Intro to Mass Communications  COMM-1154
Fall 2021  Section E01  3 Credits  08/11/2021 to 12/10/2021  Modified 08/11/2021

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

Mobile Telephone: 404-375-7274

E-mail: Preferably through Gmail (awill@westga.edu) (option 1) or Course Den (option 2)

Assignment Location:  Course Den Assignment Submissions folder

Meeting Times

Office Hours:  3pm – 5pm, Wednesdays & 5pm – 6:30pm, Tuesdays & Thursdays

All office hours will be held virtually with some exceptions. Students may contact the instructor to request a meeting day and time for an appointment. This appointment may take place on Google Meet, Collaborative Ultra, telephone, or another platform. If for some reason a student wants to meet in person with the instructor then certain accommodations can be made. In that case, both or all parties, student(s) and instructor, will follow the proper guidelines in terms of wearing masks and proper social distance in a safe environment.

Materials

TEXT & ADDITIONAL MATERIALS


Outcomes

Course Learning Outcomes:

1. The student will have a thorough understanding of the relationship between the media and society
2. The student will analyze the impact that the media have on society and the cause and effect of societal behaviors on the media
3. The student will identify with each of the media industries from the historical beginning through today's new technology and the impact that each has on one another
4. The student will apply expertise and gain experience in innovative methods of research
5. The student will apply knowledge and gain experience in individual critical thinking
6. The student will gain experience in creative group relationships and practices through class work and/or group presentations
7. The student will gain experience in topical debate discussions as part of class assignment(s)

✔️ Evaluation

GRADING POLICY
Grades earned in this class are based solely on the following:

- Assignments (4 x 5 percentage points) 20%
- Quizzes (2 x 6 percentage points) 12%
- Examinations (2 x 8 percentage points) 16%
- Exercises (5 x 3 percentage points) 15%
- Discussions (4 x 3 percentage points) 12%
- Topical Online Presentation 10%
- Final Exam 15%

Total 100

Grading Scale:
Points needed to receive grade
A 90-100
B 80-89
C 70-79
D 60-69
F 59 and below

Criteria Breakdown

Assignments

Assignments, Quizzes, and Exams will be administered during the semester. All quizzes and exams will be a combination of Multiple Choice and True/False sections. Each will cover textbook chapters, posted PowerPoint lectures or online lectures, and/or posted online articles, videos, audio, etc. Tests will take place online via Course Den. Assignments will be given periodically throughout the semester. Assignments may be on chapter elements taken straight from the textbook and from online research or related to current media topics or trends through online articles, video, or audio. All assignments that are submitted via Assignment Submissions folder must be typed in 11 or 12-pt using a professional font format such as "Times New Roman" or "Courier." Any hand-written assignment or assignment submitted in a cursive style format will not be accepted with the EXCEPTION OF the Critical Questions assignments. See rubric for the Critical Questions assignments. ALL assignments will be submitted via Course Den Assignment Submission folder for the exception of the online discussions which will take place in the "Discussion" area of Course Den.

Discussions: There will be four discussion assignments given during the semester. This type of assignment will be one of the following: current news topic, online article, current news video, current news audio. This assignment will begin with the instructor posting a media-related online element in the "Discussion" area of Course Den with each student commenting on the topic. When the online element is posted, the instructor will ask various questions relating to the topic. Each student must have substance in his or her answer to each question in order to receive full credit for the discussion assignment.
Exercises: There will be five exercise assignments. For these exercises, students will be placed in various real life situations pertaining to the actual chapter or chapter discussion, and give thorough answers about handling the situations that are placed in. Proper guidelines will be given for each exercise.

Topical Online Presentation: For this assignment, students, in a small group, will be assigned specific news topics or headlines in which certain questions pertaining to the topic are given. Students will answer the given questions in a PowerPoint structured format with various media content such as photos or video links. More information is discussed in the Class Schedule about this project.

Schedule

CLASS SCHEDULE - COMM 1154 Intro to Mass Communications - Section E01

(This schedule is subject to change in order to accommodate guest speakers and maintain some flexibility. Additional reading, listening, and viewing assignments may be made throughout the semester. You are responsible for all material assigned.)

August

Week One

Wed. 11-Syllabus review and important elements of the course discussed. Student introductions will take place. Assignment I - "Media Usage Diary" – See guidelines in the Assignment Submissions folder and also in Content. Please also note the rubric found in the Course Syllabus. This assignment is Due on Tuesday, Aug. 17th by 11:59pm.

Fri. 13- For next week, read and reflect on Chapter 1 Mass Media and Everyday Life. (As for all chapters discussed through PowerPoint, instructor will upload lecture on CourseDen.) Assignment II – Complete the "Critical Questions" section at the end of Chapter 1. This assignment may be hand-written or typed and due on Thursday, Aug. 19th by 11:59pm.

Week Two

Tue. 17- Submit Assignment I "Media Usage Diary." Continue reflection on Chapter 1 Mass Media and Everyday Life.

Thu. 19- Submit "Critical Questions" Assignment II. Be ready for Quiz 1 - Chapter 1 Mass Media and Everyday Life.

Week Three

Tue. 24- Quiz 1 – Chapter 1 Mass Media and Everyday Life is posted online. For Thursday, read and reflect on Chapter 2 Books: Rearranging the Page. Assignment III – Complete the "Critical Questions" section at the end of Chapter 2. This assignment may be hand-written or typed and due on Thursday, Aug. 26th at 11:59pm.

Thu. 26- Submit "Critical Questions" Assignment III. Read and reflect on Chapters 3 Newspapers: Expanding Delivery by Tuesday of next week.

September

Week Four

Tue. 31 (Aug.)- More reflection on Chapter 3 Newspapers: Expanding Delivery. Be ready for Exam I which takes place on Tue. Sept. 7th

Thu. 02- Online Discussion I of topic pertaining to books or the book industry. Students will participate in a required discussion regarding Chapter 2 Books. More details will be given in either the Discussions tab or Content of Course Den. Discussion is due by 11:59pm.

Week Five

Tue. 07-Exam I – Chapters 1 through 3 takes place online.

Thu. 09- Online Discussion II of topic pertaining to newspapers or the newspaper industry. Students will participate in a required discussion regarding Chapter 3 Newspapers. More details will be given in either in the Discussions tab or Content of Course Den.
Discussion is due by 11:59pm.

Week Six

Tue. 14- Online Exercise I is given to class pertaining to Chapter 5 Recordings. Exercise I is due on Thursday by 11:59pm. Guidelines for exercise will be posted in the "Assignments" area of Course Den.

Thu. 16- Submit Online Exercise I by 11:59pm.

Week Seven

Tue. 21- Online Discussion III of topic pertaining to radio broadcasting or the radio industry. Students will participate in a required discussion regarding Chapter 6 Radio. More details will be given in either in the Discussions tab or Content of Course Den. Discussion is due by 11:59pm.

Read and reflect on *Chapters 5 Recordings: Demanding Choice* and *6 Radio: Riding the Wave*. Assignment IV – Complete the “Critical Questions” section at the end of Chapter 5 ONLY. This assignment may be hand-written or typed and due on Thursday at 11:59pm

Thu. 23-Submit “Critical Questions” Assignment IV of Chapter 5 by 11:59pm.

Week Eight

Tue. 28-Continue class reflection on *Chapters 5 Recordings: Demanding Choice* and *6 Radio: Riding the Wave*. Be ready for Quiz 2 on Chapters 5 and 6.

Thu. 30 - Quiz 2 - Chapters 5 and 6 takes place.

October

Week Nine

Tue. 05- Topical Online Presentation – Instructor will assign specific news topics or headlines to a group of students in the class as a group assignment. Each group will answer specific questions pertaining to the given title and submit in a PowerPoint structured format which will include photos and/or video links of topic. Instructor will choose the set of students, for instance, first 5 students on roster assigned to topic on plane crash in Brazil. Each student will then communicate with each other and decide on which sections each group member will cover. This will make it a little easier on each of you. More details will be given in the “Group” or Content location of Course Den. This assignment is due on Thu, Oct. 14th at 11:59pm.

Thu. 07-Fall Break – Enjoy good people

Week Ten

Tue. 12- Continue work on Topical Online Presentation.

Thu. 14- Submit Topical Online Presentation in Group submission location. Read and reflect on *Chapters 7 Movies: Picturing the Future* and *8 Television: Changing Channels*. Bonus Assignment – Class Exercise - This assignment is due on Tuesday, Oct. 19th.

Week Eleven

Tue. 19- Submit Bonus Assignment. More reflection on Chapters 7 and 8.
Thu. 21- Reflect and study for Exam II – Chapters 5 through 8.

Week Twelve

Tue. 26- Exam II – Chapters 5 through 8. (Given Online) – Read and reflect on Chapter 11 Public Relations: Promoting Ideas.

Thu. 28- Online Exercise II is given to class pertaining to Chapter 11 Public Relations. Exercise II is due on Tuesday Nov. 2nd by 11:59pm. Guidelines for exercise will be posted in the “Assignments” area of Course Den.

November

Week Thirteen

Tue. 02- Submit Online Exercise II by 11:59pm.

Thu. 04- Continue reflection on Chapter 11 Public Relations. For next week, read and be ready to discuss Chapters 14 Law and Regulation: Rewriting the Rules and 15 Ethics: Placing Responsibility.

Week Fourteen

Tue. 09- Online Exercise III is given to class pertaining to Chapter 14 Law and Regulation and Chapter 15 Ethics: Placing Responsibility. Online Exercise III is due next Tuesday by 11:59pm. Guidelines for exercise will be posted in the “Assignments” area of Course Den.

Thu. 11- Work on Exercise III and reflect Chapters 14 and 15.

Week Fifteen

Tue. 16- Submit Online Exercise III by 11:59pm.

Thu. 18- Students use this day to focus on Final Exam which will cover Chapters 1-3, 5-8, 10 and 11 and 14 and 15. Study guide will be uploaded for student reflection.

Week Sixteen

Tue. 23 & Thu. – 25- Thanksgiving Week (No class)

December

Week Seventeen

Tue. 30 (Nov.) & Thu. 02-Last week of school. Students use this week to continue focusing on Final Exam which will cover Chapters 1-3, 5-8, 10 and 11 and 14 and 15. Study guide will be uploaded for student reflection.

Final Exam Date and Time: December 6th and 7th (Online Test Portal Open 48 hours)

Anyone who has a schedule conflict should contact the instructor in order to schedule the exam on a different date.

Exam will be given online

(Class Schedule may change at discretion of course instructor)
ASSIGNMENTS, QUIZZES, EXAMS AND PROJECTS

Make-up assignments, quizzes, exams and projects: Any make-up work will be administered at the discretion of the instructor. All requests to make-up missed work must be substantiated with official documentation as to why you were absent and unable to complete your work. Acceptable situations include a serious incapacitating illness or a death in your family, among others.

*ALL Make-up assignments must be submitted through the "Excused Make-up Assignments" area which is located in the Assignments Submission location of Course Den. A student can only make up an assignment if he or she received prior permission from the instructor. Make-up assignments will not be accepted via email unless approved by instructor. This approval is usually determined if the student is having issues with uploading assignments to Course Den or if the UWG website is in the maintenance process. If any student is having problems with uploading content to Course Den, it is recommended that he or she contact the IT department immediately.

Late assignments: Late assignments will be accepted at the discretion of the instructor. If a late assignment is deemed acceptable, it will suffer a letter grade deduction penalty for each day it is late.

myUWG Campus Pipeline: It will be necessary to keep in contact with one another via the myUWG Campus Pipeline (i.e., e-mail and Course Den). You will be responsible for checking the Campus Pipeline (http://myuwg.westga.edu/cp/home/login) on a regular basis for class announcements, assignments, and discussion topics. You are encouraged to use Course Den, e-mail or your myUWG e-mail address (the University's official method of communication via e-mail) for all class related correspondence or at least have your myUWG e-mail messages forwarded to your personal e-mail account so that you do not miss any important class announcements or information. Necessary responses to your e-mail inquiries will be sent within 48 hours or less unless there are extenuating circumstances that do not allow for a response within the designated timeframe.

ACADEMIC DISHONESTY

Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. University of West Georgia Student Conduct Code defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

Cheating: using or attempting to use unauthorized materials, information or study aids

Fabrication: falsification or unauthorized invention of any information or citation

Plagiarism: representing the words or ideas of another as one’s own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. I hope each of you value your college education enough to protect yourself from dishonest classmates. If you are aware of cheating taking place, please contact Dr. Camilla Gant, Chair of the Department of Mass Communications, or me and proper action will be taken.

SPECIAL NEEDS STUDENTS

I will make special arrangements for students with special needs. If you need special accommodations for tests or exams, let me know early, not a few days before. I am here to facilitate your learning, but I need to be informed to do so.

EXPECTATIONS FOR ONLINE COURSE

- You are expected to participate in online class discussions whenever a topic is presented. Comments should be constructive and relatable to the actual assignment and not personal.
- Treat the course as a daily class activity, Monday through Friday. You should constantly check your Gmail email for any updates and/or changes pertaining to anything involving the course. The class schedule will mainly contain Tuesday/Thursday assignment due dates but I will be emailing you on various days including Tuesdays and Thursdays about areas pertaining to the course or changes made.
Although you are not monitored due to the class being online, always make sure your focus is present especially pertaining to quizzes, exams, and any assignments with pending deadlines. Turn off your cell phones, television, radio, and any other devices that can distract you from completing your work for the course.

When taking all quizzes and exams, please make sure that you have proper internet connection. Using computers at the library or laptops at a restaurant or any other business that provides WiFi is best just to make sure you have internet stability.

Avoid using your smartphones or other smaller devices when taking quizzes and exams. It is best to use a more trusting device such as a desktop computer or a fully powered laptop as opposed to other electronic devices.

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 School of Communication, Film, and Media 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 School of Communication, Film, and Media 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 School is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The School 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 or ACEJMC - Standard 2. Curriculum and Instruction.

6 X 6 MASS COMM SUCCESS
Film & Video Production Degree Program Learning Outcomes

**Overview:** The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

### 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://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG).
Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide.

If a student is experiencing distress and needs help, please see the resources available at UWG Cares. Online counseling 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 incident 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 visit the Office of Community Standards site.

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)

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

The health and safety of our students, faculty, and staff remain the University of West Georgia’s top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- Georgia Department of Public Health (https://dph.georgia.gov)