

COMM 1154 INTRODUCTION TO MASS COMMUNICATIONS

June 3- July 26 /100% online

INSTRUCTOR INFORMATION

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|--------------------|------------------------------------|
| Instructor | Soo Jung Moon |
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TEXT

Biagi, Shirley. *Media/Impact: An Introduction to Mass Media* (12th Edition). Boston, MA: CENGAGE Learning.

NOTE: There have been updates between the 11th and 12th edition of the textbook, although much of the content is the same. You are expected to be familiar with the content in the 12th edition of the textbook for exams in this course.

COURSE OVERVIEW

COMM 1154 is an introductory, yet critical examination of the origin and development of paramount economic, legal/policy, ethical, political, and social effects issues facing print, telecommunication, and electronic media as well as advertising and public relations industries. It is hoped that this course will 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.

DEPARTMENT OF MASS COMMUNICATIONS LEARNING OUTCOMES

1. **Awareness:** 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.
2. **Understanding:** 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.
3. **Application:** 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.

COURSE LEARNING OBJECTIVES

- To identify and describe the origin and development of mass media (*Awareness/Understanding*)
- To define and explain paramount economic, legal/policy, ethical, political, and social effects issues facing mass media (*Awareness/Understanding*)
- To identify and discuss competition and convergence involving traditional and digital mass media (*Awareness/Understanding*)

GRADING POLICY

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|----------------------|-----------------------------|------|
| Grading Scale | A = 90-100 | |
| | B = 80-89.99 | |
| | C = 70-79.99 | |
| | D = 60-69.99 | |
| | F = below 60 % | |
| Grading | 3 Exams | 42 % |
| | Introduction/ Syllabus Quiz | 4 % |
| | 3 Media News Discussions | 15 % |
| | Media Usage Diary | 10 % |
| | Analysis of Media Diary | 10 % |
| | 2 News Quizzes | 4 % |
| | 3 Short Essays | 15 % |
| | Total 100 % | |

COURSEDEN RESOURCES & TECHNICAL SUPPORT

For CourseDen assistance, including tutorials, troubleshooting, and online support resources, I encourage you to reference the *CourseDen Desire2Learn (D2L) Resources* link on the course homepage, or contact the UWG Online Helpdesk Services via email at online@westga.edu, or via the Internet at <http://uwgonline.westga.edu/students.php>.

Monday - Friday 8am - 5pm EST, you may also visit the Distance Education & Distributed Center at the Honors House or call the staff at 678.839.6248 or 1.855.933.8946 (UWGO). Additionally, you may contact the GeorgiaVIEW D2L Help Center for assistance 24 hours a day, 7 days a week, and 365 days a year via the Internet at <https://d2lhelp.view.usg.edu> or via its support hotline at 1.855.772.0423.

If you experience technical difficulties, it is very important that you contact CourseDen support staff - Distance Education & Distributed Center (first choice) or GeorgiaVIEW D2L Help Center. The staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact CourseDen support staff, late online assignments or exams may not qualify for credit or will be subject to late penalties.

Important CourseDen Tools

- Grades:** Use the *Grades* tool to view your grades. Exam scores will be automatically posted as soon as online exams are completed.
- CourseDen Email:** The *Email* tool allows you to send email to, and receive email from, me and your classmates. It is important to check your email on a regular basis. With the exception of Friday afternoons, weekends, and holidays, I will respond to emails through CourseDen within 24 hours. If you send me email late on Friday afternoons, or on weekends or holidays, I will process your email by 5:00 pm the following weekend day. DO NOT send email to my westga.edu email address (unless CourseDen is unavailable).
- Discussions:** Your Media Discussions will be conducted through *Discussions* tool. You also need to post your blog URL of Media Usage Diary to the Discussions. Each Discussion forum will be closed after designed cut-off time.
- Assignments:** This tool is your drop box for the writing assignment, Analysis of Media Usage. You cannot access this tool after cut-off time.
- Quizzes:** All exams including Syllabus Quiz will be conducted through *Quizzes* tool. You need to read carefully the time enforcement and cut-off time.

ASSIGNMENTS & EXAMS

NOTE: ALL HANDOUTS ABOUT ASSIGNMENTS ARE PLACED IN THE "ASSIGNMENT GUIDELINES" MODULE.

Orientation Module Introduction Posting /Syllabus Quiz (4 %)

See course website and class schedule for more information on these two assignments that should be completed during the first week of class. Unlike other Exams, multiple attempts are available for this Syllabus quiz.

Exams (42%)

You are expected to complete three online exams (in the *Quizzes* area in D2L). Each exam will include 40-50 multiple-choice/true-false/matching questions based on the textbook, lecture notes, video clips and other reading materials. You will have 2 minutes per question to complete each exam. Only one attempt is available.

NOTE: A study guide will **NOT** be provided. I encourage you to use the *Review, Analyze, Investigate* pages at the end of each chapter to prepare for exams.

Early or make-up exams will be permitted only in cases of unavoidable situations outside of your control that are substantiated with documentation. Requests for early exams must be made at least 48 hours prior to the start of the online exam. Requests for make-up exams must be made no later than 2 hours before the start of the exam. To request an early or make-up exam, e-mail me.

Media Usage Diary Blog Post (10 %)

Media are part of our everyday lives; many of us are "saturated" in media. This assignment will allow you to be creative in recording your media usage for a 24 hour period and creating a blog post where you describe that usage, adding hyperlinks, photos, and videos to help illustrate your story. You will post the URL of your blog in a designated Discussion area.

Further details are described in the handout.

Analysis of Media Usage Diary (10 %)

This writing assignment is the extension of the Media Usage Diary Blog. You need to analyze media usage pattern of your classmates.

See the handout for the detailed instruction.

Media News Discussions (3 posts @ 5% each = 15% total)

To prepare for class discussions you will need to find news articles that are relevant to specific chapters in the textbook. Keep in mind that you cannot use the same articles as other students. For that reason, you will need to read the Discussion forum before posting your own thread.

Your assignment is to post one main thread and a reply to one of your classmate's postings. The due date for each Discussion is noted on the Weekly Schedule.

See the handout "Media News Discussion" for detailed guidelines.

WARNING - If you move ahead of the readings to complete your chapter summaries and are the first person to post, remember to come back later when your classmates have posted in order to find a posting to which you can reply.

News Quizzes (4 %)

“Informed citizenry” is the core of participatory democracy and the main contribution of mass media to our society. To ensure that students maintain a broad news awareness and develop a world perspective, the instructor will give quizzes based on the week’s news. The materials and detailed instruction will be posted on **Monday** for each designed week.

Short Essays /Long Answer Question (3 posts @ 5% each = 15% total)

You need to write a short essay or long answers on **Sunday** for each designed week. The due date for each Discussion is noted on the Weekly Schedule.

The questions will be based on the textbook, news articles, video clips and/or other reading materials. Detailed instruction will be given each time.

This assignment will be conducted via Quizzes sections of CourseDen.

Late Work Policy

There will be NO acceptance of unexcused late work, including discussions and online exams. If you miss an exam, discussion, or other assignments, you will receive zero points. There will be no make-up of exams, discussions, or other assignments unless arrangements have been made prior to the missed work.

University Policies

The following link contains standards about important issues such as the Americans with Disabilities Act, the UWG email policy, the university credit hour policy, and the Honor Code. Please review the information carefully at:

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>.

It contains important material pertaining to your rights and responsibilities in this class.

Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

[END OF SYLLABUS -- WEEKLY SCHEDULE IN SEPARATE DOCUMENT]