



MMJ 1307 – Introduction to Mass Communication

Syllabus

INSTRUCTOR INFORMATION

Instructor: Veronica Juarez

Remote Office Hours: Online and By Appointment

University Email Address: Veronica.Juarez@tamuc.edu (*preferred form of communication*)

Response Time: 24 hours (might be longer on the weekends)

COURSE INFORMATION COMM 1307: Introduction to Mass Communication

This course is a survey of basic content and structural elements of mass media and their functions and influences on society.

Approval Number.....09.0102.51 06

Maximum semester credit hours (SCH) per student.....3 maximum

SCH per course3 maximum

Contact hours per course.....48

Learning Outcomes: Upon successful completion of this course, students will:

1. Demonstrate knowledge of what mass media is, cultural periods and development of mass media, and central theories and methods for researching media effects.
2. Demonstrate an understanding of the fundamental types, purposes, and relevance of each type of mass communication.
3. Demonstrate an understanding of mass media in historic, economic, political, and cultural realms.
4. Demonstrate an understanding of the business aspects of mass media and the influence of commercialism.
5. Demonstrate an understanding of evolving media technologies and relevant issues and trends to the globalization of mass media.
6. Demonstrate an understanding of mass media values, ethics, laws, and industry guidelines of mass media.

At the end of the course, the student will have experienced a discursive study of mass media organizations and how they operate and exert their influence on individuals and society to enable students to become knowledgeable and self-critical consumers of mass media content. The emphasis will be on those media engaged in news and public affairs reporting and commentary, especially the press and television.

*This course description and learning outcomes are taken directly from the THECB 60x30 Lower-Division Academic Course Guide Manual Spring 2018.

Textbook Required: (Provided in the course at no cost)

Understanding Media and Culture: An Introduction to Mass Communication (2016), ISBN 13: 9781946135261; University of Minnesota Libraries Publishing. Author: Licensed under a Creative Commons Attribution-NonCommercial ShareAlike 4.0; International License, except where otherwise noted.

Course Requirements:

Minimal Technical Skills Needed: Microsoft Word and PowerPoint

Instructional Methods:

This is a 7-week course divided into 5 competencies. Each competency has specific chapters to study. In addition to the reading materials, there are learning activities and videos to deepen your communication skills.

Student Responsibilities or Tips for Success in the Course: Log into the course as soon as possible. Complete the orientation module. Take the pretest as soon as possible. Don't wait to get started! The work will become more rigorous for each competency. Set aside extra time to complete the final project in the last competency.

Grading:

Your final grade is your average score on the post-tests and final presentation competencies only.

Each competency is equally weighted. Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Assessments:

Each post-test is an assessment of your knowledge of the material required for the competency. **A score of 80 points or higher is required on each posttest** to demonstrate competency. If you score less than 80 points on any competency you will have an opportunity to review the material and re-take the competency posttest. **You may take the posttest assessment up to three times.** If you have not passed the competency in three attempts, you will work with an Academic Coach to determine another method of fulfilling the program requirements in this subject. In order to demonstrate competency, a score of 80 points or higher is required. There is also a pretest for each competency. The purpose of the pretest is to provide a baseline understanding of your knowledge in this competency. **The pretest is required for the course but is not part of your final grade.**

Competencies:

The course learning outcomes are grouped into five competencies.

Competency #1: Students will demonstrate knowledge of what mass media is, cultural periods and development of mass media, and central theories and methods for researching mass media.
(Learning Outcome 1)

Competency #2: Students will understand all the media types and the history and growth of each. These types consist of books, newspapers, magazines, music, radio, TV, electronic games and entertainment, and the internet and social media as well as the historical, economic, political, and cultural impacts of these forms of mass media on society. (Learning Outcomes 2 & 3)

Competency #3: Students will demonstrate an understanding of the business and commercial influence of mass media. (Learning Outcome 4)

Competency #4: Students will demonstrate an understanding of mass media values, ethics, laws, and industry guidelines. (Learning Outcome 6)

Competency #5: Students will demonstrate an understanding of evolving trends and issues of mass media technologies in a global society. (Learning Outcome 5)

Technology Requirements:

Browser support D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers. Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products. Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:

- o 512 MB of RAM, 1 GB or more preferred
- o Broadband connection required courses are heavily video intensive
- o Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

You must have a:

- o Sound card, which is usually integrated into your desktop or laptop computer
- o Speakers or headphones.
- o *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: <http://www.java.com/en/download/manual.jsp>

- Current anti-virus software must be installed and kept up to date.
- Running the browser check will ensure your internet browser is supported.
 - Pop-ups are allowed.
 - JavaScript is enabled.
 - Cookies are enabled.

You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:

Adobe Reader: <https://get.adobe.com/reader/>

Adobe Flash Player (version 17 or later): <https://get.adobe.com/flashplayer/>

Adobe Shockwave Player: <https://get.adobe.com/shockwave/>

Apple Quick Time: <http://www.apple.com/quicktime/download/>

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching and/or uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Need Help? If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support: If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the Live Chat or click on the words "click here" to submit an issue via email.

System Maintenance: Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

Instructor Communication: Please email me upon completion of a pre or posttest. I will grade it within 48 hours. The learning activities will not be graded. They will deepen your knowledge of the material.

COURSE and UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy: The syllabus is a guide. Circumstances and events, such as student progress, make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures on Student Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum.

<http://www.albion.com/netiquette/corerules.html>

Concealed Carry Statement:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M- Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the Carrying Concealed Handguns on Campus document and/or consult your event organizer.

<http://www.tamuc.edu/aboutus/policiesproceduresstandardsstatements/rulesprocedures/34safetyofemployeesandstudents/34.06.02.r1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

TAMUC Attendance:

For more information about the attendance policy please visit the attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity:

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

ADA Statement:

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services:

Texas A&M University
Commerce Gee Library
Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: <http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice:

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

The syllabus/schedule are subject to change.