



# Intro. to Mass Communication-12077

## COMM-1307

MIN 2021 Section 0007 3 Credits 05/17/2021 to 06/06/2021 Modified 05/12/2021

### Course Meetings

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#### Meeting Information:

This section of COMM 1307 is Online (it is the Online Anytime [WW] Instructional Modality). You will have deadlines throughout the semester that you must adhere to (they will be posted on Eagle Online).

We will use Eagle Online (also known as Canvas) for this course, which can be directly accessed through the following link: <https://eagleonline.hccs.edu>. Whether this is a Hybrid or completely online section, you will utilize Eagle Online extremely frequently for lecture, in-class assignments, exams, activities, etc.

HCC Open Lab locations may be used to access the Internet and Eagle Online. Also, it is best to use [FIREFOX](#) or [CHROME](#) as your internet browser while navigating this course.

### Welcome and Instructor Information

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#### Professor: Carlton Abernathy

Email: [Carlton.Abernathy@hccs.edu](mailto:Carlton.Abernathy@hccs.edu)

Office: HCC Central Campus, Fine Arts Center, FAC 303

Phone: 713-718-6609

Website: <https://learning.hccs.edu/faculty/carlton.abernathy> (<https://learning.hccs.edu/faculty/carlton.abernathy>)

#### What's Exciting About This Course

We use media technology to communicate, to be entertained, to be informed, and, really, everything in between. You will learn about the realms of mass communication and the media in this course. Most people do not have a clue how much the media has an impact on them in their daily lives, and many believe they are immune from those impacts. The truth is that media's impact is quite real and something that must take note of. We will examine this impact and learn the basics and a brief historical overview of each facet of mass communication. The number one goal of this course is to make you (the media consumer) a more media literate individual.

#### My Personal Welcome

I'd like to welcome everyone to COMM 1307- Introduction to Mass Media and Culture in the Electronic Environment for this semester at HCC. I look forward to our journey of learning the mass media in an online- course setting. Please take a few moments to review this syllabus. You will need to know it, because it gives you helpful information that you will need throughout the course. I'm sure you all will have questions; and this is okay. However, if I get questions that the syllabus will answer, I will refer you back to the syllabus. For the most part, your general questions of the course will mostly be addressed by your syllabus. However, if you have questions for me that the syllabus does not answer (which I'm sure you will have them), please don't hesitate to ask me. We'll find the answers to all your questions together.

Additionally, you will be challenged with media-based consumption questions you probably have never thought of before. This class is not typically thought of as being the most difficult of courses due to content, but it does require your work and attention. Please stay on task and make certain you complete all the course material(s) before the posted deadline(s).

## Preferred Method of Contact

You should utilize the **Eagle Online Email Tool** or the **Inbox** for the fastest course response/correspondence (you must be logged into Eagle Online to use this tool—course login information listed below). The Instructor Contact Information Section is listed above, and various departmental contact information is listed below in the Department & Chair Contact Information Section. The access link for Eagle Online is <https://eagleonline.hccs.edu>

## Office Hours

Arranged by appointment. You may contact me any time.

Tuesday, Thursday, 10:00 AM to 12:30 PM, Online Via Canvas or In-Person at the HCC Central Campus in the Fine Arts Center in Room FAC 303

Your course performance is important to me; so, please feel free to contact me any time with regard to course related questions, concerns, or issues. I will be happy to assist.

## Course Overview

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### Course Description

As per the Lower-Division Academic Course Guide Manual (ACGM), the COMM 1307 description is as follows: “*Survey of basic content and structural elements of mass media and their functions and influences on society.*” Moreover, this course is designed to help the student become more media literate.

### Requisites

COMM 1307 requires college-level reading and writing skills. Research indicates that you are most likely to succeed if you have already taken and passed ENGL 1301. If you have enrolled in this course having satisfied this prerequisite, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCC Student Handbook](#).

### Department Website

<https://www.hccs.edu/programs/areas-of-study/liberal-arts-humanities--education/communications/>  
(<https://www.hccs.edu/programs/areas-of-study/liberal-arts-humanities--education/communications/>)

## Core Curriculum Objectives (CCOs)

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Given the rapid evolution of necessary knowledge and skills and the need to take into account global, national, state, and local cultures, the core curriculum must ensure that students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. Through the Texas Core Curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world, develop principles of personal and social responsibility for living in a diverse world, and advance intellectual and practical skills that are essential for all learning.

Students enrolled in this core curriculum course will complete a discussion topic or case study designed to cultivate the following core objectives:

- **Critical Thinking Skills**—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communication Skills**—to include effective development, interpretation and expression of ideas through written, oral and visual communication
- **Personal Responsibility**—to include the ability to connect choices, actions, and consequences to ethical decision-making
- **Teamwork**—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Social Responsibility**—to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Student proficiency in Communication Skills will be assessed thru formal written out-of-class essays/analyses as well as an oral presentation component involving a visual component. Student proficiency in Critical Thinking will be assessed by a formal out-of-class essay/analysis assignment. Personal, Social Responsibility, and Teamwork will be assessed as part of long unit or major essay/analysis assignment, which will include assigned reading responses, pre-writing activities, multiple drafts, and group activities (such as peer review or group presentations). Student project grades will account for at least 5% of the final course grade.

## Student Learning Outcomes and Objectives

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### Program Student Learning Outcomes (PSLOs)

Can be found at: <https://www.hccs.edu/programs/areas-of-study/liberal-arts-humanities--education/communications/>

### Course Student Learning Outcomes (CLOs)

Upon course completion (as per the ACGM), the course student learning outcomes are as follows:

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."*
6. *"Demonstrate understanding of globalization of mass media."*
7. *"Demonstrate understanding of media effects on society."*

### Learning Objectives

When you have successfully completed this course, you will be able to:

1. Discuss the development of print and broadcast media, advertising, public relations, movies, books and recordings.
2. Identify pioneers in mass communications.
3. Examine theories, research, laws and external influences of the media.
4. Illustrate how the media are everywhere through personal reflection.
5. Become a more sophisticated mass media consumer.

## Departmental Practices and Procedures

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### Department Specific Instructor and Student Responsibilities

*As your Instructor, it is my responsibility to:*

- Provide the grading scale and information on how your grade is to be calculated
- Facilitate an effective learning environment through learner-centered instructional techniques.
- Provide a description of any special projects or assignments.
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments,
- Arrange to meet with individual students before and after class as needed.

### Program-Specific Student Success Information

*As a student, it is your responsibility to:*

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required course assignments, quizzes, and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Comply with academic policies in the [HCC Student Handbook](#).

# Instructional Materials and Resources

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## Instructional Materials

The following textbook listed below is *required* for this course.

- **Media & Culture: An Introduction to Mass Communication** by Richard Campbell, Christopher Martin, & Bettina Fabos (*must use the edition provided by the [HCC Bookstore \(https://hccs.bncollege.com/shop/hccs-central/page/find-textbooks\)](https://hccs.bncollege.com/shop/hccs-central/page/find-textbooks)*\*\*\*)

*\*\*\*Please note that you already have access to this text in Canvas through the First Day/Inclusive Access Program. Read the First Day/Inclusive Access Section below for more information on how to access your book.*

## First Day/Inclusive Access

This course participates in the Houston Community College First Day Inclusive Access Program. A discount has been applied to the required digital course materials. The discounted charge has been added to students' tuition and fee bills.

Students will access course materials through a link in Canvas (**you must contact the [HCC Bookstore](#) if you have issues with accessing your textbook or if you choose to opt out of the digital access**). Students who opt out will still be responsible for obtaining required course materials, and you will still be expected to complete course material(s) with the current deadlines that are already in place in the course.

## Other Instructional Resources

No Additional Instructional Resources Are Applicable Here

## Course Requirements

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### Assignments, Exams, and Activities

Assignment & Grade Weighting	
Assignment Category	Weighting %
Discussion Forums & Semester Assignments	35 %
Quizzes	30 %
Exam(s)	20 %
Media Presentation	15 %

More details concerning these assigned materials are available below.

Type	Weight	Topic	Notes
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Type	Weight	Topic	Notes
Discussion Forums & Semester Assignments	35%		<p>This course will have several in-class tasks and assignment both in-class and online. These assignments will consist of discussion forums and various written assignments (i.e. news-story, magazine analysis, media-conglomerate analysis, etc.) to illustrate comprehension of the topic at hand. There will also be assignments that involve group-based collaboration. Instructions for these tasks will be given and discussed during the semester. It is extremely important that you follow directions for these assignments. The instructions for each assignment will help you through it, which will be available to you inside the course. The weighting of your Discussion Forums &amp; Semester Assignments can be found in Grading Formula listed below.</p> <p>As a quick note – All semester assignments, discussion forums, and media logs begin with the grade of a 95 %; a grade more than 95 % will be reserved for those who go above and beyond the call of the assignment’s instructions (this higher grade [or a grade more than 95 %] will be assigned at the instructor’s discretion).</p> <p>Discussion Forums &amp; Semester Assignments – You will note that the forums and the assignments carry the biggest weight as far as the grading percentages are concerned. These are generally fairly straightforward tasks. Follow the directions, and you’ll be fine. However, if you do not turn in even one of these tasks, it can reduce your grade an entire letter grade. So, be thorough and careful when navigating through the course and make absolute certain that you have completed all of the necessary tasks.</p> <p>Discussion Forums – Once each discussion forum topic is posted, it will remain online for the duration of the semester (or the designated deadline specified by your instructor). You will be given a statement, thought, or opinion (this is the discussion forum topic); and, from that, you will be required to respond with your own idea or opinion (that is, your “best educated guess” or “best thoughtful insight”). An example topic for the discussion forum could be: “The media have much control and influence in our society and our lives.” With this example in mind, you would offer your own idea as a response. Your grade from the discussion forum will be based from the following:</p> <p>Proficient = 95 % or ‘A’ --- To receive a proficient grade during each discussion forum, you must deliver a thought and/or individual insight (in other words, your own idea and not someone else’s) and provide some kind of backup information supporting your claim.</p> <p>Here is a potential ‘A’ student response to the example topic mentioned above:</p> <p>Example – “I agree with the statement, because when the media give us a suggestion we do what they tell us to. For example, when Hurricane Rita came everyone left the city of Houston (due to a suggestion by city officials and the media).”</p> <p>Each student’s response should be different and unique. You are encouraged to elaborate on another student’s ideas (remember, everyone will be posting a response in a discussion format). For instance, to elaborate on the response above, you could say, “I agree as well. I drove from Houston to San Antonio because the news made it seem like I absolutely had to get out of Houston.”</p> <p>‘Gimme-Grade’ or ‘Free-‘B’ = 85 % or ‘B’ --- To receive a ‘Free-‘B’” grade, you must make some kind of statement or posting. Here’s a discussion forum example:</p> <p>Example – “I agree with what Jane Doe said.” This might seem easy, but it is incentive to give some kind of statement to get some credit.</p> <p>No Response = 0 % or ‘F’ --- If you do not respond to the discussion forum topic during the assigned week, you will receive 0 % as a grade. There is no exception for this; so, either you make the response or you don’t. The discussion forum is your chance to very easily score highly and get some easy points for your final grade. Don’t wait to the last minute; get your discussions out of the way each week so you do not have to face a potential ‘No Response’ grade.</p>

Type	Weight	Topic	Notes
Quizzes	30%		Quizzes in this course are each between 15 and 40 questions in length. They will consist of multiple choice questions. The quiz information and/or details will come from various course material(s) and chapter reading(s)/lecture(s). It should be noted that the quizzes will help you on your Final Exam. For the most part, you will be given Chapter Post Quizzes following every chapter; these quizzes will remain online for the entire semester (or the designated deadline specified by your instructor). It is highly recommended that you take the quiz as soon as you can after it has been posted (in other words, do not wait until the last minute to do all of your quizzes). The weighting of your quizzes can be found in Grading Formula listed below.
Exam(s)	20%		It should be noted during most semesters, there is only one exam (which is the Final Exam). The instructor does reserve the right to add exams if a need is merited. The weighting of your exam(s) can be found in Grading Formula listed below. This exam is typically around 50 questions in length with a combination of multiple choice and short essay (short essay questions are weighted more).
Media Presentation(s)	15%		The Media Presentation in this course will combine what you have learned from this course and your favorite form of media. You will examine historical and theoretical considerations to examine the impact your favorite form of media has on you. More specific directions concerning this assignment will be addressed during the course. Although, there is typically one Media Presentation, the instructor does reserve the right to do multiple media-based presentations. The weighting of your Media Presentation(s) can be found in Grading Formula listed below.

## Grading Formula

Assignments and exams will be graded on a 100-point scale: 100-90 = 'A' (four points per semester hour); 89- 80 = 'B' (three points per semester hour); 79-70 = 'C' (two points per semester hour); 69-60 = 'D' (one point per semester hour); 59 and below = 'F' (zero points per semester hour). Other potential postings include the following: W (Withdrawn, which equals zero points per semester hour); I (Incomplete, which equals zero points per semester hour); and AUD (Audit, which equals zero points per semester hour). To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

The Student Handbook addresses various issues and policies dealing with grades. You may check the Student Hand Book here: <http://www.hccs.edu/resources-for/current-students/student-handbook/>

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

## \* Instructor's Practices and Procedures

### Incomplete Policy

In order to receive a grade of Incomplete ("I"), a student must have instructor approval. This grade is reserved for students who have completed a majority of their coursework and is unable to complete the coursework by the originally posted deadline(s). All grades of Incomplete ("I") are determined by instructor discretion.

### Missed Assignments/Make-Up Policy

It is your responsibility for making up all class related materials if you miss class or an online assignment. Prior notification is required to be able to be considered for making up online course material(s) due to the nature of scheduling. You will receive a 0,

if you do not make arrangements for makeup quizzes, exams, and/or assignments. Do not expect me to come to you for what you miss or do not turn in.

## Academic Integrity

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>  
(<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>)

## Attendance Procedures

For Hybrid or Online courses, there are attendance considerations you should adhere to for successful completion of this course. For Hybrid Courses, your attendance is mandatory. You must come to class; or you WILL miss assigned material(s). Missing course-graded assignments will result in a lower overall grade. Additionally, the instructor reserves the right to lower grades for three (3) or more absences.

For Online Courses, your grade will be reflected upon your involvement or lack thereof within the class. Logging on and checking the content of the course frequently is not only a good idea, but it is also imperative for your success in this online course. The instructor can see the length of time you've logged into Eagle Online and even what pages or sections you have visited while logged on. Consequently, the instructor can virtually see all of your movements throughout the course. If you never log on, you will miss work and essentially miss class.

So, show up for class and log into the course. It is recommended to visit the class daily to check for important updates, announcements, and changes. Online deadlines will not be extended; so, you are required to make sure all course material(s) are completed.

## Student Conduct

As with on-campus classes, all students in HCC online or hybrid courses are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating with faculty and fellow students in a virtual or physical classroom.

Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class. As a special notice to online students, you should consider the following: if I wouldn't do it in-person, then I probably shouldn't do it online. Please check the Student Handbook for more information: <https://www.hccs.edu/resources-for/current-students/student-handbook/>.

## Instructor's Course-Specific Information

You are expected to complete all course material(s) by the posted due dates listed in Canvas.

Please make sure you contact me if you have issues or concerns. I am unable to help if I do not know what you may need. Contact me any time.

## Devices

Use of recording devices, including smart phones and recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs unless prior authorization has been granted by the teaching instructor (prior notification/request must be given to the teaching faculty for the granting of this type of authorization). The duplication and/or reproduction of any class material(s) without the consent of the author or instructor is strictly prohibited. This applies to online or hybrid-based courses as well— that is, you may not reproduce or duplicate any materials without the instructor's guidance as well as consent. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

## Faculty Statement about Student Success

Typically, the more successful students will continuously monitor Eagle Online while completing all course assigned materials, which includes but is not limited to reading the text, viewing online lectures in Eagle Online, completing course assignments, completing course quizzes, completing course presentational material(s), and completing course exams.

## Faculty-Specific Information Regarding Canvas

This course section will use Canvas (<https://eagleonline.hccs.edu> (<https://eagleonline.hccs.edu>)) to supplement in-class assignments, exams, and activities.

HCCS Open Lab locations may be used to access the Internet and Canvas. For best performance, Canvas should be used on the current or first previous major release of Chrome, Firefox, Edge, or Safari. Because it's built using web standards, Canvas runs on Windows, Mac, Linux, iOS, Android, or any other device with a modern web browser.

Canvas only requires an operating system that can run the latest compatible web browsers. Your computer operating system should be kept up to date with the latest recommended security updates and upgrades.

## Instructional Modalities

This course section takes on the following instructional modality:

### Online Anytime (WW)

Traditional online course without scheduled meetings.

## Social Justice Statement

Houston Community College is committed to furthering the cause of social justice in our community and beyond. HCC does not discriminate on the basis of race, color, religion, sex, gender identity and expression, national origin, age, disability, sexual orientation, or veteran status. I fully support that commitment and, as such, will work to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. In this course, we share in the creation and maintenance of a positive and safe learning environment. Part of this process includes acknowledging and embracing the differences among us in order to establish and reinforce that each one of us matters. I appreciate your suggestions about how to best maintain this environment of respect. If you experience any type of discrimination, please contact me and/or the Office of Institutional Equity at 713-718-8271.

## HCC Policies and Information

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### HCC Grading System

HCC uses the following standard grading system:

Grade	Grade Interpretation	Grade Points
A	Excellent (90-100)	4
B	Good (80-89)	3
C	Fair (70-79)	2
D	Passing (60-69), except in developmental courses.	1
F	Failing (59 and below)	0
FX	Failing due to non-attendance	0



Grade	Grade Interpretation	Grade Points
W	Withdrawn	0
I	Incomplete	0
AUD	Audit	0
IP	In Progress. Given only in certain developmental courses. A student must re-enroll to receive credit.	0
COM	Completed. Given in non-credit and continuing education courses.	0

## Link to Policies in Student Handbook

Here's the link to the HCC Student Handbook <https://www.hccs.edu/resources-for/current-students/student-handbook/> (<https://www.hccs.edu/resources-for/current-students/student-handbook/>) In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

## Link to HCC Academic Integrity Statement

<https://www.hccs.edu/resources-for/faculty/student-conduct-resources-for-faculty/> (<https://www.hccs.edu/resources-for/faculty/student-conduct-resources-for-faculty/>)

## Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<https://www.hccs.edu/departments/police/campus-carry/> (<https://www.hccs.edu/departments/police/campus-carry/>)

## HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go to [HCC Eagle ID \(https://www.hccs.edu/resources-for/current-students/student-e-maileagle-id/\)](https://www.hccs.edu/resources-for/current-students/student-e-maileagle-id/) and activate it now. You may also use Canvas Inbox to communicate.

## Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<https://www.hccs.edu/departments/institutional-equity/> (<https://www.hccs.edu/departments/institutional-equity/>))

### Ability Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <https://www.hccs.edu/support-services/ability-services/> (<https://www.hccs.edu/support-services/ability-services/>)

### Title IX

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu) (<mailto:Institutional.Equity@hccs.edu>)

<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/> (<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>)

### Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/> (<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>)

## Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

## Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students during office hours, and before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Be aware of and comply with academic honesty policies in the [HCCS Student Handbook \(http://www.hccs.edu/resources-for/current-students/student-handbook/\)](http://www.hccs.edu/resources-for/current-students/student-handbook/)

## Canvas Learning Management System

Canvas is HCC's Learning Management System (LMS), and can be accessed at the following URL:

<https://eagleonline.hccs.edu> (<https://eagleonline.hccs.edu>)

HCCS Open Lab locations may be used to access the Internet and Canvas. For best performance, Canvas should be used on the current or first previous major release of Chrome, Firefox, Edge, or Safari. Because it's built using web standards, Canvas runs on Windows, Mac, Linux, iOS, Android, or any other device with a modern web browser.

Canvas only requires an operating system that can run the latest compatible web browsers. Your computer operating system should be kept up to date with the latest recommended security updates and upgrades.

## HCC Online Information and Policies

Here is the link to information about HCC Online classes, which includes access to the required Online Information Class Preview for all fully online classes: <http://www.hccs.edu/online/> (<http://www.hccs.edu/online/>)

## Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap> (<https://eagleonline.hccs.edu/login/ldap>)

## Sensitive or Mature Course Content

In this college-level course, we may occasionally discuss sensitive or mature content. All members of the classroom environment, from your instructor to your fellow students, are expected to handle potentially controversial subjects with respect and consideration for one another's varied experiences and values.

## EGLS3

The EGLS<sup>3</sup> ([Evaluation for Greater Learning Student Survey System \(http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/\)](http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not

offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/> (<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>)

## Housing and Food Assistance for Students

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

## Student Resources

### Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services \(http://www.hccs.edu/resources-for/current-students/tutoring/\)](http://www.hccs.edu/resources-for/current-students/tutoring/) website for services provided.

### Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu> (<http://library.hccs.edu/>).

### Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/> (<http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>).

### Resources for Students:

<https://www.hccs.edu/resources-for/current-students/communicable-diseases/resources-for-students/>  
(<https://www.hccs.edu/resources-for/current-students/communicable-diseases/resources-for-students/>)

### Basic Needs Resources:

<https://www.hccs.edu/support-services/counseling/hcc-cares/basic-needs-resources/> (<https://www.hccs.edu/support-services/counseling/hcc-cares/basic-needs-resources/>)

### Student Basic Needs Application:

[https://hccs.co1.qualtrics.com/jfe/form/SV\\_25WyNx7NwMRz1FH](https://hccs.co1.qualtrics.com/jfe/form/SV_25WyNx7NwMRz1FH)  
([https://hccs.co1.qualtrics.com/jfe/form/SV\\_25WyNx7NwMRz1FH](https://hccs.co1.qualtrics.com/jfe/form/SV_25WyNx7NwMRz1FH))

## COVID-19

Here's the link to the HCC information about COVID-19:

<https://www.hccs.edu/resources-for/current-students/communicable-diseases/> (<https://www.hccs.edu/resources-for/current-students/communicable-diseases/>)

## Course Calendar

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## Suggested Course Calendar

<b>Regular Term----- 16-Week Session</b>	
<b>Week</b>	<b>Topic / Assignments Due</b>
1	Syllabus & Syllabus Quiz; Agenda-Setting & Discussion Forum
2	Chapter 1 & Chapter 1 Quiz; Chapter 2 & Chapter 2 Quiz
3	Chapter 3 & Chapter 3 Quiz; Media Conglomerate Assignment
4	Chapter 4 & Chapter 4 Quiz; Chapter 5 & Chapter 5 Quiz
5	Chapter 6 & Chapter 6 Quiz; Chapter 7 & Chapter 7 Quiz
6	Chapter 8 & Chapter 8 Quiz
7	Chapter 9 & Chapter 9 Quiz; Cultivation Effect & Discussion Forum
8	Chapter 10 & Chapter 10 Quiz; Magazine Analysis
9	Chapter 11 & Chapter 11 Quiz; Spiral of Silence & Discussion Forum
10	Chapter 12 & Chapter 12 Quiz
11	Chapter 13 & Chapter 13 Quiz; Media Presentation Instructions Assigned
12	Chapter 14 & Chapter 14 Quiz; News-Story
13	Chapter 15 & Chapter 15 Quiz
14	Chapter 16 & Chapter 16 Quiz
15	Final Exam
16	Media Presentations
<b>2nd Start----- 12-Week Session</b>	
<b>Week</b>	<b>Topic / Assignments Due</b>
1	Syllabus & Syllabus Quiz; Agenda-Setting & Discussion Forum
2	Chapter 1 & Chapter 1 Quiz; Chapter 2 & Chapter 2 Quiz
3	Chapter 3 & Chapter 3 Quiz; Media Conglomerate Assignment

4	Chapter 4 & Chapter 4 Quiz; Chapter 5 & Chapter 5 Quiz
5	Chapter 6 & Chapter 6 Quiz; Chapter 7 & Chapter 7 Quiz
6	Chapter 8 & Chapter 8 Quiz; Cultivation Effect & Discussion Forum
7	Chapter 9 & Chapter 9 Quiz; Chapter 10 & Chapter 10 Quiz; Magazine Analysis
8	Chapter 11 & Chapter 11 Quiz; Spiral of Silence & Discussion Forum
9	Chapter 12 & Chapter 12 Quiz; Chapter 13 & Chapter 13 Quiz; Media Presentation Instructions Assigned
10	Chapter 14 & Chapter 14 Quiz; News-Story
11	Chapter 15 & Chapter 15 Quiz; Chapter 16 & Chapter 16 Quiz
12	Final Exam; Media Presentations
<b>Mini-Session-----3-Week Session – Fast-Paced Course</b>	
<b>Week</b>	<b>Topic / Assignments Due</b>
1	Syllabus & Syllabus Quiz; Agenda-Setting & Discussion Forum
1	Chapter 1 & Chapter 1 Quiz; Chapter 2 & Chapter 2 Quiz
1	Chapter 3 & Chapter 3 Quiz; Media Conglomerate Assignment
1	Chapter 4 & Chapter 4 Quiz; Chapter 5 & Chapter 5 Quiz
2	Chapter 6 & Chapter 6 Quiz; Chapter 7 & Chapter 7 Quiz
2	Chapter 8 & Chapter 8 Quiz; Cultivation Effect & Discussion Forum
2	Chapter 9 & Chapter 9 Quiz; Chapter 10 & Chapter 10 Quiz; Magazine Analysis
2	Chapter 11 & Chapter 11 Quiz; Spiral of Silence & Discussion Forum; Media Presentation Instructions Assigned
3	Chapter 12 & Chapter 12 Quiz; Chapter 13 & Chapter 13 Quiz
3	Chapter 14 & Chapter 14 Quiz; News-Story
3	Chapter 15 & Chapter 15 Quiz; Chapter 16 & Chapter 16 Quiz

3	Final Exam; Media Presentations
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# Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## Additional Information

### Departmental/Program Information

- Communications (COMM) involves the broad and vast world of media. Careers within this field include radio and television broadcasting, production, journalism, advertising, public relations, and much more.
- COMM Majors are encouraged to complete the Associate of Arts in Communications here at Please see the following required coursework for the Associates: <https://www.hccs.edu/finder/programs/associate-of-arts-in-communication---aa/>
- For advice on degree and/or career details within Communications/Media. Please contact one of the following faculty members for assistance:

<p><b>Carlton Abernathy</b></p> <p>COMM Faculty/Adviser/Program Coordinator</p> <p>O: 713-718-6609</p> <p><a href="mailto:carlton.abernathy@hccs.edu">carlton.abernathy@hccs.edu</a></p>	<p><b>Fredrick Batiste</b></p> <p>COMM Faculty/Student Publications [Egalitarian] Adviser</p> <p>O: 713-718-6016</p> <p><a href="mailto:fredrick.batiste@hccs.edu">fredrick.batiste@hccs.edu</a></p>
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- HCC COMM Student Organizations involves the HCC Student Media, The Egalitarian. Click the following link to see the news media site: <https://hccegalitarian.com/>. For more information about this organization, please contact the following:

<p><b>Fredrick Batiste</b></p> <p>COMM Faculty/Student Publications [Egalitarian] Adviser</p> <p>O: 713-718-6016</p> <p><a href="mailto:fredrick.batiste@hccs.edu">fredrick.batiste@hccs.edu</a></p>
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### Process for Expressing Concerns about the Course

If you have concerns about any aspect of this course, please reach out to your instructor for assistance first. If your instructor is not able to assist you, then you may wish to contact the Department Chair or Communications Department:

<p><b>Dr. Danielle Stagg</b></p> <p>Speech, Communication, &amp; ASL Chair</p> <p>713-718-5478</p> <p><a href="mailto:danielle.stagg@hccs.edu">danielle.stagg@hccs.edu</a></p>	<p><b>Rena Guerra</b></p> <p>Speech, Communication, &amp; ASL Chair Administrative Assistant</p> <p>713/718-6258</p> <p><a href="mailto:renae.guerra@hccs.edu">renae.guerra@hccs.edu</a> <a href="mailto:renae.guerra@hccs.edu">mailto:renae.guerra@hccs.edu</a></p>	<p><b>Annick Boutros</b></p> <p>Department of English &amp; Communication Office Manager</p> <p>713-718-7816</p> <p><a href="mailto:annick.boutros@hccs.edu">annick.boutros@hccs.edu</a></p>
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