COMM 1154-02: Introduction to Mass Communications  
Monday / Tuesday / Wednesday / Thursday / Friday: 12:30 – 2:45 pm  
Humanities Bldg. Room 312 – Summer 2017  

Professor: Stacy Barton  
Email: sbarton@westga.edu  
Office phone: (678) 839 – 4935  
Office Location: Humanities 214  
Office Hours: Monday through Friday: 11:00am – 12:30pm (and other times via email)  
*If you choose to email vs. dropping by, please allow at least 24 hours for a response. You may also call during office hours in lieu of stopping by if you have a relatively brief issue.

Course Description:  
COMM 1154 is an introductory survey and critical examination of Mass Communications, of the origins and development of paramount economic, policy, ethical, political, and social effects issues facing print, telecommunications, and electronic media, as well as advertising and public relations support industries. The course is designed to stimulate understanding and critical thinking about mass media’s impact on society as well as society’s impact on mass media. Particular attention will be given to implications of competition and convergence of traditional and digital mass media.

Simply put, upon completion students should understand the historical development of the media-rich lives we live: how we got to where we are, where we’re going – and our relationship as individuals and a culture to both of those things.

Course Learning Objective:  
This course satisfies Mass Communications Learning Objective I. Students will demonstrate awareness of paramount economic, ethical, policy, theory/research, social, and technological issues facing convergence journalism, film and media arts, and public relations industries, as well as the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and social responsibility.

Course Learning Outcomes:  

- Understand the relationship between the media and society  
- Analyze the impact that the media have on society and the cause and effect of societal behaviors on the media  
- Identify each of the media industries from the historical beginning through today’s new technology and the impact that each has on one another  
- Gain experience with most mass communication mediums  
- Apply knowledge and gain experience in individual critical thinking  
- Gain experience in creative group relationships and practices through class work and/or group presentations
Textbook & Required Materials:


Assignments & Grading (100 points):

*Online Quizzes* x 6 (30 points) – Questions are based off class reading material and lectures, administered through Course Den. (see **Internet Requirements** section below). Quizzes open at 3:00pm after class on the assigned day (as outlined on the course schedule) and close that evening at 11:59pm (with a 1 min. grace period). You have 120 minutes in one sitting to complete these open book, open note quizzes. 5 points each.

*History Presentation & Outline* (20 points) – Utilizing the textbook, you’ll work with a small group to research the history of the particular unit you’re assigned. Create a visual (PowerPoint or Prezzi) and oral lecture to present to the class on your assigned day. The lecture will be equally split between all group members, for a TOTAL presentation time of 20-30 minutes. A rubric and required content list will be provided.

*Course Blog* (15 points) – Create a personalized page at Blogger.com, signing in with your UWG credentials (aka Gmail credentials), and write 7 quality entries including required media as directed by guidelines provided in class and uploaded to Course Den. (1 point set-up & intro. blog, 2 points per entry).

*Group Work* (15 points) – In 5 separate group work sessions, you’ll be graded on engagement and participation in the assigned tasks and required outcome documentation at hand. **If your smartphone is out on a task that doesn't require research**, or if you simply are not actively participating for any reason at all, you’ll lose some or all of the possible points for that day. Each group work day’s task is worth 3 points toward your grade. Absence on group work day forfeits all points for that task regardless of excused documentation.

*Final Exam* (20 points) – Material on this mixed-format exam is based off class reading material, lectures, discussions, and screenings and will take place on our scheduled final exam day in-class per the course schedule. The questions on the final exam are the same questions that are on the unit quizzes. Pay attention to the questions and learn the correct answers as you move through the course to aid in doing well on the final exam. A study guide will be provided on the last day of regular classes.

Grading Scale:

100 – 88.5 = A; 88 – 78.5 = B; 78 – 68.5 = C; 68 – 58.5 = D; 58 and Below = F

Mass Communications Majors/Minors:
You must earn a "C" in this course to graduate with a degree in Mass Communications, and for this class to qualify as a pre-requisite for other Mass Communications classes.
Participation & Late Work Policy:

When you are absent from class, you cannot participate. As such, more than 4 unexcused absences (2 weeks) WILL result in significant grade reduction. Excessive tardiness will ALSO result in grade reduction. You are considered tardy if I have already taken roll. Be here and be on time to achieve a satisfactory grade.

Please do NOT email me when you are absent. In fact, there’s no need to mention it. If you know a day or more ahead of time you will have to be absent and an assignment or a quiz is scheduled/due that day, you may turn it in beforehand only for full credit.

Each project will be completed and turned in on time in the correct format and follow all guidelines as outlined by the assignment to achieve an A. If expecting an A, don’t turn in late or mediocre work. Projects turned in “next class period late” will start with a 25% reduction in the total points possible, or from a C. Projects turned in after this time will not receive a passing grade.

Cheating and Plagiarism

If it is deemed you have cheated on an online quiz, you score a zero, plus 10 points will be deducted from your final grade at the end of the semester. If it is deemed you have plagiarized information from any source without proper citation, you score a zero on that assignment plus 10 points will be deducted from your final grade at the end of the semester. More than one incident of either cheating or plagiarism will result in you being reported to the university for academic dishonestly and instantly failing the course.

Internet Requirements:

The weekly quizzes (see above) require a reliable internet connection, and therefore wireless connection is not recommended. For example, if you are in the middle of taking the quiz and your internet connection is lost, you won’t be allowed to retake it. Be sure that your computer won’t go to sleep while you are in progress and kick you off the internet. It is your responsibility to make sure you have access to a computer and logged into Course Den in a quiet location where you can concentrate for a maximum uninterrupted timeframe of 2 hours per quiz. Laptops and wired connections are available in the library until 11pm on weeknights. Take note of the CourseDen maintenance schedule on the CourseDen homepage, as scheduled maintenance will kick you out if you are mid-quiz.

You must regularly check Course Den for important “News Items”. Last minute updates and/or reminders will be sent out from time to time. To receive notification of these “News Items” please turn on notifications for the course via email, text message, or both.

Please contact me through my UWG email address, not Course Den. I do not check my Course Den email regularly, as opposed to my UWG email, which I check often.
Other Course Policies:

Students with Disabilities:
To ensure students with disabilities (temporary or permanent) can meet all course objectives and requirements, appropriate accommodations will need to be agreed upon by Professor and student. Please provide me with a copy of your packet from Student Services after contacting UWG Accessibility Services (678) 839-6428. Arrange to speak with me during office hours and we can discuss your particular needs.

Conduct:
The classroom will be a safe space for diversity and students must remain aware and accepting of each other. Comments of intolerance, including prejudice or bullying, will not be tolerated, nor will sexual harassment. Cyber trolling a classmates’ blog is strictly forbidden, and will be treated as harassment. See the student code of conduct for more information.

Mature Content:
Some examples used in this course may be explicit and therefore offensive to some. If you have an issue with this at any point in this semester, please speak with me privately.

Plagiarism:
It is assumed that all work will be created by you, and you only. Work that has been plagiarized in any way will be given a zero, and reported to the university for further punishment. You also may not use copyrighted work of any kind. Do your own work.

Presentation:
Because college is an ideal opportunity for students to open up, form opinions, and be assertive, you are required to share your ideas, opinions, and research with your peers. You are required to include your ideas in class discussion and will present your research to your group or the class.

UWG Email Policy:
The University considers students’ MyUWG e-mail account to be an official means of communication between the University and the student. It is the student’s responsibility to check email frequently for class, department, and University information.

Screens Policy:
Text messaging and social media of any kind are discouraged. Staring into your phone during the lecture and group work shows you are disengaged, lack collegiality, and signals poor course performance overall. Photographing or recording lecture slides without accessibility documentation is not permitted. If you wish to use the material presented in class to study for assignments and tests, you'll need to take notes, by hand or electronically on a tablet or laptop.

No Eating:
It is not allowed in this classroom. No exceptions. I will tolerate a beverage but it must be capped or covered.
Departmental Information:

Department of Mass Communications Learning Outcomes:

• Students will demonstrate awareness of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.

• Students will demonstrate understanding of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

• Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

Common language for course syllabi:

Please carefully review the following Common Language for all university course syllabi at this url:
http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
It contains important material pertaining to university policies and responsibilities. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
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| 1 - INTRODUCTION | Wed. 5/31 | Syllabus & Course Overview Mass Media Industries The Communication Process History Presentation Rubric Setting up Blogger.com Site | -Purchase Textbook  
-Read Chap. 1  
-Set up Blogspot.com  
-Email url to me &  
-Introduction Blog Due Thurs. @ 12:30 |
| Thurs. 6/1   |        | Mass Media and Everyday Life Group Work History Presentation Teams | -Quiz #1 Due Thur. @ midnight  
-Read Chap. 2 |
| 2 - PRINT    | Fri. 6/2 | Books *Out of Print*                                | -Read Chap. 3                                        |
| Mon. 6/5     |        | Newspapers Guest: Ricky Stilley, Times Georgian    | -Read Chap. 4                                        |
| Tues. 6/6    |        | Magazines Group Work                                | -Print Blog Due Wed. @ 12:30pm                        |
| Wed. 6/7     |        | History Presentations: Books, Newspapers, Magazines | -Quiz #2 Due Wed. @ midnight  
-Read Chap. 6 |
| 3 - AUDIO    | Thurs. 6/8 | Radio Group Work                                    | -Radio Blog Due Fri. @ 12:30pm  
-Read Chap. 5 |
| Fri. 6/9     |        | *War of the Worlds & Discussion Recordings*         | **Mid-term Homework Break!**                        |
| Mon. 6/12    |        | History Presentations: Recordings, Radio            | -Quiz #3 Due Mon. @ midnight  
-Read Chap. 7 |
| 4 - AUDIO/VISUAL | Tues. 6/13 | Movies Representation & Stereotypes Group Work       | -Movies Blog Due Tue. @ 12:30pm  
-Read Chap. 8 |
| Wed. 6/14    |        | Television TV Screening                             | -Read Chap. 9                                        |
| Thurs. 6/15  |        | Digital Media *Frontline – Generation Like*         | -Digital Media Blog Due Fri. @ 12:30pm               |
| Fri. 6/16    |        | History Presentations: Movies, TV, Digital Media    | -Quiz #4 Due Fri. @ midnight  
-Read Chap. 10 |
| 5 – DISSEMINATION | Mon. 6/19 | Advertising *Frontline – The Merchants of Cool*     | -Read Chap. 11  
-Advertising Blog Due Mon. @ 12:30pm                  |
| Tues. 6/20   |        | Public Relations Group Work                         | -Public Relations Blog Due Wed. @ 12:30pm            |
| Wed. 6/21    |        | History Presentations: Advertising, Public Relations | -Quiz #5 Due Wed. @ midnight  
-Read Chap. 12 |
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<th>6 – INFORMATION</th>
<th>Thurs. 6/22</th>
<th>News &amp; Information History Presentation</th>
<th>-News &amp; Info. Blog Due Fri. @ 12:30pm -Read Chap. 13</th>
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<td>Fri. 6/23</td>
<td>Society &amp; Politics History Presentation</td>
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<td>FINALS</td>
<td>Mon. 6/26</td>
<td>Final Exam 12:30pm Course Evaluations</td>
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