



Course Syllabus

Introduction to Mass Communication COMM 1307

Semester with Course Reference Number (CRN)	Spring 2019 – Second Start 1033
Instructor contact information (phone number and email address)	Jim Livesey 713-718-7864 jim.livesey@hccs.edu
Office Location and Hours	311 San Jacinto Building By Appointment
Course Location/Times	DE Eagle Online - Canvas
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: External Hours:
Total Course Contact Hours	48.00
Course Length (number of weeks)	8
Type of Instruction	Lecture
Course Description:	Analyzes communication theory and mass media in 20th century society. Surveys history, operation, and structure of the American communication system. Identifies major legal, ethical, and socio-cultural issues, studies basic communication theory, and the interrelations between media and the individual, media and society, and media and the future. Examines career potential and job prospects in today?s and tomorrow?s electronic culture
Course Prerequisite(s)	PREREQUISITE(S): <ul style="list-style-type: none">• Must be placed into college-level reading (or take GUST 0342 as a co-requisite) and be placed into college-level writing (or take ENGL 0310/0349 as a co-requisite).

FREQUENT REQUISITES

- College Level Reading
- College Level Writing

**Academic
Discipline/CTE
Program Learning
Outcomes**

1. Apply elemental competency in the operation of selected media.
2. Understand and explain the terms mass communication (also referred to as media communication).
3. Describe the development of print media, radio, television, and film.
4. Provide a chronology of some milestones relevant to the advancement of media from their onset to today.

**Course Student
Learning Outcomes
(SLO): 4 to 7**

1. Discuss the development of print and broadcast media, advertising, public relations, movies, and recordings.
2. Examine theories about media communication, and provide clarification to others about the significance of the public viewer's critical eye to reasonably comprehend that which is produced and aired by the media.
3. Understand and define the terms mass communication.
4. Understand and explain the functions of the mass media.
5. Understand and describe the development of radio and television and the film industry, and explain the relationships between the two.
6. Understand the implications of electronic technology and the Internet on mass communication.
7. *Write a media intake log or diary of his or her media usage through theory-based information learned in class utilizing MLA or APA formatting style and guidelines.

**Learning
Objectives
(Numbering system
should be linked to
SLO - e.g., 1.1, 1.2,
1.3, etc.)**

Discuss the development of print and broadcast media, advertising, public relations, movies, and recordings.

1. Use various techniques to help students learn the history of media communication, and work to influence their use of creativity in the conception of media strategies for the future.

Examine theories about media communication, and provide clarification to others about the significance of the public viewer's critical eye to reasonably comprehend that which is produced and aired by the media.

1. Facilitate students' recognition and comprehension of theories associated with media communication, and foster their self-confidence to help others view media information more critically.

Understand and define the terms *mass communication*.

Understand and explain the functions of the mass media.

Understand and describe the development of radio and television and the film industry, and explain the relationships between the two.

Understand the implications of electronic technology and the Internet on mass communication.

***Write a media intake log or diary of his or her media usage through theory-based information learned in class utilizing MLA or APA formatting style and guidelines.**

SCANS and/or Core Curriculum Competencies: If applicable

Core Curriculum Competencies:
No Learning Outcomes Selected

Instructional Methods

DE

Instructor's Requirements

TBA

HCC Grading Scale:

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated

exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

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.

Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For Health Sciences Programs Grading Scales, see the "Program Discipline Requirements" section of the Program's syllabi.

Instructor Grading Criteria

Grading

	How Many	Points for Each	Portion of Final Grade
Exams	4	10	40
Final	1	10	10
Discussion Essays	15	2	30
Project Milestone 01	1	5	5
Project Milestone 02	1	5	5
Project Milestone 03	1	5	5
Project Milestone 04	1	5	5
Project Milestone 05	1	5	5
Project Milestone 06	1	10	10
Total Available Points			115

Instructional Materials

Media and Culture

Paperback: 672 pages
 Publisher: Bedford/St. Martin's; 11th
 Language: English

THIS IS AN OLDER VERSION OF THE TEXT (THE NEWEST ONE WILL WORK AS WELL) BUT IS SIGNIFICANTLY LESS EXPENSIVE AS A USED TEXTBOOK THAN THE CURRENT EDITION.

ANY SUPPLEMENTAL MATERIALS WILL BE POSTED ON EAGLE ONLINE.

HCC Policy Statement:

Access Student Services Policies on their Web site:

<http://hccs.edu/student-rights>

EGLS3 -- Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE Policies on their Web site:

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

Access CE Policies on their Web site:

<http://hccs.edu/CE-student-guidelines>