



Syllabus

Course Name: Introduction to Mass Communication

Course Number: COMM 1307 WEB

Semester & Year: Fall 2025 **Instructor**

Information:

Name: Pamela Owney, M.A

Adjunct Instructor of Journalism/English

E-mail: pamela.owney@texarkanacollege.edu

Emailing the Instructor: Email me 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.

Textbook Information:

The Media of Mass Communication 12th Ed., John Vivian

(ISBN Access Code – 9780133937534) **STUDENT WILL USE ACCESS CODE**

Students will need to purchase the Pearson Access Code for this course either online or in the bookstore. **The first time you access Pearson in the Moodle course, you will be prompted for the access code already purchased or given instructions to purchase the access code online. The e-book and quizzes will be administered through Pearson Revel.**

Materials needed:

- *Computer and wifi; Internet access 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 in the semester.
4. You may want to try listening to the audio while you read.
5. If you forget your login information, go to the Pearson website and navigate 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 the usernames that are found for that email address. Choose one account to use with REVEL.

**Attendance will be taken weekly per assignment due dates.
All coursework MUST be completed in Moodle and Pearson Revel as
directed in the course.**

Help Desk – TC Login Problems

903-823-3030

8:00 a.m. – 5:00 p.m. Mon -Fri. helpdesk@texarkanacollege.edu

➤ **Computer Requirement Policy:**

Students are required to have a computer with Internet access for classes. The computer must be an actual computer – smart phones, iPads, Androids, Chromebooks, etc., are not acceptable substitutes because they lack software compatibility necessary to complete all assignments and tests. Financial costs for the necessary equipment and internet access are the responsibility of the student.

Students needing to purchase a computer may do so through the Texarkana College Bookstore. Systems purchased through the bookstore meet or exceed all requirements, are competitively priced, and may be purchased using financial aid funds. If the system is purchased through another source, it is the student's responsibility to ensure the system meets all requirements.

Computer systems requirements:

- Webcam, microphone, and speakers or headphones
- Windows 10 or a recent version of Mac OS (minimum Sierra). Windows 10 S mode is not supported
- Hardware capable of running Microsoft Teams (free download) and supports multi-media playback
- Support for Chrome or Microsoft Edge – Note: Firefox, Safari, or other browsers may not work on all TC applications
- Able to run Microsoft Office which will be provided free to TC students
- Adobe Reader or another PDF viewer
- Antivirus software such as Windows Defender or another 3rd party anti-virus solution
- The Respondus Lockdown browser is used for taking tests; therefore, the system must be capable of running this software. Most newer systems that meet other specifications should work.

Students should regularly backup content to prevent loss of coursework due to hardware failure. Backup copies of documents and other coursework may be placed on OneDrive cloud storage. OneDrive is included free of charge for all TC students.

A list of Internet service providers can be found on the TC website at:
<https://www.texarkanacollege.edu/coronavirus/>.

Class Schedule:

The following schedule is tentative. Changes to this schedule will be posted in the Moodle classroom. It is the student's responsibility to be aware of due dates.

Week	Reading	Graded Assignments
Week 1	Introductions Chapter 1: "Mass Media Literacy"	Syllabus Acknowledgment Discussion Forum Written Response Response Paper Ch. 1 Quiz
Week 2	Chapter 2: "Media Technology" Chapter 3: "Media Economics"	Discussion Forum Ch. 2 Quiz Social Media Paper Ch. 3 Quiz
Week 3	Chapter 4: "Cybermedia" Chapter 5: "Legacy Media"	Discussion Forum Ch. 4 Quiz Legacy Media Project Ch. 5 Quiz
Week 4	Chapter 6: "News"	Discussion Forum Ch. 6 Quiz Investigative Reporting Project
Week 5	Chapter 7: "Entertainment" Chapter 8: "Public Relations"	Discussion Forum Ch. 7 Quiz Entertainment Project Ch. 8 Quiz
Week 6	Chapter 9: "Advertising" Chapter 10: "Mass Audiences"	Discussion Forum Ch. 9 Quiz B.A.M Project Ch. 10 Quiz
Week 7	Chapter 11: "Mass Media Effects" Chapter 13: "Global Mass Media" Chapter 14: "Mass Media Law" Chapter 15: "Mass Media Ethics"	Discussion Forum Ch. 11 Quiz/Ch. 13 Quiz Mass Media Effects Paper Ch. 14 Quiz/Ch. 15 Quiz
Week 8	Final Exam Course Response	Final Exam Course Response

Student Grading and Assessments:

Projects/Presentations/Papers	50 %
Chapter Quizzes	20%
Forum Discussions/Other	20%
Final Exam Grade	10%

NOTE: Your Final Exam grade will be the average of ALL the Chapter Quizzes. Please make sure that you take your time and earn the highest grade possible for each of the quizzes.

Grading Scale:

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

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.

For 8-Week Courses

Texarkana College attendance policy allows students to be dropped by instructors for excessive absence. TC considers excessive absence to equate to anything greater than 15% of the class. **In an 8-week term, this means that instructors may drop students for attendance if student absences exceed more than one week of class meetings and/or online assignments.** In a 16-week term, instructors may drop students for attendance if student absences exceed more than two weeks of class meetings and/or online assignments.

For online courses:

Failure to submit at least one assignment each week will result in an absence for that week. Students are allowed only one absence. Students who do not submit at least one assignment over two consecutive weeks without contacting the professor will automatically be dropped from the course.

Make sure that you log in frequently, participate in your course activities and discussions, and check your TC email regularly. **Students who succeed in online classes keep a schedule just as they would if they were attending class on campus, and they communicate with one another and their instructor frequently.** Attendance is vital to your success. Check TC email and Moodle at least three times per week.

Absence in an **online course** is defined as the lack of an active post or submission within the course including discussion board posts, written assignments, and tests. This standard will be used to determine all absentee issues, including but not limited to, 2nd Day Census Reports, last date of attendance, and involuntary withdrawal from a course due to absences. All online students must complete an Enrollment Verification activity within the first day of class; otherwise, the professor may drop the student for not having attended.

- **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 institution's 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.**

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.**

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 about whether or not to drop.

Drop Date:

The official drop date for the course is **TBA**. 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 a.m.- 8 p.m. F 8:30 a.m.- 3:30 p.m. Sunday 2-6 p.m.

Last exam 1 hour before closing. Please check the website for any closure notifications.

- **Contact:**

Phone: 903-823-3278

Email: testing.center@texarkanacollege.edu

- **Help Desk:**

Standard Service Hours

M-Th 7:45 a.m. – 5 p.m. F 7:45 a.m.-4 p.m.

Extended Service Hours (Limited Support including Password Reset)

M-Th 5 p.m.-8 p.m.

- **Contact:**

Phone: 903-823-3030

Email: support@texarkanacollege.edu

Service Window: standard service hours

- **Website:** <https://support.texarkanacollege.edu>

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: pamelaowney@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.*

Special Announcements:

- *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 Blase, Director of Student Disability Services, 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.*
- *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*

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>.

Academic Integrity and Use of AI Tools Guidelines

As members of the academic community, you are expected to uphold the highest standards of integrity. The advent of artificial intelligence (AI) tools offers new opportunities and challenges in our pursuit of knowledge and academic growth. To maintain fairness and integrity in our academic work, the following guidelines are established for the use of AI in this course:

Acceptable Use of AI Tools

1. Research Assistance: AI tools may be used for preliminary research and to assist in locating academic sources. Proper citations must be provided for any materials found via AI tools.
2. Skill Development: AI may be employed for skill development in areas such as coding, languages, and mathematical problem-solving. Use these tools responsibly to enhance your understanding rather than replace your learning efforts.

Prohibited Use of AI Tools

1. The use of AI tools to generate content or answers for assignments, projects, quizzes, or exams may be prohibited. Submitting AI-generated work as your own is considered academic dishonesty.
2. Paraphrasing and Translation: Using AI to paraphrase text or translate assignments is not permissible if it disguises the source material without proper acknowledgment. All work submitted should be in your own words and reflect your own understanding.

Disclosure and Citation

1. Acknowledgment: If any AI tools are used to aid in your learning process (e.g., for brainstorming or editing), their use must be disclosed in a brief statement in your submission.
2. Citation: All AI-assisted content must be properly cited according to the appropriate academic style guide mentioned in this syllabus.

Consequences of Misuse

Violating this policy will result in disciplinary actions consistent with the College's Academic Integrity Policy, which may include failing the assignment, failing the course, or further disciplinary measures.

Revised 8/7/25