

# Intro to Mass Communications

## COMM-1154

Summer 2020 Section E01 3 Credits 06/01/2020 to 07/23/2020 Modified 05/19/2020

### Description

An introductory, yet critical examination of the historical development, and paramount economic, legal/policy, ethical, political, and social effects issues concerned with mass media, i.e., books, newspapers, magazines, recordings, radio, movies, television, the internet, public relations, and advertising. Particular attention given to competition, convergence, and mass media's impact on society, as well as society's impact on mass media.

#### Requisites

Prerequisites:

Corequisites:

### Contact Information

Office / Telephone	Humanities 142 / (678) 839-4936
Office Hours	By appointment /Via Gmail Meet
E-mail	smoon@westga.edu

Note. Please use CourseDen email. DO NOT send email to my westga.edu email address unless CourseDen is unavailable.

### Meeting Times

Virtual office hours available via Google Meet. Please email me to arrange the meeting.

### Materials

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.

### Outcomes

#### *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)

## **Evaluation**

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### ***GRADING POLICY***

#### **Grading Scale**

- A = 90-100
- B = 80-89.99
- C = 70-79.99
- D = 60-69.99
- F = below 60 %

#### **Grading**

Total 100 %

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 %

## **Assignments**

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

#### **Orientation Module Introduction Posting /Syllabus Quiz (4 %)**

See the 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 the media usage pattern of your classmates.

See the handout for 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 with 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.

## Schedule

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### COMM1154 Introduction to Mass Communications Weekly Schedule *(subject to change)*

Summer 2020 /June 1- July 23

- Discussions open Tue & Wed
- Exams and News Quizzes open Wed & Thus
- Other assignments are due on Sunday

Week (Mon-Sun)	Modules	Due @ 11:59 pm

1	June 1-7	Orientation Module Introduction	--Introduce yourself (2p)  --Syllabus Quiz (2p): Multiple quiz attempts available without penalty
2	June 8 - 14	Ch. 1 - Mass Media & Everyday Life  Ch. 3 - Newspapers: Mobilizing Delivery	Short Essay 1 (5p)
3	June 15-21	Ch. 6 - Radio: Riding New Waves  Ch. 7 - Movies: Digitizing Dreams	Media News Discussion 1– Newspapers (5P)  <u>All Discussion open Tue &amp; Wed</u>  News Quiz 1  <u>News Quizzes open Wed &amp; Thu</u>  **Only one attempt is available. **  Short Essay 2 (5p)
4	June 22 - 28	Ch. 8 - Television: Switching Channels	
			Exam #1(June 24 & 25, 15p)available in Quizzes  Exam covers <u>Chapters 1,3,6 and 7, and related content</u>  **Only one attempt is available**
5	June 29- July 5	Ch. 9- Internet Media: Widening the Web  Ch. 11 - Public Relations: Promoting Ideas	Media News Discussion 2 - Internet Media (5P)  Media Usage Diary Blog Post(10 p)  **Post full URL to your blog in designated Discussion area**
6	July 6 -12	Ch. 12- News and Information	
			Exam #2 (July 8 & 9, 12p)covers Chapters 8, 9, 11 and related content

7	July 13 -19	Ch. 13 - Society and Political Issues: Shaping the Arguments  Ch. 14 - Law and Regulation: Reforming the Rules	Media News Discussion 3 – Media and society/ political issues (5P)  News Quiz 2  Short Essay 3 (5p)
8	July 20-21	Ch. 15 – Mass Media Ethics	Analysis of Media Usage Diary (10p, due on Tue)
July 22-23		Exam #3 (July 22 & 23, 15p) covers Chapters 12-15 and related content	
July 25		Final Grade will be posted	

## \* Course Policies and Resources

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### 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.

### 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.

## Institutional Policies

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### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu).

## Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

## Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#)  
([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php>  
(<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).