make adjustments to this timeline at any point in the term):

Week 1

- Welcome to the class
- Review of course and syllabus
- Read chapter 1 “Thinking Rhetorically”
- Complete in-class Writing Journal assignment
- Begin reading pages 215-231 in Chapter 15 “Here’s What Happened: Writing a Narrative”

Week 2

- In-class discussion of literacy narratives (pages 230-231)
- Read the essay “First Day of School” on pages 249-251
- In-class literacy narrative writing assignment
- Review “Writing a Narrative / A Roadmap” on pages 232-235
- Complete in-class Writing Journal assignments
- Read the essay “The Sanctuary of School” on pages 849-854
- Begin writing your narrative essay

Week 3

- Choose another essay to read from the narrative essays listed in the back on the book
- **In-class peer review of narrative essay rough draft (Bring two copies of the rough draft to class)**
- Review MLA format for writing papers (chapter 32 -beginning on page 578)
- In-class discussion of narrative essays
- Complete in-class Writing Journal assignments
- **Submit rough draft of narrative essay to Turnitin assignment in Blackboard**

Week 4

- Begin reading Chapter 18 “Two Thumbs Up: Writing a Review”
- Choose an essay to read from the review essays listed in the back on the book
- Review Writing a Review / A Roadmap” on pages 364-367
- Discuss writing reviews, observations and explaining relationships and concepts in class
- Review MLA format for writing papers (chapter 28)
- **Submit final draft of narrative essay to Turnitin assignment in Blackboard**

Week 5

- Continue discussion in class on writing reviews, observations and explaining relationships and concepts
- **Choose review, observation, or relationship/concept essay assignment, begin writing essay #2**
- Begin reading Chapter 16 “Let’s Take a Closer Look: Writing Analytically”
- Read the essay “Advertisements R Us” on pages 297-302

- Complete in-class Writing Journal assignments

Week 6

- Continue reading Chapter 16 “Let’s Take a Closer Look: Writing Analytically”
- Watch advertisements and public service announcements in class and discuss analytical writing
- **In-class peer review of essay #2 rough draft (bring two copies of your rough draft to class)**
- In-class review and discuss the image analysis sheet handout
- **Submit rough draft of essay #2 to Turnitin assignment in Blackboard**
- Complete in-class Writing Journal assignments

Week 7

- Continue in-class discussion on analytical writing
- Complete in-class Writing Journal assignments
- Choose an advertisement and begin writing analysis essay
- **Submit final draft of essay #2 to Turnitin assignment in Blackboard**

Week 8

- Begin reading Chapter 14 “This is Where I Stand: Arguing a Position”
- Begin in-class discussion on argument writing
- Read and discuss in class the essay “Work is a Blessing” on pages 203-204
- Choose an additional essay to read from the argument essays in the back of the book
- Complete in-class Writing Journal assignments

Week 9

- Continue reading Chapter 14 “This is Where I Stand: Arguing a Position”
- Research tools/databases review (in class)
- **In-class peer review of analysis essay rough draft**
- **Submit rough draft of analysis essay to Turnitin assignment in Blackboard**

Week 10

- Continue discussing argument writing in class
- Choose topic and begin writing argument research essay
- Review “Arguing a Position / A Roadmap” on pages 195-198
- **Submit final draft of analysis essay to Turnitin assignment in Blackboard**
- MLA Format in-class review and assignments

Week 11

- Continue discussing argument writing in class
- Review MLA format for writing papers (chapter 32 -beginning on page 578)
- Thesis writing workshop in class for argument essay
- Discuss avoiding plagiarism in academic writing
- Review Chapter 31 “Giving Credit, Avoiding Plagiarism” (pages 568-577)
- Complete in-class Writing Journal assignments

Week 12

- **In-class peer review of argument research essay rough draft**

- Complete in-class Writing Journal assignments

Week 13

- Continue working on argument research essay
- Review Chapter 30 Quoting, Paraphrasing, and Summarizing (pages 554-567)
- Complete in-class Writing Journal assignments

Week 14

- Continue working on argument research essay
- Thanksgiving Break (Wednesday & Thursday)**

Week 15

- Continue working on argument research essay
- Complete in-class Writing Journal assignments

Week 16

- Submit Writing Journal in class
- **Submit final draft of argument essay to Turnitin assignment in Blackboard**

Finals Week Final in-class journal writing assignment

(See the next page for the criteria for writing assignments)

Appendix A

EVALUATION CRITERIA (RUBRIC) FOR WRITING ASSIGNMENTS

Grade	Criteria
90-100	The essay provides a well-organized response to the topic and maintains a central focus. The ideas are expressed in appropriate language. A sense of pattern of development is present from beginning to end. The writer supports assertions with explanation or illustration, and the vocabulary is well suited to an academic paper. Sentences and phrasings within sentences reflect a command of standard written English, including what constitutes a complete sentence. Grammar, punctuation, and spelling are almost always correct.
80-89	The essay provides an organized response to the topic. The ideas are expressed in clear language most of the time. The writer develops ideas and generally signals relationships within and between the paragraphs. The writer uses vocabulary that is appropriate for the essay topic and avoids oversimplifications or distortions. Sentences generally are complete and also grammatically correct, although some grammatical errors may be present when sentence structure is particularly complex. With few exceptions, punctuation, and spelling are correct.
70-79	The essay shows a basic understanding of the demands of essay organization, although there might be occasional digressions. The development of ideas is sometimes incomplete or superficial, but basic logical structure can be discerned. Vocabulary generally is appropriate for the essay topic but at times is oversimplified. Sentences reflect a sufficient command of standard written English to ensure reasonable clarity of expression. Sentence fragments, fusions, and comma splices may be present. Grammar is usually, although not always, correct. Common words are spelled correctly but more difficult words may be misspelled.
60-69	The essay provides a response to the topic but generally has no overall pattern of organization OR begins with a response to the topic but does not develop the response. Some paragraphs have adequate structure, but ideas are often undeveloped or are repeated and/or seem to be presented randomly. The writer generally does not signal relationships within and between paragraphs. The writer uses informal language frequently and writes in a conversational style when appropriate academic prose is needed. Vocabulary seems limited and words may be misused. Sentences are often simplistic and lacking in variety. Sentence phrasing obscures rather than enhances clarity of expression. The essay has recurrent grammatical problems or has occasional problems <i>only</i> because of the narrow range of sentence and language variety. Fragments, fusions, and comma splices are common. Punctuation, and spelling errors occur often.
Below 50	The essay suffers from general incoherence and has no discernible pattern of organization. It displays a high frequency of error in the regular features of standard written English. Lapses in punctuation, spelling, and grammar often frustrate the reader. Or, the essay is so brief that any reasonably accurate judgment of the writer's competence is impossible.