



# Intro to Mass Communications COMM-1154

Fall 2021 Section E03 3 Credits 08/11/2021 to 12/10/2021 Modified 08/08/2021

## 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

Office hours: By appointment (schedule by email)

Contact # 404 907-3581

## Meeting Times

Asynchronous Online

## Materials

Biagi, Shirley (2015). *Media Impact: An Introduction to Mass Media* (12<sup>th</sup> ed.). Cengage 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

Points needed to receive grade

A 90-100

B	80-89
C	70-79
D	60-69
F	59 and below

## Breakdown

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%
<b>Total</b>	<b>100</b>

## ☰ 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 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. ALL assignments will be submitted via Course Den Dropbox 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.

### Typed Assignments Rubric – Guidelines to follow (Assignment I)

- 12 pt font using a standard font type for term or research papers such as Times Roman or Courier
- 1" margins on top, bottom, left, and right
- Double-spaced
- Spelling, grammar, proper sentence structure should be used; avoid typos and misspellings
- Subject matter should be followed. If, for instance, you are required to discuss the subject matters on the colors red, green, and blue, don't just talk about green since it's your favored color and leave out the rest. Points will be deducted for leaving out vital, required

information.

- If required to write at least one-page, make sure your assignment is one-full page or more. One paragraph, a half of page, or even  $\frac{3}{4}$  of a page is deemed for points being deducted.

#### Critical Questions Assignments Rubric – Guidelines to follow (Assignments II – IV & Bonus Assignment)

- Each “Critical Questions” assignment can either be typed or hand-written; if hand-written, please scan the document and upload to the Assignment Submissions location. DO NOT take a pic of the hand-written document and upload it. This method is not acceptable.
- If typed, use 12 pt font with standard font type such as Times Roman or Courier
- 1” margins on top, bottom, left, and right
- Single or double-spaced; whichever spacing is chosen be sure to properly space (double or triple) between each question.
- Spelling, grammar, proper sentence structure should be used; avoid typos and misspellings
- Write or type out ALL questions prior to answers and answer ALL questions with complete statements. (Points will be deducted if questions do not precede answers)
- If writing the assignment, PLEASE write legibly in order for answers to be understood; cursive is acceptable as long as it is neat and understood.
- If writing, avoid scratch outs, strike outs or writing outside of margins; DO NOT write in two or more colored inks. This looks very tacky and unprofessional.
- When answering each question, make sure that the question is answered fully. It is best to give more information to a particular question, then to give a little or brief information which may not answer the question enough.
- In the “Critical Questions” assignments, some questions may contain MORE than one question within the numbered question. For instance, question number 1 in the “Critical Questions” section for Chapter 5 *Recordings*, contains three questions within the actual number. If you answer ONLY one or two of the three questions, then points will be deducted.
- All “Critical Questions” assignments have 5 numbered questions (1-5). Each numbered question, whether or not it contains only one question or more, is worth a total of 20 points. Therefore, if all questions are answered correctly and all rules are followed, then your total score would be 100 (5 times 20).

## Schedule

### Week One

Wed. 12-Syllabus review and important elements of the course discussed. Student introductions will take place. Assignment I – *Media in Your Own Space – What you used or were aware of yesterday and today,* Write a one or two-page paper (Typed-written) indicating your experience of yesterday (all the way to your childhood) and today’s media in some way, shape or form. Your media experience may be through magazines, CDs, television, etc. For this assignment, you are not only discussing your first cell phone although that can be included. But you are to mainly discuss the older media technology used such as your family’s first TV set, your grandfather’s old 8-track tape machine, or your favorite magazine or book you read as a child. With that being said, you can also talk about past experiences you viewed your parents going through in addition to your own personal experiences. These past experiences will then transition into your current media experiences with various media tools.

This assignment is Due on Friday, Aug. 14<sup>th</sup> by 11:59pm.

Fri. 14-Submit Assignment I *Media in Your Own Space – What you used or were aware of yesterday and today.* For next week, read and reflect on Chapter 1 *Mass Media and Everyday Life*. (As for all chapters discussed through PowerPoint, instructor will upload student copy on Course Den.) Assignment II – Complete the “Critical Questions” section at the end of Chapter 1. This assignment may be hand-written or typed and due on Tuesday, Aug. 18<sup>th</sup> by 11:59pm.

### Week Two

Tue. 18-Submit “Critical Questions” Assignment II. Continue reflection on Chapter 1 *Mass Media and Everyday Life*.

Thu. 20-Online Exercise I is given to class pertaining to Chapter 1. Exercise I is due on Friday, Aug. 21<sup>st</sup> by 5pm. Guidelines for exercise will be posted in the “Assignments” area of Course Den.

Be ready for Quiz 1 - Chapter 1 *Mass Media and Everyday Life*.

Fri. 21 – Submit Online Exercise I by 5pm.

#### Week Three

Tue. 25- 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. 27<sup>th</sup> at 11:59pm.

Thu. 27- Submit “Critical Questions” Assignment III.

Read and reflect on Chapters 3 *Newspapers: Expanding Delivery* by Tuesday of next week.

#### Week Four

Tue. 01- More reflection on Chapter 3 *Newspapers: Expanding Delivery*.

Be ready for Exam I which takes place on Tue. Sept. 18<sup>h</sup>

Thu. 03 – 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. 08-Exam I – Chapters 1 through 3 takes place online.

Thu. 10- 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. 15- Online Exercise II is given to class pertaining to Chapter 5 Recordings. Exercise II is due on Thursday by 11:59pm. Guidelines for exercise will be posted in the “Assignments” area of Course Den.

Thu. 17- Submit Online Exercise II by 11:59pm.

#### Week Seven

Tue. 22- 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. 24-Submit “Critical Questions” Assignment IV of Chapter 5 by 11:59pm.

#### Week Eight

Mon.-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.

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

#### Week Nine

Tue. 06- 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. 15<sup>th</sup> at 11:59pm.

Thu. 08-Students work on Topical Online Presentation.

#### Week Ten

Tue. 13- Continue work on Topical Online Presentation.

Thu. 15- 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 – “Critical Questions” section at the end of Chapter 7 ONLY. This assignment may be hand-written or typed and due on Tuesday, Oct. 20<sup>th</sup>.

#### Week Eleven

Tue. 20- Submit “Critical Questions” Bonus Assignment of Chapter 7. More reflection on Chapters 7 and 8.

Thu. 22-Reflect and study for Exam II – Chapters 5 through 8.

#### Week Twelve

Tue. 27-Exam II – Chapters 5 through 8. (Given Online) – Read and reflect on *Chapter 11 Public Relations: Promoting Ideas*.

Thu. 29- Online Exercise III is given to class pertaining to Chapter 11 Public Relations. Exercise III is due on Friday by 5pm. Guidelines for exercise will be posted in the “Assignments” area of Course Den.

Fri. 30 - Submit Online Exercise III by 5pm.

#### Week Thirteen

Tue. 03- Online Discussion IV of topic pertaining to Public Relations current news story. Students will participate in a required discussion regarding Chapter 11 Public Relations. More details will be given in either in the Discussions tab or Content of Course Den. Discussion is due by 11:59pm.

Thu. 05-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. 10- Students will read and reflect on *Chapter 14 Law and Regulation*.

Thu. 12- Students will read and reflect on *Chapter 15 Ethics: Placing Responsibility*.

#### Week Fifteen

Tue. 17- Online Exercise IV is given to class pertaining to Chapter 14 Law and Regulation. Exercise IV is due on Thursday by 11:59pm. Guidelines for exercise will be posted in the "Assignments" area of Course Den.

Thu. 19- Submit Online Exercise IV by 11:59pm.

Online Exercise V is given to class pertaining to Chapter 15 Ethics: Placing Responsibility. Exercise V is due on Friday by 5pm. Guidelines for exercise will be posted in the "Assignments" area of Course Den.

Fri. 20 - Submit Online Exercise V by 5pm.

#### Week Sixteen

Mon. 23 & Wed. 25-Last week of school. Students use this week 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.

## \* Course Policies and Resources

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This is an online asynchronous course for the fall semester. Students are required to purchase their textbook early and read the syllabus and course summary. Thus, it is encouraged to stay ahead and read all the information that is associated per the course summary.

Please feel free to send the instructor an email to schedule office hours, or if any questions arise with the course material. Additionally, please check your announcements and email on a regular basis.

## 🎯 College/School Policies

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### 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 \(https://catalog.westga.edu/preview\\_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

## 6 X 6 MASS COMM SUCCESS

<p><a href="https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG">6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</a></p> <p>(click to view image)</p>	<ol style="list-style-type: none"> <li>1. Freedom of Speech &amp; Press</li> <li>2. History</li> <li>3. Diversity</li> <li>4. Global Impact</li> <li>5. Theory</li> <li>6. Ethics</li> <li>7. Think Critically &amp; Creatively</li> <li>8. Research &amp; Evaluate</li> <li>9. Write Effectively</li> <li>10. Self-Evaluate</li> <li>11. Apply Numbers &amp; Statistics</li> <li>12. Apply Technology</li> </ol>
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## 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 \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](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 visit the [Office of Community Standards \(https://www.westga.edu/administration/vpsa/ocs/index.php\)](https://www.westga.edu/administration/vpsa/ocs/index.php) 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#) ([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](#).

## 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:

- [UWG's Guidance on Face Coverings \(https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php\)](https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php)
- [Centers for Disease Control and Prevention FAQ \(https://www.cdc.gov/coronavirus/2019-ncov/faq.html\)](https://www.cdc.gov/coronavirus/2019-ncov/faq.html)
- [Georgia Department of Public Health \(https://dph.georgia.gov/\)](https://dph.georgia.gov/)

## Additional Items

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