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**MMJ 1307 – Introduction to Mass Communication  
Spring 2022 MMJ-1307**

**SYLLABUS**

**INSTRUCTOR INFORMATION**

Instructor: Veronica Juarez  
Office Location: Online  
Office Hours: By appointment via Zoom  
University Email Address: **Veronica.Juarez@tamuc.edu** (*preferred form of communication*)  
Response Time: 24 hours (might be longer on the weekends)

**COURSE INFORMATION**

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 course .....	3 maximum
Contact hours per course.....	48

**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 Description**

(COMM 1307) A discursive study of mass media organizations, how they operate and exert their influence on individuals and society, enabling 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.

## **Student 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.

## **Regular and Substantive Course Interaction**

As a general guide, students enrolled in a three semester hour course should spend one hour engaged in instructional activities and two to three hours on out-of-class work per week in a traditional semester. Students are expected to double this effort of engagement given that this course is being delivered in a seven-week term. Educational activities in this course are designed to ensure regular and substantive interaction between students and faculty to ensure that students are able to demonstrate competency.

## **Course Requirements**

### **Minimal Technical Skills Needed:**

Students will need a reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

**Instructional Methods:**

This course is an online course. To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) must be completed. Please contact the instructor by email for any assistance.

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:**

To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) should be completed. Please contact the instructor by email for any assistance.

**Assessment:**

**Your final grade is your average score on the post-tests only.** Each competency is equally weighted. Final grades in this course will be based on the following scale:

**Grading:**

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 your advisor 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.**

**Grading Scale:**

A = 90%-100%

B = 80%-89%

F = 79% or Below

**Technology Requirements:****LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements

Learning Management System (LMS) Requirements:

View the [Learning Management System Requirements Webpage](#).

LMS Browser Support:

Learn more on the [LMS Browser Support Webpage](#).

YouSeeU Virtual Classroom Requirements:

Visit the [Virtual Classroom Requirements Webpage](#).

## **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](mailto: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. Other support options can be found on the [Brightspace Support Webpage](#).

### **Interaction with Instructor Statement**

This is an online course; therefore, expect most communication to be online as well. Correspondence will always be through university email (your "myLeo" mail) and announcements in myLeo online (D2L). The instructor will make every effort to respond to emails within 24 provided the correspondence follows the requirements listed below. Students are encouraged to check university email daily.

## **COURSE AND UNIVERSITY**

### **PROCEDURES/POLICIES**

#### **Syllabus Change Policy**

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

### **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 online in the [Student Guidebook](#).

Students should also consult the [Rules of Netiquette Webpage](#) for more information regarding how to interact with students in an online forum.

### **TAMUC Attendance**

For more information about the attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#)

### **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 Policy](#)

[Undergraduate Student Academic Dishonesty Form](#)

### **Students with Disabilities-- ADA Statement**

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

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

### **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.

### **Campus 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.

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.

### **Counseling Center**

**The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)**

### **COURSE OUTLINE**

#### **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. (LO1)

#### **ASSIGNMENTS:**

- Complete Pre-test 1
- Read **Chapters 1 and 2** along with the first few sections of the chapters on each type that explain the media type and the history and growth of that form of media (**3.1, 4.1, 5.1, 6.1, 7.1, 8.1, 9.1, 10.1, 11.1**).
- Complete Post-test 1 with a grade of 80% or higher

**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. (LO2 & LO3)

- Complete Pre-test 2
- Read **Chapters 3 - 11**.
- Complete Post-test 2 with a grade of 80% or higher

**Competency #3:** Students will demonstrate an understanding of the business and commercial influence of mass media. (LO4)

-Complete Pre-test 3

-Read **Chapters 12 and 13.**

-Complete Post-test 3 with a grade of 80% or higher

**Competency #4:** Students will demonstrate an understanding of mass media values, ethics, laws, and industry guidelines. (LO6)

-Complete Pre-test 4

-Read **Chapters 14 and 15.**

-Complete Post-test 4 with a grade of 80% or higher

**Competency #5:** Students will demonstrate an understanding of evolving trends and issues of mass media technologies in a global society. (LO5)

-Complete Pre-test 5

-Read **Chapters 16.**

-Complete Post-test 5 with a grade of 80% or higher