



Spring 2018

Syllabus

Course Number: 1307 **Course Title:** Intro to Mass Comm

Sections: .001 M & W 11 – 1215 p.m. Levelland Campus - CM 155

.200 M & W 230 – 345 p.m. Reese Campus - RC 828

.002 T & TH 230 – 345 p.m. Levelland Campus - CM 155

Department: Communication

Discipline: Mass Communication

Instructor: Margaret S. Kirby **Office:** CM 154 **Phone:** 716-2451

e-mail: mkirby@southplainscollege.edu The fastest way to reach me, other than coming to my office during office hours, is to e-mail. I check e-mails a lot more often than voice mails. Please do **NOT** e-mail me using the Blackboard system.

Office Hours: Mon & Wed 830 – 11 a.m.; 1230 -130 p.m.

T & TH 830 – 930 a.m.; 1215 –1 p.m.

Friday 9 – 12 p.m. or by appointment

Prerequisites: None

Credit: 3 semesters hours – 3 spent in lecture

Course Description: A broad survey of communications agencies in modern life. History, ethics and professional emphasis on newspapers, magazines, radio-television, and motion picture.

Supplies Needed: Three-ring loose leaf notebook or folder in which to keep syllabus, schedule, handouts, returned assignments, and notes.

Required Textbook: Media & Culture Mass Communication in a Digital Age by Campbell, Martin and Fabos, 9th Edition WITH 2015 UPDATE ISBN 13= 978-1457642425 ISBN 10=1457642425

This course satisfies a core curriculum requirement: Yes- Language, Philosophy, and Culture

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.

Course purpose: The purpose of this course is to provide the opportunity for students to learn about the powerful mass communication media. The student is exposed to a discussion of the history of each medium, the strengths and weaknesses, and the responsibilities and challenges associated with each. The student is also introduced to the concept of media literacy and basic theories of mass communication.

Student Learning Outcomes: Upon completion of the course, the student will show competence in the course objectives listed below:

From Lecture:

1. Analyze dimensions of individual media use
2. Demonstrate an understanding of the concept of media literacy
3. Understand basic history of common media forms such as radio and television; demonstrate ability to relate past to present
4. Demonstrate a mastery of blogging
5. Identify and analyze the function of various communication theories as they apply to advertising
6. Identify the impact and relevance of social media
7. Understand the concepts of public relations
8. Understand issues related to a current definition of news and journalism
9. Understand concepts of ethics as they pertain to mass media; demonstrate ability to balance factors and concerns

Course Requirements:

From Lecture:

- a. Read the assigned chapters in the textbook
- b. Attend all lectures
- c. Take notes in class
- d. Participate in class discussions
- e. Participate in class online discussions
- f. Participate in blogging assignments
- g. Complete assigned outside reading material and homework
- h. View audiovisual materials on selected topics
- i. Use computer software in the lab and/or classroom as it is assigned
- j. Complete the exams on the assigned dates

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

1000 points are available for the final grade.

900 – 1000 = A

800 – 899 = B

700 – 799 = C

600 – 699 = D

Below 600 = F

Points are allocated as follows:

Participation - 100 points (See grid)

Class Blog - 75 points

{3 original posts about an assigned topic worth 25 points each}

Media Diary – 100 points

Classwork and Homework assignments - 325 points

4 Exams at 100 points each = 400 points

Sometimes the final number of points available for the course will not reach the 1000 mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.

Attendance and Tardiness Policy: I generally will not allow you to enter class after the first 5 minutes because it is disruptive. I will take attendance after the first 5 minutes of class. If you repeatedly come to class after the 5 minute cut off, you will be asked to leave.

Attendance in this class is required. Students are expected to attend all classes in order to be successful in the course. A student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus below.

Regardless of the reason for your absence, it is your responsibility to find out what work you missed and ask whether it can be made up and when it will be due. Please either see me after class or in my office hours to discuss what work you may have missed instead of just sending an e-mail.

There is a lot of classwork in this class that counts toward your final grade. Some of it cannot be made up. I generally do not allow exams to be made up. In the event that a makeup exam is allowed, the highest grade available on it will be an 89.

Students with more than 4 absences *in a row* will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes *throughout the semester*, I consider that number to be “excessive”. At that point, I reserve the right to drop the student with an X or an F. I will warn you if you reach the 4 class limit. That will be your only warning.

Students who enroll in a course but have “Never Attended” by the official census date, 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.

It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

ADA Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability

Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Diversity Statement- In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Campus Concealed Carry Statement -South Plains College permits the lawful carry of concealed handguns in accordance with Texas state law, and Texas Senate Bill 11. Individuals possessing a valid License to Carry permit, or the formerly issued Concealed Handgun License, may carry a concealed handgun at all campus locations except for the following.

- Natatorium

For a complete list of campus carry exclusions zones by event, please visit <http://www.southplainscollege.edu/campuscarry.php>

Deadlines- ALL deadlines are absolute. You need to get used to deadlines that exist in the working world. All assignments are due at the beginning of each class unless specifically told otherwise. Any late assignments will be penalized harshly.

Civility Code:

- As future professionals, you are to communicate with each other in a professional and civil manner. At all times we will treat each other with dignity and respect. That means no profanity or conversations that I feel are inappropriate. As the professor for the class, I have the final say for what may be considered “inappropriate”. If there are problems in this area, you may be asked to leave.
- Disruptive behaviors such as cell phones ringing, leaving and returning to class while in session, arriving late to class, talking with others during lectures/discussions, checking your e-mail or Facebook, sending/receiving text messages, eating or drinking in class, etc... may result in a request that such students leave the class. Cell phones must either be turned off or put on vibrate only.

Academic Dishonesty:

Academic dishonesty includes plagiarism and other forms of cheating behavior.

Academic dishonesty is unacceptable. Students committing acts of academic dishonesty will be penalized with failing grades on assignments and/or for the entire course, depending upon the instructor’s evaluation of the severity of the dishonest act.

What is plagiarism?

- Plagiarism is presenting someone else’s words or ideas as your own. The following are all examples of plagiarism-
 - Quoting or paraphrasing material without citing the source of that material. Sources can include Web sites, magazines, newspapers, textbooks, journals, TV and radio programs, movies and videos, photographs and drawings, charts and graphs; any information or ideas that are not your own.
 - Quoting a source without using quotation marks—even if you do cite it.
 - Buying a paper online or downloading a paper from a free site.
 - Copying or using work done by another student.
 - Citing sources you didn’t use.

CLASS PARTICIPATION

You are expected to contribute to class discussions. Mere attendance is not enough. Basic grading criteria:

Attendance (Missed Classes for semester)	Class Contributions	Grade Range
0-2	Frequent contributions; well considered comments	90-100
0-2	Infrequent contributions or ill-considered comments	80-90
0-2	Rare or no comments	70-80
2-3	Frequent contributions; well considered comments	70-80
2-3	Infrequent contributions or ill-considered comments	60-70
2-3	Rare or no comments	50-60
3-4	Frequent contributions; well considered comments	50-60
3-4	Infrequent contributions or ill-considered comments	40-50
3-4	Rare or no comments	30-40
More than 4		30

