



**Course Name:** Introduction to Mass Communication

**Course Number:** COMM 1307, Dual Credit Extended

**Adjunct Instructor Information:**

Rebecca Potter

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**Proctor:**

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**Textbook Information:**

*The Media of Mass Communication*, John Vivian, 12th edition

**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 an understanding of the fundamental types, purposes and relevance of mass communication.
2. Students will demonstrate an understanding of mass media in historic, economic, political and cultural realms.
3. Students will demonstrate an understanding of the business aspects of mass media and the influence of commercialism.
4. Students will demonstrate an understanding of evolving media technologies and relevant issues and trends.
5. Students will demonstrate an understanding of mass media values, ethics, laws and industry guidelines.
6. Students will demonstrate an understanding of globalization of mass media.
7. Students will demonstrate an understanding of media effects on society.

<u>Assignments</u>	<u>Focus</u>	
<b>Chapter 1: Mass Media Literacy</b>	<b>Writing Assignment:</b> Spend one hour directing your awareness to media messages from as many sources as you are able to track (television, radio, social media). Write what you notice, including what messages you are receiving and how they are impacting you (i.e. excited, sad, frustrated, overwhelmed). In addition, note how often you are using more than one device simultaneously, and how this impacts your attention level and ability to receive these messages). Your paragraph must be at least 10 sentences.	Chapter Quiz
<b>Chapter 2: Media Technology</b>	<p><b>Writing Assignment:</b> Directions: Choose one of the following inventors below. Research your character and type a one-page document (12 point, Times New Roman, double space) detailing their invention and contribution to the world.</p> <ol style="list-style-type: none"> <li>1. Johannes Gutenberg</li> <li>2. Granville Woods</li> <li>3. Philo Farnsworth</li> <li>4. Joseph Niepce</li> <li>5. Frederick Ives</li> <li>6. William Dickson</li> <li>7. Samuel Morse</li> <li>8. Arthur C. Clarke</li> <li>9. Tim Berners-Lake</li> </ol>	Chapter Quiz
<b>Chapter 3: Media Economics</b>	<p>After reading this chapter, write a Response Paper that is at least two paragraphs. Include the following:</p> <p>PART 1: THE SUMMARY</p> <ul style="list-style-type: none"> <li>● Condense the content by highlighting its main points and key supporting points.</li> <li>● Use direct quotations from the text to illustrate important ideas.</li> <li>● Keep the summary objective and factual. Do not include in the first part of the paper your personal reaction to the text; your subjective impression will form the basis of the second part of your paper.</li> </ul> <p>PART 2: YOUR REACTION TO THE WORK</p> <p>To develop the second part of a report, do the following by focusing on any or all of the following questions:</p> <ul style="list-style-type: none"> <li>● How is the assigned text related to ideas and concerns discussed in the course for which you are preparing the paper? For example, what</li> </ul>	

	<p>points made in the textbook, class discussions, or lectures are treated more fully in the text?</p> <ul style="list-style-type: none"> <li>• How is the text related to problems in our present-day world?</li> <li>• How is the material related to life, experiences, feelings and ideas? For instance, what emotions did the text arouse in you?</li> <li>• Did the text increase your understanding of a certain issue? Did it change your views in any way?</li> </ul>	
<p><b>Chapter 4: Cybermedia</b></p>	<p>Write a paragraph explaining what significance you see in how cybermedia is changing how people interact with media and with each other. Your paragraph must be at least 10 sentences.</p>	
<p><b>Chapter 5: Legacy Media Chapter Quiz</b></p>	<p>Writing assignment: In this chapter, the author discusses mass media products that traditionally came from seven legacy industries: newspapers, magazines, books, recordings, movies, radio, and television.</p> <p><i>For this assignment, choose one of the options below:</i></p> <ul style="list-style-type: none"> <li>• Newspaper: From your studies in U.S. history, what mid-century changes in the 1830s and later helped drive the explosive growth of print media?</li> <li>• Magazine: What is the future of the magazine industry? What, if any, magazines do you recall reading as a young adult? What do you think has contributed to the decline of sales in magazines? Find one magazine and compare its print product (then) vs. digital product (now).</li> <li>• Books: How is the future book connected to its past? What should libraries and librarians be doing to prepare themselves and their institutions for the future? When will people accept that physical and electronic books must coexist? How secure/stable is the archiving of e-books? How will physical and digital components of books complement each other?</li> <li>• Radio: What do you see as the future for the rich tradition of radio as a medium for entertainment? For news? For political dialogue and comment?</li> <li>• Television: Where do you watch most of your movies and favorite shows? On the TV? On the computer? On your phone? Try switching out of your preferred viewing platform and use another way to get access to your favorite television shows or movies. Then try yet another device. Now do you see any differences among the platforms? Do you think that you could grow accustomed to using an alternative technology to access your favorite programs? What do you think would be the advantage and disadvantages of doing so?</li> </ul>	<p>Chapter Quiz</p>

	Answer the questions in a typed one-page report (12 pt, Times New Roman, double-space). Responses must include two secondary sources.	
<b>Chapter 6: News</b>	<b>Writing assignment:</b> Chapter 6 examines police tag-alongs and ask if they are a good idea. For this forum, directly address this question: Do reality cop shows trivialize important issues, reducing everything to mere entertainment? Explain your response in a one page paper (12 pt, Times New Roman, double-space).	<b>Chapter Quiz</b>
	<b>Investigative Reporting:</b> Watch the video about Texarkana native Jerry Mitchell, an investigative reporter who built his career at "The Clarion-Ledger" newspaper in Mississippi. He is also the author of Race Against Time.  For this project, students will choose an investigative story on political corruption, social unrest, or religious division. Examine key elements, such as the issue/topic of interest; background on the reporter; length spent investigating; resolution/impact. Then, type a one-page report in (12 points, Times New Roman, double space).	
<b>Chapter 7: Entertainment</b>	<a href="#"><u>Entertainment Project</u></a>	<b>Chapter Quiz</b>
<b>Chapter 8: Public Relations</b>	After reading this chapter, write a Response Paper that is at least two paragraphs. Include the following:  <b>PART 1: THE SUMMARY</b>  <ul style="list-style-type: none"> <li>● Condense the content by highlighting its main points and key supporting points.</li> <li>● Use direct quotations from the text to illustrate important ideas.</li> <li>● Keep the summary objective and factual. Do not include in the first part of the paper your personal reaction to the text; your subjective impression will form the basis of the second part of your paper.</li> </ul> <b>PART 2: YOUR REACTION TO THE WORK</b>  To develop the second part of a report, do the following by focusing on any or all of the following questions:  <ul style="list-style-type: none"> <li>● How is the assigned text related to ideas and concerns discussed in the course for which you are preparing the paper? For example, what points made in the textbook, class discussions, or lectures are treated more fully in the text?</li> <li>● How is the text related to problems in our present-day world?</li> <li>● How is the material related to life, experiences, feelings and ideas? For instance, what emotions did the text arouse in you?</li> </ul>	

	<ul style="list-style-type: none"> <li>Did the text increase your understanding of a certain issue? Did it change your views in any way?</li> </ul>	
<b>Chapter 9: Advertising</b>	<a href="#">BAM Project</a>	
<b>Chapter 10: Mass Audiences</b>		<b>Chapter Quiz</b>
<b>Chapter 11: Mass Media Effects</b>	<a href="#">Mass Media Effects Response Paper</a>	
<b>Chapter 14/15: Mass Media Law &amp; Ethics</b>	<b>Chapter 14 &amp; 15: Mass Media Law Project</b>	

**Student Grading and Assessments:**

Projects/Written Assignments      50 percent  
 Forums/Quizzes                              50 percent

**Grading Scale:**

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

**Attendance Policy:**

Students will follow the attendance policy of Texarkana ISD. However, students can be dropped or may not receive credit for Dual Credit classes for excessive absences and still be enrolled in the high school class.

**Make-up Policy:**

Students are required to meet the agreed upon submission deadlines for all video projects. Late assignments will be accepted only for circumstances beyond the control of the student. If a video project fails to materialize, the student is still responsible for producing the weekly video project even if the student is absent for school related activities. In other words, plan ahead and have projects ready to air.

**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 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.

### **TC Email:**

Students should check their TC Email account on a regular basis to check for general information sent from campus or instructors. Also, when emailing the instructor, the students should use the TC Email account.

**NOTE:** The above guidelines are subject to amendment by the instructor at any point during the semester.

### **COVID Statement – 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.

