

South Plains College
Intro to Mass Comm
Spring 2026 Syllabus/COMM 1307.001

Course Number: 1307

Campuses:

Levelland = Monday & Wednesday 9:30am – 10:45am (Face-to-Face class)

Instructor: Billy Alonzo

Office: CM 153 **Levelland Campus** **Phone:** (806)716-2436

E-mail: balonzo@southplainscollege.edu The fastest way to reach me, other than coming to my office during office hours, is to e-mail me at the above address. I will try my best to respond within 24 hours unless you e-mail me on a Friday. In that case, it may be Monday before I can respond to you. You can message me using Blackboard but I usually see my email quicker.

Office Hours: I can be available online during any of my office hours so email me if you want to meet online.

Levelland Campus: Mon/Wed 11:00am – 12:00pm, 2:15 – 4:15pm

Tues/Thurs 9:00am to 12:00pm, & Friday 9:30am – 12pm or by appointment

Prerequisites: None **Credit:** 3 semesters hours

This course satisfies a core curriculum requirement:

Yes- Language, Philosophy, and Culture

Supplies Needed: Notebook or folder in which to keep syllabus, schedule, handouts, returned assignments, and notes you will take. Internet access for Blackboard

Required Textbook: No textbook is required for the class.

I will post PowerPoints on Blackboard along with handout in class that will provide information for the topics being discuss in class. The PowerPoints and handouts will be helpful for studying for exams.

Technical Requirements: It is in your best interest to have reliable access to Internet service and a computer so that you can send and receive e-mail, access lectures and assignments, PowerPoints, and take exams.

Please visit with me about computer issues! I can't help you if I don't know what your issues are. Please avoid using Google Documents to turn in assignments but I do have a Gmail account if you do prefer to use Google.

Technical Skill Requirements. Be comfortable with the following:

Microsoft Word or a word processor that can save Word compatible files (.docx)

Using email for communication, attaching documents

The ability to download files or information

The ability access and use Blackboard.

Course Description: Survey of basic content and structural elements of mass media and their functions and influences on society & cultures.

Core Objectives addressed:

- Communication skills- to include effective written, oral, and visual communication
- Critical thinking skills- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Social Responsibility- to include intercultural knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities
- Personal responsibility skills- to include the ability to connect choices, actions, and consequences to ethical decision-making.

Student Learning Outcomes:

Upon successful completion of this course, students will:

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

Course Evaluation: Students' grades in this class will be determined by the following:

Points are earned as follows: (These are tentative and may change).

Class Blog	100 points
Media Diary	100 points
Classwork and Homework 10 assignments 25pts each	250 points
Exams 110points each	550 points
Total:	1000 points
Final Exam or Weekly Quiz 10 quizzes x 20 points	200 points

Please do NOT assume that I will contact you to tell you about missed work. The majority of class materials will be available on Blackboard so you can keep track of all materials week by week. The quizzes will NOT be Blackboard those will be taken in class. If you have a quiz grade at the end of the semester it can replace your Final Exam grade.

The assignments in this class will be deadline driven. You must keep track of deadlines and submit work when it is due. Do NOT assume that I will move deadlines for you unless you contact me.

If you do not participate in class, in any form, for a minimum of 3 weeks without any communication, and you are earning a solid "F", you may be administratively withdrawn from the class. You may contact me by phone, e-mail, or Collaborate. But you must stay in contact with me.

Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first-class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, January 29th, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

Deadlines- ALL projects will have deadlines. You need to get used to deadlines that exist in the working world. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines. Due dates for missed deadlines will need to be discussed with the professor.

South Plains College policies concerning Disabilities, Non-discrimination, Title IX Pregnancy and Parenting Accommodations, CARE (Campus Assessment, Response, and Evaluation), Intellectual Exchange, Campus Concealed Carry, COVID-19, and AI (Artificial Intelligence) can be found here: [Syllabus Statements](#).