



COMM 1307: Intro to Mass Communication in Electronic Environment
SPRING 2018 Online Education, CRN 52196

Instructor: Laura Lemburg
Email: laura.lemburg@hccs.edu
Office hours: Virtual (By appointment in person)
Contact: Please direct all correspondence with me through Canvas Inbox unless otherwise directed

COMM 1307 Introduction to Mass Communication (ACGM)

The survey of basic content and structural elements of mass media and their functions and influences on society

Approval	
Number.....	09.0102.51.06
Maximum SCH per student.....	3
Maximum SCH per course.....	3
Maximum contact hours per course.....	48

REQUIRED TEXT:

Campbell, R., Martin, C. R., Fabos, B. (2017). *Media & Culture, Mass Communication in a Digital Age*. 11TH Ed. Boston: Bedford/St. Martin's. (ISBN: 978-1-319-05851-7 or 978-1-319-06829-5)

COURSE DESCRIPTION:

The course analyzes communication theory and mass media in 21st century society. It surveys the history, civilization, operation and structure of the American communication system and identifies major legal, ethical, and socio-cultural issues. The course examines basic communication theory and the interrelations between media and the individual, media and society, and media and the future. Career potential and job prospects in modern and future electronic cultures will also be examined.

CORE OBJECTIVES:

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 as a formal written out-of-class essay, which is at least 3 pages long and which includes an oral presentation component as well as a visual component. Student proficiency in Critical Thinking will be assessed by a formal out-of-class essay assignment. Personal, Social Responsibility, and Teamwork will be assessed as part of long unit or major essay 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.

COMM Program Student Learning Outcomes:

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

COMM 1307 Student Learning Outcomes:

1. Recognize and/or evaluate the input of digitization on communications
2. Demonstrate an understanding of media literacy
3. Describe Communication principles and theories

COMM 1307 Learning Objectives:

- 1.1 Identify each of the seven traditional mass media (books, newspapers, magazines, recordings, radio, movies, and television) and its complementary digital media format
- 1.2 Explain how the various digital media resemble and differ from their corresponding traditional formats
- 2.1 Define media literacy and discuss its importance in the convergent environment of the latest digital technologies
- 3.1 Describe various media theories such as those proposed by the Payne/Fund Studies, Hadley/Cantrill Studies, the Lasswell Model, and various studies on the effects of television on children
- 3.2 Identify and discuss some of the latest mass media studies and what conclusions may be drawn about the cause/effect relationship between mass media and their users

COURSE STUDENT LEARNING OUTCOMES:

- 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.

HCC CAMPUS CARRY POLICY

As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at <http://www.hccs.edu/district/departments/police/campus-carry/>.

TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.

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

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/district/students/disability-services/>

GRADES/COURSE CONTENT:

You will be assessed on material covered in this course with chapter quizzes, weekly field assignments one essay, a media research project and Canvas media discussions. Quizzes will consist of material from each chapter in the textbook. Field assignments are assignments coinciding with each chapter and are designed for you to apply subject matter to modern times in a creative and thoughtful manner. They are called "field" assignments because just as journalists go out into the "field" to get the story, you will be out in the "field" (whether that be the Internet, library, textbooks, etc.) to complete the assignments., *The last day to drop with a "W" is Apr. 3.*

Course Content:

We will be covering chapters/subject matter from *Media & Culture*, our textbook for the course. There is an online LaunchPad site that coincides with the textbook and has a lot of great material to

assist with the course. I recommend perusing it! Please pay attention to the syllabus calendar, as we will skip around a bit with the chapters in order to go in sequence of their introduction to our culture.

Media Research Project

This semester you will be assigned a media research project due at the end of the semester. You will write a 3-5 page research paper in MLA or APA format. You will need to have at least 5-7 cited sources in a separate Bibliography page. There will be various graded deadlines throughout the semester, including a topic to be approved by me, along with a thesis statement, an outline, and a rough draft. You will receive more detailed instructions on this project soon in Canvas.

Grading Policy:

Quizzes 25%
“Day in the Life” Essay 10%
Media Research Project 25%
Field Assignments 30%
Canvas Media Discussions 10 % =
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)

EXPECTATIONS:

Participation: Participation is vital with this being an online class and making a good grade. Log in to the class weekly, spend some time learning the material, participate in discussions, and complete all assignments.

Honesty: If you are caught cheating on exams or plagiarizing (using another person’s words, information or ideas), you will receive an automatic zero on that assignment. Other punishments could include a failing grade in the course and/or recommendation for suspension or expulsion. Cite, cite, cite material that is not original!

Respect: You are encouraged to discuss and debate topics on Canvas, but please be respectful to others with your words and opinions. Code of Netiquette can be found on Canvas.

Quality: All assignments should exhibit quality work, which includes being typed and free of spelling, punctuation and grammatical errors. This is included in assignment grading. Handwritten assignments will not be accepted, unless otherwise directed.

Deadlines: All assignments not turned in by the deadline will receive an automatic 10-point deduction and an additional 5-point deduction for every day the assignment is late. Unless noted, assignments will be due by 11:59 PM on the due date. Assignments can always be turned in early.

EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM

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 online near the end of the term.

COMM 1307 SPRING 2018 ONLINE COURSE SCHEDULE (Subject to Change)

Week	Date	Schedule
1	1/16	Welcome to COMM 1307 Chapter 1 <i>Mass Communication: A Critical Approach</i>
		Due this week: Meet and Greet Assignment, Syllabus Quiz, Discussion Response, Ch. 1 Quiz
2	1/22	Ch. 2 <i>The Internet, Digital Media, & Media Convergence</i>
		Due this week: Ch. 2 Quiz, Discussion Response, Ch. 2 Field Assignment
3	1/29	Ch. 3 <i>Digital Gaming and the Media Playground</i>
		Due this week: Ch. 3 Quiz, Ch. 3 Field Assign., Discussion Response, Day in the Life Essay Due Feb. 2
4	2/5	Ch. 10 <i>Books and the Power of Print</i>
		Due this week: Ch. 10 Quiz, Ch. 10 Field Assign., Discussion Response
5	2/12	Ch. 8 <i>Newspapers: The Rise and Decline of Modern Journalism</i>
		Due this week: Media Research Project Subject Due Feb. 12, Ch. 8 Quiz, Ch. 8 Field Assign., Discussion Topic Response
6	2/19	Ch. 9 <i>Magazines in the Age of Specialization</i>
		Due this week: Ch. 9 Quiz, Ch. 9 Field Assignment, Discussion Response
7	2/26	Ch. 4 <i>Sound Recording and Popular Music</i>
		Due this week: Ch. 4 Quiz, Ch. 4 Field Assignment, Discussion Response
8	3/5	Ch. 5 <i>Popular Radio and the Origins of Broadcasting</i>
		Due this week: Media Biography Project Thesis Statement/Working Bibliography Due Mar. 7, Ch. 5 Quiz, Ch. 5 Field Assignment, Discussion Response
9	3/12-16	SPRING BREAK HOLIDAY—NO CLASS
10	3/19	Ch. 7 <i>Movies and the Impact of Images</i>
		Due this week: Ch. 7 Quiz, Ch. 7 Field Assignment, Discussion Response
11	3/26	Ch. 6 <i>Television and Cable: The Power of Visual Culture</i>
		Due this week: Ch. 6 Quiz, Ch. 6 Field Assignment, Discussion Response
12	4/2	Ch. 14 <i>The Culture of Journalism: Values, Ethics & Democracy</i>
		Due this week: Ch. 14 Quiz, Ch. 14 Field Assignment, Discussion Response, Media Research Project Rough Draft (Optional) Due (Will accept 4/2-4/6)
13	4/9	Ch. 11 <i>Advertising and Commercial Culture</i>
		Due this week: Ch. 11 Quiz, Ch. 11 Field Assignment, Discussion Response
14	4/16	Ch. 12 <i>Public Relations and Framing the Message</i>
		Due the week: Ch. 12 Quiz, Ch. 12 Field Assignment, Discussion Response
15	4/23	Ch. 13 <i>Media Economics and the Global Marketplace</i>
		Due this week: Ch. 13 Quiz, Ch. 13 Field Assignment, Discussion Response
16	4/30	Ch. 15 <i>Media Effects and Cultural Approaches to Research</i> Ch. 16 <i>Legal Controls and Freedom of Expression</i>
		Due this week: *** Media Biography Project Due May 2 by 11:59 p.m. *** Ch. 15/Ch. 16 Quiz