



HOUSTON COMMUNITY COLLEGE

Division of Liberal Arts, Humanities & Education Communications Department

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

COMM 2300: Media Literacy | Lecture CRN # 10329

Summer 2020 | 5 Weeks (6.8.2020-7.12.2020)

Online Instruction | Online Course

3 Credit Hours | 48 hours per semester

INSTRUCTOR CONTACT INFORMATION

Instructor: **Carlton Abernathy, MA**

Office Phone: 713-718-6609

Office: Central, FAC Room 303

Office Hours: Will be arranged by appointment. Contact me any time.

HCC Email: carlton.abernathy@hccs.edu

Office Location: Central, Fine Arts Center

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.

INSTRUCTOR'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.

You may also contact me via the aforementioned email and/or phone number.

WHAT'S EXCITING ABOUT THIS COURSE

Media is quite simply inescapable, and we are constantly bombarded with it. Many people do not realize how much media impacts us on a daily basis, and some folks believe they are almost immune from those media effects. However, that is the farthest thing from the truth. If you took COMM 1307, this course is a continuation of that course, but we go into deeper media detail. The biggest goal of this course is to make you (the media consumer) a more media literate individual.

PERSONAL WELCOME

I'd like to welcome everyone to COMM 2300 – Media Literacy for this semester at HCC. I look forward to our journey of learning about media in an online or hybrid 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. This class does require your work and attention. So, please stay on task and make certain you complete all the course material(s) before the posted deadline(s).

PREREQUISITES AND/OR CO-REQUISITES

COMM 2300 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. It is also recommended to have taken COMM 1307 and/or COMM 2311. If you have enrolled in this course having satisfied these recommended prerequisite(s), 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](#).

CANVAS LEARNING MANAGEMENT SYSTEM

This section of COMM 2300 will use Eagle Online (also known as Canvas), 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 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.

HCC ONLINE INFORMATION AND POLICIES

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <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 (there is also an example of one potential rubric below in the Assignment, Exams, and Activities Section below). <https://eagleonline.hccs.edu/login/ldap>

INSTRUCTIONAL MATERIALS

Textbook Information

The book is required, because not everything on the exams will be strictly from lectures. That is, some aspects of a chapter could be from your reading and not from the lectures. The following textbook listed below is **required** for this course.

Media Literacy (9e)

Book by W. James Potter

ISBN: 978-1-5443-9525-8 ©2019 • SAGE Publications, Inc.

The bookstore may or may not have this textbook. As a result, I would encourage buying from the publisher site. This is a direct link (there is an option on this page to buy or rent and to acquire an electronic or paperback version): <https://www.sagepub.com/hi/nam/media-literacy/book254860>

Remember, this is course's timeframe is not very long; so, it is recommended to immediately get you book—also, it should be noted that electronic version(s) can be more quickly accessed than paperback.

Course material(s) should be acquired within the first few days of class, which can be found at the HCC Bookstore (you can also visit the bookstore by clicking the following link: [HCC Bookstore](#)).

OTHER INSTRUCTIONAL 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/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 HCC library web page at <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/>.

COURSE OVERVIEW

As per the Lower-Division Academic Course Guide Manual (the ACGM), COMM 2300 – Media Literacy involves *criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media:*

Approval Number.....	09.0102.53 06
maximum SCH per student.....	3
maximum SCH per course.....	3
maximum contact hours per course.....	48

Moreover, the course is involves an examination of consumer media usage and its impact on those consumers as well as society. This course will examine the role mass communication plays in society with the intention of improving student media literacy.

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 (CSLOS)

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

1. Understand and define the term "media literacy".
2. Understand and explain the functions of media in our society.
3. Understand and explain media literacy through a critical thinking process.
4. Understand and utilize research to help determine true media intent/action(s).
5. Understand and describe media theoretical background.
6. Understand and describe media impact on society, its members, and yourself.
7. Understand and explain the interrelationships between media and different mass media.
8. Understand the implications of recent electronic technological developments and the future of the media.

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
- Attentively listen to and read through all lecture-based material(s)
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

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

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](#).

ASSIGNMENTS, EXAMS, AND ACTIVITIES

All assigned and graded course material(s) should be turned in by the specified due date. It is important to understand that extra time will not be given. Anything not turned in by the posted deadline is subject to being given a '0' in the gradebook. So, please make sure you know the course deadlines and strictly adhere to them.

In-Class Tasks (Discussion Forums & Semester Assignments)

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. media analyses) 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 & Semester Assignments can be found in Grading Formula listed below.

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).

Discussion Forums & 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.

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:

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. Here is a potential 'A' student response to the example topic mentioned above:

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).”

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.”

'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:

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.

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.

Quizzes (categorized as In-Class Tasks)

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 exams. For the most part, you will be given Chapter Post Quizzes following several chapters; 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.

Exams

Exams in this course are typically around 50 questions in length with a combination of multiple choice and short essay (short essay questions are weighted more). This will most likely vary. It should be noted during most semesters, there will most likely be a Midterm and a Final Exam. The instructor does reserve the right to add/delete exams if a need is merited. When available or viewable, each exam will remain online for the duration of the semester (or the designated deadline specified by your instructor). In-class exams may also be a possibility. The weighting of your exam(s) can be found in Grading Formula listed below.

Media Log

The media log will consist of a series of short media intake analyses. The log will consist of personal media examination and how much the media you encounter impacts you. It should also provide insight as to how you may grow with the self-examination. More detail and instruction of this project will be provided later in the semester. 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 final grade will be determined based upon the following:

Assignment & Grade Weighting	
Assignment Category	Weighting %
In-Class Tasks & Assignments	60 %
Exam(s)	25 %
Media Log(s)	15 %

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.

HCC Grading Scale

The scale can be found on this site under Academic Information: <http://www.hccs.edu/resources-for/current-students/student-handbook/>

COURSE CALENDAR

The following is a class schedule for both a Regular Term and a 2nd Start Term—this is for both online and hybrid courses (it should be noted that the order and the content[s] will most likely be changed or more assigned material will be added):

Regular Term --- 16-Week Session	
Week	Topic / Assignments Due
1	TBD
2	TBD
3	TBD
4	TBD

5	TBD
6	TBD
7	TBD
8	TBD
9	TBD
10	TBD
11	TBD
12	TBD
13	TBD
14	TBD
15	TBD
16	TBD

2nd Start --- 12-Week Session

Week	Topic / Assignments Due
1	TBD
2	TBD
3	TBD
4	TBD
5	TBD
6	TBD
7	TBD
8	TBD
9	TBD
10	TBD
11	TBD
12	TBD

5-Week Session

Week	Topic / Assignments Due
1	TBD
2	TBD
3	TBD
4	TBD
5	TBD

SYLLABUS MODIFICATIONS

The instructor reserves the right to modify the syllabus at any time during the semester. Modifications will be announced to the class if such changes occur.

INSTRUCTOR'S PRACTICES AND PROCEDURES

Missed Assignments/Class

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

HCC commits itself to the preparation of Mass Media professionals and scholars. Such a mission demands the highest standard of academic honesty and integrity. Violations of academic honesty, including but not limited to plagiarism, collusion, deception, conflict of interest and theft are not tolerated and can lead to severe penalties.

Disciplinary actions are outlined in the Student Handbook. Don't take any chances with this; it's simply not worth it. See the link below for more information.

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

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.

Electronic 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 (please see the dsABILITY Services Section below for more information).

COMMUNICATIONS (COMM) PROGRAM INFORMATION

- COMM Majors are encouraged to complete the Associate of Arts in Communications here at HCC. 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:

Carlton Abernathy

COMM Faculty/Adviser

O: 713-718-6609

carlton.abernathy@hccs.edu

Fredrick Batiste

COMM Faculty/Student Publications [Egalitarian] Adviser/Program Coordinator

O: 713-718-6016

fredrick.batiste@hccs.edu

- 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:

Fredrick Batiste

COMM Faculty/Student Publications [Egalitarian] Adviser/Program Coordinator

O: 713-718-6016

fredrick.batiste@hccs.edu

HCC POLICIES

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

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

EGLS³

The EGLS³ ([Evaluation for Greater Learning Student Survey System](#)) 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. EGLS³ surveys are only available for the Fall and Spring semesters. -EGLS³ surveys are not offered during the Summer semester due to logistical constraints. Click the following link for EGLS³: <http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

CAMPUS CARRY LINK

Here's the link to the HCC information about Campus Carry:
<http://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](#) and activate it now. You may also use Canvas Inbox to communicate.

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.

OFFICE OF INSTITUTIONAL EQUITY

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

disABILITY 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 <http://www.hccs.edu/support-services/disability-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 St.; Houston, TX 77266-7517, by phone at 713-718-8271, or by email at Institutional.Equity@hccs.edu. The office direct site can be found in in the following link: <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/>

DEPARTMENT & CHAIR CONTACT INFORMATION

Dr. Danielle Stagg

Speech, Communication, & ASL Interim Chair

Annick Boutros

Department of English & Communication Office Manager

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