



**Division of Liberal Arts, Humanities & Education
Communications Department**

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

**COMM 1307: Introduction to Mass Communication | Online |
CRN # 21618**

Spring 2021 RT | 1/19/21-5/16/21
Tues/Thurs 9:30-10:50 AM | Online on a Schedule
16 Weeks | 3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor: Laura Lemburg	Office Phone: N/A
Office: Virtual (Canvas)	Office Hours: Tuesdays 11 a.m.-12 p.m.
HCC E-mail: laura.lemburg@hccs.edu	Office Location: Virtual--Webex on Canvas

I am here to help! Please feel free to contact me concerning any issues, concerns, or course-related questions you may have during this course. Your performance in my class is very important to me.

Instructor's Preferred Method of Contact

Please contact me via Eagle Online/Canvas for the quickest response. I will respond to you within 24 hours. Allow 48 hours for my response on weekends. If you are having any technical issues, please contact the IT department at 713-718-5275 and notify me via Canvas Inbox immediately so that I can work with you.

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 media in this course. Most people are not aware of how much media have an impact on them in their daily lives, and many believe they are immune from that impact. 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

Welcome! So glad you are here! I am very passionate about communications and have experience in a variety of mass media and public relations. I am in my 13th year of teaching at HCC, and I'm looking forward to another great semester exploring the realm of communications with you all!

Prerequisites and/or Co-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 these prerequisites, 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 1307 will use Eagle Online/Canvas (<https://eagleonline.hccs.edu>)

HCC Open Lab locations may be used to access the Internet and Eagle Online. The recommended browsers are **FIREFOX** or **CHROME** while navigating this course.

HCC Online Information and Policies

Here is the link to information about HCC Online classes: <http://www.hccs.edu/online/>

Grading, Scoring Rubrics, etc.

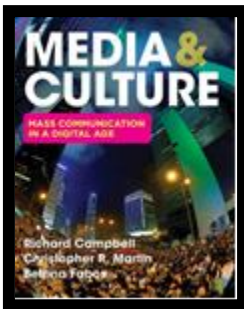
All grading and scoring rubrics are available in Canvas, as well as examples and directions for completing assignments. Grading and scoring rubrics will be based on principles such as substantive content of your work, as well as organization and clarity, following the directions given, mechanics (spelling and grammar) and the length requirement when applicable.

All assignments completed should exhibit quality work, which includes being typed and free of spelling, punctuation and grammatical errors. Assignments should be completed in a thoughtful, substantive manner. Do not forget to cite your sources in assignments!

Wikipedia should NEVER be used as a source.

Instructional Materials

This course requires the following textbook:



Campbell, R., Martin, C. R., Fabos, B. (2019). *Media & Culture, Mass Communication in a Digital Age*. 12TH Ed. Boston: Bedford/St. Martin's. ISBNs: Paperback: 978-1-10285-2, Loose-leaf: 978-1-319-10471-9, or LaunchPad 978-4-319-10468-9

To enhance your learning experience and provide affordable access to the right course materials, this course is part of the HCC Textbook Savings program that provides inclusive access to course materials.

Your Houston Community College student account was billed for these materials at the time of registration and the price is guaranteed to be the lowest cost available for your required materials. It is not recommended that you opt-out of these materials, as they are required to complete the course. You may choose to opt-out prior to the Census Date but will then be responsible for purchasing the course materials at the full retail price and access to your materials may be suspended. For more information about the HCC Textbook Savings program, contact our bookstore manager, LaTonya Pate, at sm515@bncollege.com or 713-528-0872.

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 [HCC Tutoring Services](#) 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

The following is the description of this course is from the HCC Course COMM Course Description:

"Analyzes communication theory and mass media in 21st century society. Surveys history, operation, and structure of the American communication system. Identifies major legal, ethical, and sociocultural 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 and tomorrow's electronic culture. Core curriculum course."

As per the Lower-Division Academic Course Guide Manual (the ACGM), COMM 1307 is a "Survey of basic content and structural elements of mass media and their functions and influences on society."

Core Curriculum Objectives (CCOS)

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 through 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.

Program Student Learning Outcomes (PSLOs)

1. Recognize and/or evaluate the input of digitization on communications
2. Demonstrate an understanding of media literacy
3. Describe communication principles and theories
4. Communicate appropriately and effectively to various audiences
5. Apply elemental competency in the operation of selected media
6. Understand and explain the terms mass communication
7. Describe the development of print media, radio, television and film
8. Provide a chronology of some milestones relevant to the advancement of media from their onset

Course Student Learning Outcomes (CSLOs)

- Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
- Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
- Demonstrate understanding of the business aspects of mass media and the influence of commercialism.
- Demonstrate understanding of evolving media technologies and relevant issues and trends.
- Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
- Demonstrate understanding of globalization of mass media.
- 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.

Student Success

To be successful in this course, spend some time studying and applying concepts from the course material to the chapter assignments. Log in to Eagle Online regularly to keep up with the course material and assignments. You should expect to spend at least 5 hours per week on Canvas. Successful completion of this course requires the following:

- Reading the textbook
- Perusing the Power Point presentations
- Listening and following instructions
- Logging in on-time for class and participating
- Completing all course assignments on time

There is no short cut for success in this course; it requires reading and studying the material using the course objectives as your 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 dates, and making up assignments
- Provide the course outline and class calendar, which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required (virtually)

As a student, it is your responsibility to:

- Attend class and be on time
- 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 by the deadlines
- Ask for assistance when a question or problem arises
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Comply with academic policies in the [HCC Student Handbook](#).
- Enjoy the class!

Assignments, Exams, and Activities

All assigned and graded course material(s) should be submitted by the specified due date. It is important to understand that make-up work will only be accepted in certain circumstances, not just because you forgot or failed to submit something on time.

Anything not submitted by the posted deadline is subject to a grade of '0', so please make sure you know the course deadlines and strictly adhere to them.

Written Assignments

There are two written assignments, an essay, "Day in the Life", which is a two-page review of the presence of media in your life and how they affect you. The second written assignment is a four-five page media research critique. More information on the written assignments are available on Eagle Online.

There will also be field assignments given throughout the semester that require some writing when applicable.

Quizzes

We will have chapter quizzes each week. You will be quizzed on material from the textbook and subject matter covered in class. They will be unlocked at the beginning of class, and you will have 20 minutes to complete them. A review will be posted for each quiz. Expect the quizzes to be between 10-20 multiple-choice, fill-in-the-blank, and true/false questions.

Exams

There is only one exam in in this course, the final exam! It will be comprehensive over the entire semester. A review will be provided on the last class day.

Grading Formula

Assignments and Weights

Quizzes	20 %
Field Assignments	25 %
Media Research Project	20 %
Day in the Life Essay	10 %
Canvas Media eLogs	5 %
Discussions	10 %
Final Exam	10 %
TOTAL	100%

HCC Grading Scale:

90-100	A (4 points)
80-89	B (3 points)
70-79	C (2 points)
60-69	D (1 point)
59-below	F (0 points)

80-89
70-79

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester. I will notify students immediately if such changes occur via Canvas Inbox and via an Announcement in Eagle Online/Canvas.

COMM 1307 SPRING 2021 COURSE CALENDAR

(See Calendar on Canvas for weekly assignment criteria and due dates)

Week	Date	Schedule
1	01/19	Welcome/Introductions and Syllabus Review Chapter 1 - <i>Mass Communication: A Critical Approach</i>
	01/21	Ch. 1/ Chapter 16 - <i>Legal Controls and Freedom of Expression</i>
2	01/26	Chapter 13 - <i>Media Economics and the Global Marketplace</i>
	01/28	Ch. 13
3	02/02	Chapter 2 - <i>The Internet, Digital Media, and Media Convergence</i>
	02/04	Ch. 2 ***Day in the Life Essay Due Feb. 4 by 11:59 PM***
4	02/09	Chapter 3 - <i>Digital Gaming and the Media Playground</i>
	02/11	Ch. 3
5	02/16	Chapter 10 - <i>Books and the Power of Print</i>
	02/18	Ch. 10 ***Media Paper Subject Statement Due Feb. 18 by 11:59 PM***
6	02/23	Chapter 8 – <i>Newspapers: The Rise and Decline of Modern Journalism</i>
	02/25	Ch. 8
7	03/02	Chapter 9 - <i>Magazines in the Age of Specialization</i>
	03/04	Ch. 9
8	03/09	Chapter 4 - <i>Sound Recording and Popular Music</i>
	03/11	Ch. 4 ***Media Research Outline Due March 11 by 11:59 PM***
	03/15-19	SPRING BREAK -- NO CLASS
9	03/23	Chapter 5 - <i>Popular Radio and the Origins of Broadcasting</i>
	03/25	Ch. 5
10	03/30	Chapter 7 - <i>Movies and the Impact of Images</i>
	04/01	Ch. 7
11	04/06	Chapter 6 - <i>Television and Cable: The Power of Visual Culture</i>
	04/08	Ch. 6 ***Media Research Final Paper Due April 08 by 11:59 PM***
12	04/13	Chapter 15 – <i>Media Effects and Cultural Approaches to Research</i>
	04/15	Ch. 15
13	04/20	Chapter 14 - <i>The Culture of Journalism: Values, Ethics and Democracy</i>
	04/22	Ch. 14
14	04/27	Chapter 11 - <i>Advertising and Commercial Culture</i>
	04/29	Ch. 11
15	05/04	Chapter 12 - <i>Public Relations and Framing the Message</i>
	05/06	Ch. 12/FINAL EXAM REVIEW
16	05/11	COMPREHENSIVE FINAL EXAM – 9-11 a.m.

Instructor's Practices and Procedures

Missed Assignments

You will have 24 hours to make up any quiz or assignment not submitted on time, with a deduction. Five points will be deducted if you submit the work by noon the following day, and ten points will be deducted between noon and 11:59 p.m. the following day. I will allow make ups without deducted points in cases of personal emergency and on a case-by-case basis. Please do not be upset when I ask for documentation. I do so because some students may take advantage of the privilege, and I want to preserve it for those students who truly need it. Work schedules or vacations do **NOT** qualify as a personal emergency. Failure of your personal computer equipment or WiFi are **NOT** considered an emergency. Don't wait until the last minute to complete assignments to avoid such issues. If you have an issue with Eagle Online, contact technical support immediately at 713-718-5275. You will be required to email me with an incident/case number.

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.

Here's the link to the Student Code of Conduct and Discipline Procedures. It contains comprehensive 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

This is a unique course structure offered during these unprecedented times where although the course is completely online, we will meet at a specific time on Cisco Webex. Please meet in Webex before 9:30 a.m. to avoid missing any announcements covered in the beginning of class.

If you know you will be absent, please send me a message via Canvas Inbox *in advance*. If you are more than 10 minutes late to class, you will be considered tardy. If you are more than 10 minutes late on quiz days, a deduction of 5 points will be applied to your quizzes. The last day to drop with a "W" is Apr. 6.

Student Conduct in the Virtual Classroom (Netiquette)

All students in HCC online 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.

Communication Program Information

The Communication Department at HCC offers a variety of courses to help fulfill the Communications portion of their core requirements.

AWARD TYPES: Associate of Arts in Communication
HCC AREA OF STUDY: Liberal Arts, Humanities & Education

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

EGLS3

At HCC, 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 near the end of the term.

Campus Carry Link

Here's the link to the HCC information about Campus Carry: <http://www.hccs.edu/district/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 visit [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 food 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 they 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 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

(713) 718-8271

Houston, TX 77266-7517 or email: Institutional.Equity@hccs.edu

More info: <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 at your college to seek assistance in determining the correct complaint procedure to follow. To identify the appropriate academic dean or supervisor for informal resolution of complaints, go to:

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

Speech & Communications Program Contact Information

Department Chair: Dr. Danielle Stagg
Email address: danielle.stagg@hccs.edu
Telephone Number: 713-718-5478

Dean of English & Communication: Dr. Amy Tan
Email address: amy.tan@hccs.edu
Telephone number: 713-718-7814