



# COMM. 1307-Intro to Mass Communication (HYFL)

Course Syllabus: Fall 2020

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

**Instructor: Mandy Smith**

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	3:00-5:00	1:30-5:30		1:30-5:30		Email anytime

*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.

This is a freshman course in the development of the mass media in America with emphasis on newspapers, magazines, radio and television; brief study of the historical development of the mass media; social, economic and cultural responsibilities of the mass media.

## 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:

Your assignments will be evaluated using the following point values:

Four writing assignments @ 100 points each	400 Points
Four online discussions @ 100 points each	400 Points
Two test @ 100 points each	200 Points
Media Literacy Research Essay	200 Points

**Total**

**1200 Points**

Assignments will be graded within two weeks of receipt or before your next assignment is due. Your essays will be graded holistically based on the scoring rubric. (See the evaluation criteria (rubric) for writing assignments in Appendix A at the end of the syllabus.)

**Required Instructional Materials:**

Baran, Stanely Introduction to Mass Communication: Eleventh Edition

**Publisher:** McGraw Hill 2021

**ISBN Number:** 978-1-260-822286-1

The textbook is required and provides essential information for successful completion of this course. The textbook is an online eBook that is accessible through Inclusive Access. If you would also like a hardcopy of the textbook, check with the staff at the NTCC College Store about purchasing a copy.

**Optional Instructional Materials:**

None

**Minimum Technology Requirements:**

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

**If you have trouble accessing Blackboard and Word, there are basically three options:**

- 1) If you have your own computer and solid internet access at home, please use your own equipment there.
- 2) If you have your own computer, but less than optimal internet access, bring your laptop to campus and plan to access the campus' WiFi in one of the socially distanced areas available on-campus. Weather permitting, the best option for that is to remain outside away from others. If weather conditions are less than optimal, the campus is arranging socially distanced rooms you can use. You probably want to bring earbuds/headphones for privacy.
- 3) If you do not have your own computer, all computers available in the LRC and other campus computer labs are sufficiently equipped to complete class assignments and have been arranged for social distancing. You probably want to bring earbuds/headphones for privacy.

Additionally, there are computer kiosks available in the SUB and BT from which you can check out one of a limited number of laptops for personal use.

**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 must be typed using MLA format.
- Use Times New Roman 12 pt. font.
- Double-space
- Pay close attention to spelling, grammar, and punctuation.
- Due dates for writing and reading assignments will be assigned during class and will also be noted in the class calendar.
- Writing assignments will be submitted through a Blackboard Turnitin assignment link on the due date.

- **Late assignments 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).

**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 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.

#### Attendance policy:

Attendance will be taken 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 five class periods will be subject to failure in this 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 online 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.

#### 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.

#### **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.

### **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.

### **ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations 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 accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. 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 Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):**

Intro to Mass Communication– COMM. 1307.001  
Assignment Calendar Fall 2020

Week 1      Welcome to the class introduction  
                 Course and Syllabus review  
                 Read the info in the Start Here folder in Blackboard  
                 Begin reading chapter 1 "Mass Communication, Culture and Media Literacy"  
                 **Watch the video in the Lesson One folder and begin the writing assignment**

- Week 2     **Bring the Media Usage paper to class for discussion**  
Begin reading chapter 2 “Convergence and the Reshaping of Mass Communication”  
**Read the essay in Lesson 2 folder and complete the discussion assignment**
- Week 3     **Watch the video in Lesson 3 folder and complete the discussion assignment**  
Begin reading chapter 3 “Books”
- Week 4     Continue reading chapter 3 “Books”  
**Read and follow the instructions in Lesson 4 for ALA writing assignment**
- Week 5     Begin Reading chapter 4 “Newspapers”  
**Submit ALA writing assignment to Turnitin (Lesson 4)**  
Also discuss chapter 15 “Global Media”
- Week 6     Review the Reporters Without Borders Website (link in Lesson 6)  
Continue reading Chapter 4 “Newspapers”  
**Begin writing Reporters Without Borders essay (instructions in Lesson 6)**
- Week 7     Read chapter 5 “Magazines”  
**Read the article in Lesson 5 folder and complete the discussion assignment**
- Week 8     **Submit Reporters Without Borders writing assignment to Turnitin (Lesson 6)**  
**Print media test (in class)**  
Begin reading chapter 6 “Film”  
**Read and follow the instructions in Lesson 10**  
Film product placement discussion in class
- Week 9     Read chapter 10 “The Internet and Social Media”  
Watch the video in Lesson 8 folder and complete the discussion assignment  
**Read and follow the instructions in Lesson 7 for Fake News writing assignment**  
**Begin working on Fake News writing assignment**
- Week 10    Read radio section in chapter 7 “Radio, Recording and Popular Music”  
Discuss radio media and watch videos in class  
**Read and follow the instructions in Lesson 9 for radio writing assignment**  
**Submit Fake News writing assignment to Turnitin (Lesson 7)**
- Week 11    Begin reading chapter 8 “Television, Cable, Mobile Video”  
Review television websites (in class)
- Week 12    **Submit radio writing assignment to Turnitin (Lesson 9)**  
Begin reading chapter 14 “Media Freedom, Regulation, and Ethics”
- Week 13    Continue reading chapter 14 “Media Freedom, Regulation, and Ethics”  
**Read the instructions and begin working on final paper writing assignment**  
**Discuss media freedom and regulations in class**
- Week 14    **Continue discussion on media freedom and regulations in class**
- Week 15    **Submit final writing assignment to Blackboard**
- Week 16    **Broadcast, social media, and media freedom and regulations test (final day)**

## 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.