



## Syllabus

**Course Name:** Introduction to Mass Communication

**Course Number:** COMM 1307 01 00S

**Semester & Year:** Spring 2021

### 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](mailto:laronda.bailey@texarkanacollege.edu)

**Emailing the Instructor:** Email the instructor from **your TC email address** with any questions or concerns. Please list your name and course in the "Subject" line. Response to emails typically occurs within 24 hours.

**Office Hours: Monday, 2-3 pm; Tuesday, 9:30-11 am; Wednesday, 2-3 pm; Thursday, 9:30-11 am; Friday, 8 am-12:30 pm**

### Textbook Information:

- *The Media of Mass Communication*, John Vivian, 12th<sup>d</sup> edition

It's time to access Revel The Media of Mass Communication, 12e, the course materials for Media of Mass Communication SPRING 2021.

**When you're ready, join your course at:**

<https://console.pearson.com/enrollment/2ffljjh>

If you need help, check out these Revel student resources:  
<https://www.pearsonhighered.com/revel/students/support/>

### Materials needed:

- *Computer and wifi; access to Internet is required for online classes*
- *Black or blue pen; pencil, highlighters; notebook paper* (for personal planning and organization of materials)

**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:**

The following schedule is tentative; please see your REVEL assignment calendar for all assignment due dates.

**SPRING 2021 CLASS SCHEDULE**

<b><u>Week</u></b>	<b><u>Activities in Teams</u></b>	<b><u>Assignments Due</u></b>
Week 1	Introductions Cover Syllabus Register for REVEL using the course invite link listed at the top of this syllabus.	Syllabus Acknowledgment

	Chapter 1: Mass Media Literacy	
Week 2	Chapter 2: Media Technology	Discussion Forum
Week 3	Chapter 3: Media Economics	Social Media Project Response Paper
Week 4	Chapter 4: Cybermedia	Discussion forum
Week 5	Chapter 5: Legacy Media	Project Response Paper
Week 6	Chapter 6: News	Discussion Forum Project
Week 7	Chapter 7: Entertainment	Entertainment Project Response Paper
Week 8	Chapter 8: Public Relations	BAM Project
Week 9	Chapter 9: Advertising	Response Paper
Week 10	Chapter 10: Mass Audiences	Discussion Forum Response Paper
Week 11	Chapter 11: Mass Media Effects	Response Paper
Week 12	Chapter 12: Governance and Mass Media	Discussion Forum
Week 13	Chapter 13: Global Mass Media	Response Paper
Week 14	Chapter 14: Mass Media Law	Discussion Forum
Week 15	Chapter 15: Mass Media Ethics	Final Project
Week 16	FINAL PROJECT PRESENTATION	

**Student Grading and Assessments:**

Projects/Presentation	60 percent
Discussion Forums /Participation	20 percent
Writing/Response Paper	20 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 5 projects assigned throughout the semester. Students will be graded on presentation and project.**
- II. **Discussion Forums:** Discussion Forums are based on class lectures, discussions, and REVEL assignments.
- III. **Writing/Response Paper:** Participation is required in class and outside of class.

**Disability Act Statement:**

Texarkana College complies with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. **Please contact Tonja Blasé, Director of Retention and Disabilities Services, at 903.823.3349**, or go by the office located in the Palmer Memorial Library on the first floor 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.

**Needs Statement:** 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.

**Attendance Policy:**

Texarkana College's absentee policy allows instructors to withdraw a student from a course due to excessive absences. Attendance is determined based on the online student's participation in the weekly assignments and writings. Failure to log-in and access weekly material and/or meet due dates and deadlines constitutes ABSENCES.

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(s).**

**Experience demonstrates that regular participation in coursework enhances academic success. As such, students are expected to meet the requirements of their registered courses.**

A student should not stop performing in an online class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops performing in the 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 activity 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.

If a student is excused for a Texarkana College extracurricular 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.

**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 an excused absence when students follow the correct notification procedures. **Instructors are not required to allow students to make up work for absences due to other reasons.**

**Maximum Allowable Absences:**

After official registration, **4 unexcused absences or failure to log-in and access online material for two weeks 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.

**Make-up Policy:**

If the student misses assigned work, it is the student's responsibility to make arrangements to complete the assignments within one week. **However, forums and activity grades cannot be made up unless arrangements are made with the instructor via email.**

**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>.

**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 **Friday, April 16, 2021**. This is the last date for the student to drop this course with a **W**.

**Viewing Grades:**

Grades are available for viewing throughout the semester under the student’s MyTC portal.

**TC Email:**

Students should check their TC Email account on a regular basis to check for general information sent from campus or instructors.

**Student Support, Computer Access, Tutoring:**

• **Library Hours**

M-Th 7:30 a.m. – 9 p.m.      F 7:30 a.m. – 4 p.m.      Sunday 2-9 p.m.

• **Student Support Services (Tutoring) in library second floor**

M-Th 8 a.m.-7 p.m.      F 8 a.m. -4 p.m.      Sunday 2-9 p.m.

• **Testing Center (Library first floor)**

M-Th 8:30 a.m. – 6 p.m.      F 8:30 a.m. – 3:30 p.m.      Sunday 2-6 p.m.

• **Help Desk – TC Login Problems**

**903-823-3030**      M-Th 8 a.m. – 5 p.m.      F 8 a.m.-4 p.m.

**Class Policies:**

- Go online frequently and read the week’s posts and assignments for the course.
- If you have ANY TECHNOLOGY issues, contact Texarkana College IT as soon as possible. The instructor cannot help you with any issues related to your ability to access wifi, your email, or this course.
- Submit assignments before the submission portal closes.
- Post in all FORUMS as they are used to check your attendance and participation.
- Follow online etiquette guidelines.
- Check your TC email at least twice weekly for instructions and clarifications.

- Communicate! If you have any questions, concerns, problems, etc., email me through my TC email: [Laronda.bailey@texarkanacollege.edu](mailto:Laronda.bailey@texarkanacollege.edu). I cannot help you if I do not know about your issues.
- Students in this course are held accountable to all policies and procedures outlined in the Texarkana College Student Catalog/Handbook.

**Please add the number for Campus Police to your cell phone: 903-823-3330.**

**When on campus, all emergency calls should go to TC Campus Police, then 911 if needed.**

***Final note~***

Everything we do in this course is designed to help you have a successful college career. If something is going on in your personal life that interferes with your success in this class, I cannot help you if you do not communicate with me. I am looking forward to working with each one of you this semester!

**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.*

**Alternate Operations during Campus Closure**

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, Texarkana College may need to move to altered operations and course delivery methods. During this time, Texarkana College may opt to continue delivery of instruction through methods that include, but are not limited to: online learning management system (Jenzabar or Moodle), online conferencing through TEAMS, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Texarkana College's website ([www.texarkanacollege.edu](http://www.texarkanacollege.edu)) for instructions about continuing courses remotely, instructor email notifications on the method of delivery and course-specific communication, and Texarkana College email notifications for important general information.

**COVID-19 Online/Virtual Environment Instructional Commitment**

The ongoing Covid-19 situation will require that some course materials and instruction are provided through an online and/or virtual format. Even if all or a portion of a class was originally scheduled to meet face to face, social distancing guidelines associated with Covid-19 will limit the number of students who are able to attend face to face classes in person simultaneously. Further, circumstances associated with Covid-19 could cause the college to be forced to shift completely to an online and/or virtual delivery at any time during the semester. While TC faculty members are committed to providing students the option of face to face instruction if possible, students should be prepared to continue their classes in an online and/or virtual environment if necessary. Texarkana College is committed to maintaining engaging, high quality instruction regardless of the delivery format.

*TC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs or activities. The Human Resources Director is designated to handle inquiries regarding the nondiscrimination policies: 2500 N. Robison Rd., Texarkana, TX, 75599, (903) 823-3017, [human.resources@texarkanacollege.edu](mailto:human.resources@texarkanacollege.edu)35656*

Revised 01/18/2021



# COVID -19 Protocols for Exposure

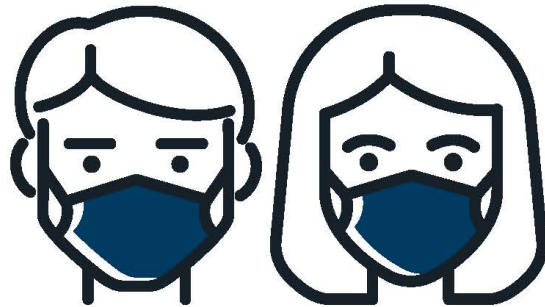
At Texarkana College, our mission is to advance our community through attainable higher education and lifelong learning. We cannot fulfill our mission without our most important resource: people. Our top priority is to provide a working and learning environment that is safe and reassuring to those who are the most vulnerable among us. This plan represents a gradual, phased approach to return to work or class on the TC campus as safely as possible.

## I was around someone who tested positive to COVID-19. Now what?

### Some very important questions need to be asked if you were around someone who tested positive for COVID-19...

- Were you within 6 feet of someone who has COVID-19 for at least 15 minutes?
- Have you provided care at home to someone who is sick with COVID-19?
- Did you have direct physical contact with the person (touched, hugged, etc.)?
- Did you share eating or drinking utensils?
- Did they sneeze, cough, or somehow get respiratory droplets on you?
- Are you feeling symptomatic?

Remember, the wearing of face masks, frequent hand sanitization, and social distancing has proven to significantly decrease the likelihood of transferring COVID-19.



### If you answered YES to any or all the questions above, it is recommended that you...

- Stay home for 14 days after your last contact with a person who has COVID-19
- Watch for fever (100.4°F), cough, shortness of breath, or other symptoms of COVID-19
- If possible, stay away from others, especially people who are at higher risk for getting very sick from COVID-19

### Special note for Healthcare Workers and Emergency Responders

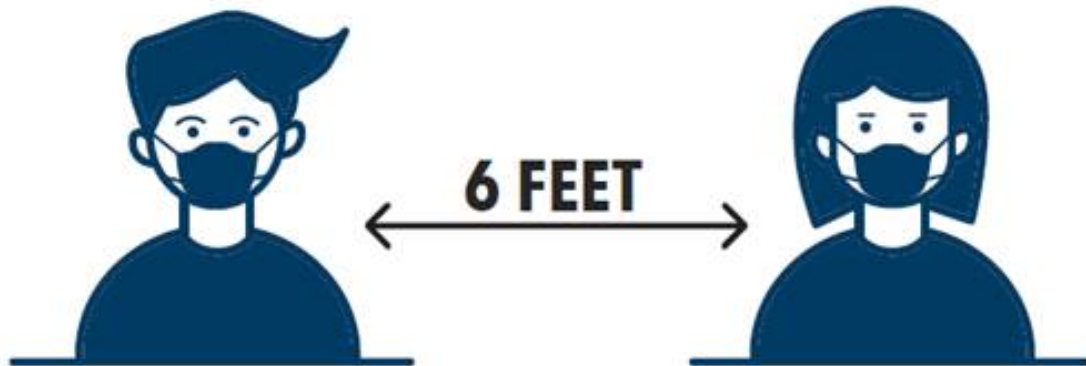
\*In your workplace setting, you may have been exposed to someone who has tested positive. You may continue to come to campus **IF** you maintained all protocols required by your employer so long as those protocols include the mandatory wearing of PPE.



**If you answered NO to all the questions on this sheet...**

- Continue with your daily routine, but have a heightened awareness of your health.
- Maintain your distance from others (at least 6 feet).
- Continue with good preventative measures that include:
  - » Cloth face coverings
  - » Hand hygiene and respiratory etiquette
  - » Staying home when appropriate

For more information, please visit <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>



**How does this impact me as a student at TC if I have potentially been exposed?**

- Monitor your health closely for fever or other symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>)
- Notify your instructor if you get tested for COVID-19 and receive a positive test result. Your instructor will notify the Division Dean and Vice President of Instruction. Your confidentiality will be maintained.
- Every class offered at TC has at least some (if not all) capacity for online learning. Your instructor will assist you in converting to a fully online classroom setting so that you may complete your coursework from home.
- Contact the VP of Administrative Services, Phyllis Deese, at [phyllis.deese@texarkanacollege.edu](mailto:phyllis.deese@texarkanacollege.edu) or call 903-823-3355 to report that you have tested positive.  
\*The purpose of this is to ensure that Texarkana College can take all precautionary measures to prevent further spread.

**FOR ANY OTHER QUESTIONS YOU MAY HAVE,  
VISIT [TEXARKANACOLLEGE.EDU/CORONAVIRUS](https://www.texarkanacollege.edu/coronavirus)  
OR EMAIL [HUMAN.RESOURCES@TEXARKANACOLLEGE.EDU](mailto:HUMAN.RESOURCES@TEXARKANACOLLEGE.EDU)**