Course Overview: COMM1154 is an introductory course surveying mass communications. The course is designed to stimulate critical thinking about interplays among mass media, mass media convergence, impacts of cultural, political and monetary forces on mass media, and how our participation in mass media, social media and digital culture affects our perception of ourselves, the nature of relationships, our perceptions of others, and our perceptions of the world in general and “how things are.” The course will also offer an overview of the histories of various forms of media and explain the many careers available in mass media at present.

Requisites
Prerequisites:

Corequisites:

Contact Information

Dr. John Ike Sewell

CONTACT INFO:

Email: Email while logged into CourseDen, using the CourseDen email tool only.

Email Policy: CourseDen email is the best way to reach me. All email communication for this class should be sent using the CourseDen email tool only. Do not contact me using my UWG email address. That course content for this class is accessible 24/7 does not mean that I am immediately accessible 24/7. Monday through Thursday I will respond to Course Den email within 24 hours. On weekends I will respond to CourseDen email within 48 hours.

Cell Phone: 423-741-1474

Phone Policy: Call during business hours (Monday-Thursday, 9am-5pm) only. If I do not pick up, leave a clearly stated voice mail message that includes your name, phone number, and a brief description of what the call concerns. I do not respond to text messages from students.

Meeting Times

MEETING TIMES

There are two learning modules per week in this class. Each learning module will be open for a 48 hour period within which you can view PowerPoint lectures and/or take exams. Odd numbered learning modules will begin at 12 a.m. on Mondays and will remain open until 11:59 p.m. on the following Tuesday. Even numbered learning modules will begin at 12 a.m. on Wednesdays and will remain open until 11:59 p.m. on the following Thursday.

Important: This class is sequentially ordered and is best learned over time. Each learning module will be open for a 48 hour period. After the 48 hour period is over, you will no longer have access to the PowerPoint lecture content and/or the exam available during the given learning module. As such, you will only be able to access course content sequentially and in evenly dispersed time increments spanning the semester.
Media Impact: An Introduction to Mass Media

Author: Biagi, Shirley
Publisher: Cengage Learning

Outcomes

Learner Outcomes: Students will gain a better understanding of the various forms of mass media, what mass media practitioners do and how they do it, and the impacts mass media has on our culture. The course will emphasize the following factors:

- Media convergence
- Device convergence
- Careers in mass media
- Mass media’s function as a socializing agent
- Ethical and legal issues

Evaluation

Grading Scale:

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 60 and below

Point Values per assignment/assessment

3 exams at 33.33 points each 100 points = 100% of total possible points for the semester

Criteria

COURSE REQUIREMENTS

Assigned Readings: This class is structured in a reading-intensive format. This is to say that there is simply no way to succeed in the course without reading the assigned material for each module. It is especially important that you read and study the assigned material before online discussions, quizzes and exams.

Exams: There will be three exams that include multiple choice questions and one “big picture,” discussion question. All exams will be given online via CourseDen. Exams are mandatory. This online format allows 24/7 access to current instruction content. It is your responsibility to make time to take the exam within the assigned “window” of the learning module. I will provide you with detailed study instructions as we near each of the three exams.

Learning Module Accessibility and Assigned Readings: Each learning module will cover the assigned reading material from the schedule posted in Module 1. Once each learning module opens, it will remain accessible for a 48 hour period.

Course requirements: For each class there is assigned reading material. It is especially important that you have read the assigned material before accessing the lecture/PowerPoint content in each learning module.
Attendance: For online courses, attendance is qualified by logging into the Course Den site for this class. Your last date of attendance is determined by user progress including last log-in and last submitted assignment. All of your participation in the course is being tracked digitally.

Technical Considerations: Many of the instructional materials for this course were created using Microsoft Word and PowerPoint. As such, students will need access to Microsoft Reader. (Most of you will have this already.) For a free download of Microsoft Office 365, visit [http://www.westga.edu/its/570_3275.php](http://www.westga.edu/its/570_3275.php).

I am neither a computer programmer nor an information technology specialist. As such, I am not qualified to assess technology related problems related to the class. For CourseDen assistance, reference the UWG On-line Connection ([westga.edu/~online/](http://westga.edu/~online/)), the Distance Student Guide ([westga.edu/~distance/distancestudents/](http://westga.edu/~distance/distancestudents/)) and distance Learning Library services ([westga.edu/library/depts/offcampus/](http://westga.edu/library/depts/offcampus/)) internet links. You may also visit the Distance Education Center at the Honors House or contact the staff via email at distance@westga.edu. If you have technical difficulties, contact the CourseDen support staff. The staff will document your case and determine whether it is personal or campus technology issue.

#### Breakdown

### Assignments

Course Requirements:

1. Students will be expected to READ the assigned text chapters **before** accessing the course modules for a given date range.
2. 3 EXAMS will cover information from assigned text and PowerPoint lectures from the learning modules. I will provide you with detailed study instructions as each exam time approaches.

### Schedule

**SCHEDULE: Summer 2021**

**COMM 1154: Intro to Mass Communication CRN 50195**

**ONLINE via CourseDen**

- **MT:** Monday & Tuesday
- **WR:** Wednesday & Thursday

<table>
<thead>
<tr>
<th>Module #</th>
<th>Date</th>
<th>Assigned Readings &amp; Activities</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Module 1 | T, June 1  | - Read documents (syllabus & schedule)  
- Module 1 | • PURCHASE BOOK!  
• Familiarize yourself with CourseDen. |
| Module 2 | WR, June 2 & 3 | - Chapters 1 & 2  
- Module 2 | |
| Module 3 | MT, June 7 & 8 | - Chapters 3 & 4  
- Module 3 | |
<table>
<thead>
<tr>
<th>Module</th>
<th>Days</th>
<th>Chapters/Module</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 4</td>
<td>WR, June 9 &amp; 10</td>
<td>Chapters 5 &amp; 6</td>
<td>- Module 4</td>
</tr>
<tr>
<td>Module 5</td>
<td>MT, June 14 &amp; 15</td>
<td>- Module 5: EXAM 1 REVIEW</td>
<td>- Print Unit 1 Study Guide (and use for study).</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Study for Exam #1 (Chapters 1-6)</td>
</tr>
<tr>
<td>Module 6</td>
<td>TR, June 16 &amp; 17</td>
<td>EXAM 1</td>
<td>- Complete Exam 1 by 11:59pm on Thurs., June 18</td>
</tr>
<tr>
<td>Module 7</td>
<td>MT, June 21 &amp; 22</td>
<td>Chapters 7 &amp; 8</td>
<td>- Module 7</td>
</tr>
<tr>
<td>Module 8</td>
<td>WR, June 23 &amp; 24</td>
<td>Chapters 9 &amp; 10</td>
<td>- Module 8</td>
</tr>
<tr>
<td>Last day to withdraw with a &quot;W&quot; grade: MONDAY, JUNE 28</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Module 9</td>
<td>MT, June 28 &amp; 29</td>
<td>Chapter 11</td>
<td>- Module 9</td>
</tr>
<tr>
<td>Module 10</td>
<td>WR, June 30 &amp; July 1</td>
<td>Chapter 12</td>
<td>- Module 10</td>
</tr>
<tr>
<td>July 4th Holiday: No Learning Module for MT, July 5 &amp; 6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module 11</td>
<td>WR, July 6 &amp; 7</td>
<td>- Module 11: EXAM 2 REVIEW</td>
<td>- Study for Exam 2! (Chapters 7-12)</td>
</tr>
<tr>
<td>Module 12</td>
<td>MT, July 12 &amp; 13</td>
<td>EXAM 2</td>
<td>- Complete Exam 2 by 11:59pm on Thurs., July 9</td>
</tr>
<tr>
<td>Module 13</td>
<td>WR, July 14 &amp; 15</td>
<td>Chapters 13 &amp; 14</td>
<td>- Module 13</td>
</tr>
<tr>
<td>Module 14</td>
<td>MT, July 19 &amp; 20</td>
<td>Chapter 15</td>
<td>- Module 14</td>
</tr>
<tr>
<td>Module 15</td>
<td>W, July 21 One Day Only</td>
<td>- Module 14: EXAM 3 REVIEW</td>
<td>- Study for Exam 3! (Chapters 13-15)</td>
</tr>
</tbody>
</table>
College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC’s 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or ACEJMC - Standard 2. Curriculum and Instruction (http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS
### Institutional Policies

#### 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).

**Center for Academic Success:** The [Center for Academic Success](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.

**University Writing Center:** The [University Writing Center](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.

#### 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/) 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).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares](http://www.westga.edu/UWGcares/) site. [Online counseling](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.

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#

You may also visit our website for help with USG Guidance: 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.

ELL Resources

If you are a student having difficulty with English language skills, and/or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student’s personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.
Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).