



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.”

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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.

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

Prerequisite(s): None

Student Learning Outcomes:

Upon successful completion of this course:

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.

Evaluation/Grading Policy:

The breakdown of the course requirements is as follows:

%	Requirement
20%	Discussion Assignments
10%	Smartbook Assignments
10%	Online Homework Assignments
20%	Two Essays
20%	Exams
15%	Final Research Essay
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:

Introduction to Mass Communication: Media Literacy and Culture (Twelfth Edition) - Baran, Stanley

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: McGraw Hill 2023

*You have inclusive access to the e-book and the assignments for this course. This fee was included in your tuition and fees. **There is no need to purchase any books for this course unless you would like a loose-leaf copy of the digital book. The loose-leaf version can be purchased at the NTCC bookstore.***

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:

The Intro to Mass Communication course is designed to help students gain an understanding of the role that mass media plays in society including its historical and cultural functions. The course also takes a look at the varied effects that different types of mass media have on society as well as its relevancy and purpose.

Along with the writing, reading and test assignments, the course also incorporates some online assignments in Blackboard. Please read the instructions below for assignment instructions.

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 Turnitin assignment on the due date.
- **Late papers are only accepted at the instructor's discretion. Emergency situations will be handled on an individual basis.**

Reading Assignments:

Students are expected to read all assigned material before coming to class. You will be expected to respond to reading assignments orally during class discussions.

Blackboard Discussion Assignments:

Your original post should be a minimum of 300 words, address the topic, and be relatively free of grammar, spelling and punctuation (50 points). Respond to the posts of two other classmates. Each peer post should be a minimum of 100 words and should be thoughtful addition to the discussion (25 pts. each).

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)

Assignment Calendar Fall 26

*Tentative Course Timeline – All SB and homework assignments due no later than Sunday night each week
(*note* instructor reserves the right to make adjustments to this timeline at any point in the term)*

Week 1

- **Face-to-Face – Welcome to the class introduction**
- **Face-to-Face – Course and Syllabus review**
- **Face-to-Face – Watch the video in the Lesson One folder**
- Begin reading Chapter 1 Smart Book (SB) assignment on “Mass Communication, Culture, and Media Literacy” in the Media Consumption folder in Module One
- **Begin keeping media usage log (assignment given in class)**

Week 2

- **Face-to-Face – Bring media usage log to class for discussion**
- **Face-to-Face – Discussion on media literacy**
- **Complete Chapter 1 SB assignment on “Mass Communication, Culture, and Media Literacy” and homework assignment in the Media Consumption folder**
- Read the essay “Is Google Making us Stupid” in the Media Literacy folder
- **Submit initial discussion post to Media Literacy discussion assignment in the Media Literacy folder**
- Begin reading SB assignment on “Convergence and the Reshaping of Mass Communication” in the Digital Natives folder
- Watch the video on “Digital Natives” in the Digital Natives folder
- **Post responses to two of your fellow students’ post in the Media Literacy discussion located in the Media Literacy folder**
- **Submit initial post to Digital Natives discussion in the Digital Natives folder In Module One**
- **Complete Chapter 2 SB assignment on “Convergence and the Reshaping of Mass Communication” and homework assignment in the Digital Natives folder**
- Begin reading Chapter 3 SB on “Books” in the Books folder in Module Two

Week 3

- **Face-to-Face – Face-to-Face – Introduce discussion on books and on the practice of banning and challenging books and American Library Association (ALA) website**
- **Complete Chapter 3 SB assignment on “Books” and the homework assignment in the Books folder in Module Two**
- **Post responses to two of your fellow students’ in the Digital Natives discussion assignment in the Digital Natives folder**
- Read and follow the instructions for ALA writing assignment in the Books folder

Week 4

- **Face-to-Face – Begin discussion on newspapers**
- **Submit ALA writing assignment to Blackboard assignment link in Books folder**

- Begin reading Chapter 4 SB on “Newspapers” in the Newspaper folder in Module Two
- **Face-to-Face – Continue discussion on newspapers and begin discussion on the Reporters Without Borders Website (link in Newspaper folder in Module Two)**
- **Complete Chapter 4 SB assignment “Newspapers” and homework assignment ‘in the Newspaper folder**
- Begin reading Chapter 5 SB “Magazines” in the Magazine folder in Module Two
- Read the article “13 Times Celebrities Called Out Magazines Over Retouching”
- **Submit initial post to the Magazine Cover discussion assignment**
- **Begin writing Reporters Without Borders essay (instructions in Newspaper folder**

Week 5

- **Face-to-Face – Discussion on magazines and advertising**
- **Complete and submit print media test ((Submit completed test to Blackboard link located in Module Three folder**
- Read the NPR article “Fake or Real: How to Self-check the News and Get the Facts” in Radio folder in Module Three and complete the writing assignment for class discussion
- **Post responses to two of your fellow students’ posts in the Magazine Cover discussion assignment located in the Magazine folder**
- **Face-to-Face – Discussion on film**
- **Submit Reporters Without Borders writing assignment to Blackboard assignment link in the Newspaper folder**
- **Complete Chapter 5 SB assignment “Magazines” and homework assignment in Magazine folder**
- Begin reading the instructions in the Film folder for the “Product Placement in Films” writing assignment for class discussion

Week 6

- **Face-to-Face – Discussion on film and product placement**
- **Face-to-Face – Bring your written response to class on the “Product Placement in Films” writing assignment in the Film folder**
- Begin reading Chapter 6 SB “Film Good” in the Film folder in Module Three
- **Face-to-Face – Discussion on radio**
- **Complete Chapter 6 SB assignment “Film Good” and homework assignment in the Film folder**
- Begin reading SB Chapter 7 “Radio, Recording, and Popular Music” in the Radio folder
- **Follow the instructions in the Radio folder for listening to NPR and commercial radio stations and writing a response for class discussion**
- **Face-to-Face – Continue Discussion on Radio and Popular Music**
- **Complete Chapter 7 SB assignment “Radio, Recording, and Popular Music” and homework assignments in Radio folder**
- Begin reading Chapter 8 SB “Television, Cable, and Mobile Video” in the Television folder in Module Three
- **Face-to-Face – Discussion on Television**

- Watch the video “Meet the CEOs Who Decide What You See Online” in the Social Media folder in Module four
- **Complete Chapter 8 SB assignment “Television, Cable, and Mobile Video” and homework assignment in the Television folder in the Module Three folder**
- **Submit the initial post to the Meet the CEOs Who Decide What You See Online discussion assignment located in the Social Media folder**

Week 7

- **Face-to-Face – Continue discussion on television**
- **Read the instructions and begin working on final paper writing assignment in the Writing Assignment folder in Module Four**
- **Post responses to two of your fellow students’ post in the discussion assignment**
- **Meet the CEOs Who Decide What You See Online in the Social Media folder**
- **Face-to-Face Discussion on social media and society**
- **Continue working on final paper writing assignment**
- **Begin reading Chapter 14 SB “Media Freedom, Regulation and Ethics” in the Media Freedom and Ethics folder in Module Four**
- **Radio, TV, and Film test (Submit completed test to Blackboard link located in Module Three folder)**

Week 8

- **Face-to Face – Discussion on media freedom, regulation, and ethics in media**
- **Complete Chapter 14 SB “Media Freedom, Regulation and Ethics” in the Media Freedom and Ethics folder in Module Three**
- **Submit Radio, TV and Film test to Blackboard link in Module Three**
- **Face-to Face – Continue discussion on media freedom, regulation, and ethics in media**
- **Submit final writing assignment essay to the Blackboard submission link located in Final Writing Assignment folder in Module Four**

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.