



Syllabus

Course Name: Introduction to Mass Communication

Course Number: COMM 1307

Semester & Year: Spring 2020

Instructor Information:

Name: Laronda M. Bailey, Associate Professor of English/Journalism

Office: HUM 211

Telephone: 903-823-3368 (office)

E-mail: laronda.bailey@texarkanacollege.edu

(When sending an email, please be sure to include your first and last name, as well as your class and section number in the heading.)

Office Hours: Monday, 12:30-2 pm; Tuesday, 8-9:30 am and 2-3 p.m.; Wednesday, 12:30-2 pm; Thursday, 8-9:30 am and 2-3 pm; Friday, 11 am-12:30 pm .(Please call or email for an appointment.)

Textbook Information:

The Media of Mass Communication, John Vivian, 12th^d edition

To access course, go to <https://console.pearson.com/enrollment/fc66b8>

Here's how:

1. Go to: <https://console.pearson.com/enrollment/v148n4>
2. Sign in to your Pearson Account or create one.
3. Redeem your access code or purchase instant access online.
(Temporary access option for financial aid is also available.)

Materials needed:

Blue or black pen, pencil, notebook paper or tablet, folder

Course Description: Introduction to Mass Communication focuses on the history, evolution, and ethical and moral responsibilities of our media today. Students will critically explore components that helped pave the way to today's mass media. Students will examine the history and evolution of print media, music and radio, film and television, and the new media. Students will explore how advanced media technologies may have altered the primary forms of print media forever. Students will learn about the media business, economics and regulation. Students will study visual communication, the media's impact on a global stage, New Journalism, diversity in American media, and the Digital Age. Overall, this course is a survey of basic content and structural elements of mass media and their functions and influences on society.

Student Learning Outcomes:

1. Students will demonstrate understanding of the fundamental types, purposes and relevance of mass communication.
2. Students will demonstrate understanding of mass media in historic, economic, political and cultural realms.
3. Students will demonstrate understanding of the business aspects of mass media and the influence of commercialism.
4. Students will demonstrate understanding of evolving media technologies and relevant issues and trends.

5. Students will demonstrate understanding of mass media values, ethics, laws and industry guidelines.
6. Students will demonstrate understanding of globalization of mass media.
7. Students will demonstrate understanding of media effects on society.

5 Tips for Using REVEL to Succeed in This Course

1. Quizzes can help you learn more as you read.
2. Track your performance in REVEL throughout the semester.
3. Highlighting important sections in the chapter will allow you to easily refer to them later on in the semester. Be on the lookout for any **BLUE** highlights, as these are highlights or notes coming from me, your instructor!
4. You may want to try listening to the audio while you read.
5. If you forget your login information, go to the [Forgot Username or Password](#) link to retrieve your username or reset your password. Then, enter your email address and click continue. Check your email account for an email with the subject, "Pearson Username/Password Request." The message will contain all of the usernames that are found for that email address. Choose one account to use with REVEL.

Class Schedule:

REVEL reading and quizzes will be due before we cover the chapter in class. The following schedule is tentative; please see your REVEL assignment calendar for all assignment due dates.

SPRING 2020 CLASS SCHEDULE

<u>Week</u>	<u>Out-of-class Assignments (REVEL)</u>	<u>In-class Focus</u>
Week 1	Register for REVEL using the course invite link listed at the top of this syllabus. Chapter 1: Mass Media Literacy <ul style="list-style-type: none"> • Chapter Quiz • Observation/Writing Assignment 	Cover Syllabus REVEL Registration Chapter 1: Mass Media Literacy (Weekly Discussions equal Participation Grades)
Week 2	Chapter 2: Media Technology <ul style="list-style-type: none"> • Chapter Quiz • Discussion Forum 	Chapter 2: Media Technology
Week 3	Chapter 3: Media Economics <ul style="list-style-type: none"> • Chapter Quiz • Social Media Project 	Chapter 3: Media Economics
Week 4	Chapter 4: Cybermedia <ul style="list-style-type: none"> • Chapter Quiz 	Chapter 4: Cybermedia

Week 5	Chapter 5: Legacy Media <ul style="list-style-type: none"> • Project • Response Paper 	Chapter 5: Legacy Media
Week 6	Chapter 6: News <ul style="list-style-type: none"> • Discussion Forum • Project 	Chapter 6: News
Week 7	Chapter 7: Entertainment <ul style="list-style-type: none"> • Entertainment Project • Response Paper 	Chapter 7: Entertainment
Week 8	Chapter 8: Public Relations <ul style="list-style-type: none"> • BAM Project 	Chapter 8: Public Relations
Week 9	Chapter 9: Advertising <ul style="list-style-type: none"> • Response Paper 	Chapter 9: Advertising
Week 10	Chapter 10: Mass Audiences <ul style="list-style-type: none"> • Discussion Forum • Response Paper 	Chapter 10: Mass Audiences
Week 11	Chapter 11: Mass Media Effects <ul style="list-style-type: none"> • Response Paper 	Chapter 11: Mass Media Effects
Week 12	Chapter 12: Governance and Mass Media <ul style="list-style-type: none"> • Discussion Forum 	Chapter 12: Governance and Mass Media
Week 13	Chapter 13: Global Mass Media <ul style="list-style-type: none"> • Final Project 	Chapter 13: Global Mass Media
Week 14	Chapter 14: Mass Media Law <ul style="list-style-type: none"> • Final Project 	Chapter 14: Mass Media Law
Week 15	Chapter 15: Mass Media Ethics <ul style="list-style-type: none"> • Final Project 	Chapter 15: Mass Media Ethics
Week 16	FINAL PROJECT PRESENTATION	

Student Grading and Assessments:

Projects	60 percent
REVEL Quizzes	10 percent
Discussion Forums /Participation	15 percent
Writing/Response Paper	15 percent

Grading Scale:

A	100-90
B	89-80
C	79-70
D	69-60
F	59-below

Course Evaluation

- I. **Projects - There will be 6 projects assigned throughout the semester. Students will be graded on presentation and project.**
- II. **REVEL assignments (quizzes):** Log into REVEL frequently and check the assignment calendar to ensure you are keeping up with the assignments. You are required to complete all REVEL assignments before the due date. Late submissions will not be accepted, so plan accordingly.
- III. **Discussion Forums:** Discussion Forums are based on class lectures, discussions, and REVEL assignments.
- IV. **Writing/Response Paper:** Participation is required in class and outside of class.

ABSENTEE POLICY

Texarkana College's absentee policy allows instructors to withdraw a student from a course due to excessive absences. If a student leaves and returns during class or leaves the class before the class is over, he/she **may** be considered absent. Three tardies constitute one absence. It is the student's responsibility to check the syllabus for each instructor's tardy policy.

In some workforce/vocational areas, such as nursing and cosmetology, certification requirements necessitate an absentee policy that is more stringent than the institutional policy. In these instances, the matter of certification takes precedence over local policies, since certification policies are established by the State of Texas.

Faculty members **are not** obligated to provide opportunities for students to make-up missed assignments and tests as a result of a student's absence from class. The institution is not required to take attendance with the exception of workforce/vocational areas, where certification requirements require taking attendance. However, experience demonstrates that regular attendance enhances academic success. As such, students are expected to attend each meeting of their registered courses.

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student **may** receive a grade of "F" in the class. The instructor will submit the last date of attendance for students receiving a grade of "F" or "W".

Withdrawal from a course(s) **may** affect a student's current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.

EXCUSED ABSENCES

A student's absence due to school trips and/or school business will not be counted against a student's allowable number of absences. Military duty and absences for Holy Days (FBD LEGAL) are covered in a separate section of the catalog and the student handbook. These are the only excused absences that are considered by Texarkana College. Responsibility for work missed for any absence is placed on the student. Instructors are required to allow students to make up work missed if the absence is due to military duty* or religious holy days when students follow the correct notification procedures. Instructors are not required to allow students to make up work for absences due to other reasons. Make-up policies are listed in each individual instructor's syllabus.

**Students interested in Health Occupations should check with the division chair prior to entering the program.*

MAXIMUM ALLOWABLE ABSENCES

After official registration, the following number of unexcused absences will be the maximum allowable before a student **may** be dropped from the class. Mandated program certification requirements detailed for certain programs regarding the maximum allowable unexcused absences takes precedence over the following information.

Academic Classes

A COURSE THAT MEETS FOR THE FULL 16 WEEK SEMESTER	
Class or Lab Meets:	An instructor may withdraw a student from a course if absences exceed:
Once a week (Night classes or Friday)	2
Twice a week (MW or TR)	4
Three times a week (MWF or TRF)	6
Four times a week (MTWR)	8
	Three tardies count as one absence

Make-up Policy:

If the student is absent, it is the student's responsibility to make arrangements to complete the assignments within one week of the absence; however, if a student misses on a presentation day, the student will not be allowed to do the presentation unless arrangements are made with the instructor. If the student is allowed to give the presentation late, ten points will be deducted. If a student misses on test day, the test will be placed in the testing center, and the students will have one week to complete the test. If a student is excused for a Texarkana College extra-curricular activity, religious holiday, or military service, the student must receive prior approval from the Dean of Students and the instructor. Assignments must be completed prior to the excused absence.

Academic Dishonesty Policy/Academic Integrity Statement:

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an "F".

This policy applies campus wide, including TC Testing Center, as well as off-campus classroom or lab sites, including dual credit campuses. This information can be found in the Student Handbook at <https://texarkanacollege.edu>.

Disability Act Statement:

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Larry Andrews at 903.823.3283, or go by the Recruitment, Advisement, and Retention Department located in the Administration building for personal assistance.

If a student has an accommodation letter from the Recruitment, Advisement, and Retention Department indicating that he or she has a disability that requires academic accommodations, the student should present the letter to the instructor so accommodations can be made. *It is best to request these changes at the beginning if not before the start of class* so there is ample time to make the accommodations.

Financial Aid:

Attention! Dropping this class may affect your funding in a negative way! You could owe money to the college and/or federal government. Please check with the Financial Aid office before making a decision.

Drop Date:

The official drop date for the course is **April 17, 2020**, which is the last date for the student or instructor to drop this course with a W.

Class Policies:

Always be prepared for class! Students should be prepared to turn in work, listen, and complete assignments. By having textbook and other supplies each class period, a student increases his or her ability to be successful in the course.

Cell phones must be turned off and out of sight in the classroom. If an emergency situation exists please see the instructor. Students will be warned if a cell phone is out and then asked to leave the classroom with an absence. Students can be dropped from the course if the problem persists.

Students are not allowed to listen to music via headphones during class.

There will be a zero tolerance policy for any behavior that is disruptive of classroom learning. This includes any vulgar language or rude behavior toward the instructor or other students in the class. Also, students should not talk while the instructor is teaching.

If a problem occurs, students may receive a warning or may be asked to leave the classroom and will receive an absence. Students can be dropped from the course for inappropriate classroom behavior. Students in this course are held accountable to all policies and procedures outlined in the Texarkana College Student Handbook.

Any student who has difficulty affording groceries or accessing enough food to eat every day, or who lacks a safe and stable place to live and believes this may affect their performance in this course or ability to remain in school, is urged to contact Tonja Blasé, Director of Student Retention, at 903.823.3349 for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to provide any resources that they may possess.

NOTE: *The above guidelines are subject to amendment by the instructor at any point during the semester. Students will be notified if any changes occur.*

TC does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Human Resources Director, 2500 N. Robison Rd., Texarkana, TX, 75599, (903) 823-3017, human.resources@texarkanacollege.edu

Revised 01/21/2020

