A&M-COMMERCE

MMJ 1307 – Introduction to Mass Communication
Course Syllabus

Term: Spring   Year: 2024

INSTRUCTOR INFORMATION

Instructor: Veronica Juarez
Office Location: Online, Remote
Office Hours: Email or by Virtual Appointment
University Email Address: Veronica.Juarez@tamuc.edu
Preferred Form of Communication: Email
Communication Response Time: 24 Hours or Less
(might be longer on the weekends)

COURSE INFORMATION

Materials

This course has been designed using Open Educational Resources (OER) and/or materials that are available through the Waters Library. All materials are embedded within the course or are accessible via the internet or accessible through the Waters Library resource portal. After taking the pretest, students are encouraged to bookmark, download, or save materials provided via the internet for use with assignments and projects in this class.

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

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 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 textbook content should be read and reviewed. All pre-tests, post-tests, and the final project 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 further deepen your understanding.

Assessment

Students must achieve 80% or higher on each of the post-tests and must pass the culminating project to demonstrate competency and pass the course. ***Your final grade is your average score on the post-tests only.*** Each competency is equally weighted.

Pre-tests

The purpose of the pre-test is to provide a baseline understanding of your knowledge in this competency. Pre-tests are taken once and should be completed upon the first couple of days of a CBE academic term or entry into a course if a student is an accelerator. The pre-test is required before you begin studying course materials. The grade on the pre-test does **not** count in the final grade for this course.

Post-tests

The end-of-module comprehensive exams that assesses student knowledge and understanding of major concepts, theories, processes, etc., in the course/module. A **score of 80% or higher is required** to demonstrate competency.   **DUE: Last day of week 7, Friday by 11:59 PM CST**.

If you score less than 80% on the post-test, you will have an opportunity to retake the post-test two additional times. Students who fail the post-test should review feedback from the instructor before reattempting the post-test. Message your instructor before the 3rd attempt. If the post-test score is less than 80% within three attempts, students will receive a grade of "F" in the course and will be required to retake the course in the new term.

Final Research Project

Each student must submit a final media research paper. Details are listed within the course Canvas page.

GRADING

A score of 80% or higher on Post-tests and a grade of "passing" on the research project, is required to demonstrate competency and receive credit for the course. The following items will be used to calculate the final grade in the course.

Item	Worth
Post-test 1	100 points
Post-test 2	100 points
Post-test 3	100 points
Post-test 4	100 points
Post-test 5	100 points
Total	**500 points**

Grading Scale

A = 90%-100%
B = 80%-89%
F = 79% or Below

Acceleration Process

Students enrolled in competency-based education courses in the College of Innovation and Design are permitted to accelerate from one CBE course to another during a seven-week academic term under certain conditions. The request to accelerate from one course to another must be initiated by the student upon successful completion of currently enrolled CBE courses. Students are responsible for maintaining communication with faculty and their assigned advisor(s) throughout the acceleration process. Students who fail a course or who drop/withdraw from a CBE course are not eligible for acceleration. Student may only request permission to accelerate in one course at a time. Request to accelerate is initiated and completed by 5:00 pm CST on the fifth Friday of a seven-week academic term.

Process
1. Student successfully completes all required coursework in their CBE courses(s) with a grade of "A" or "B", and "passes" the final project paper.
2. Student receives emailed verification from the assigned instructor that the course has been satisfactorily completed.
3. Student contacts assigned advisor to provide proof of completion and discuss eligibility for acceleration into another course.

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 technical requirements

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:
https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

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 (D2L), please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:
https://community.brightspace.com/support/s/contactsupport

Interaction with Instructor Statement

This is an online course; therefore, expect most communication to be online as well. If you have any questions or are having difficulties with the course material, please contact your instructor. 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.

All emails from students should include:
- **Course name and subject in the subject line (ex. EDCB 517 – Posttest)**
- **Salutation**
- **Proper email etiquette (no "text" emails – use proper grammar and punctuation)**
- **Student name and CWID after the body of the email**

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 in the Student Guidebook.
http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: https://www.britannica.com/topic/netiquette

TAMUC Attendance

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

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](#)
[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty Form](#)

CID Policy on Academic Integrity

Academic dishonesty includes cheating, complicity in cheating, multiple submissions (or substantial portions) of the same work for credit without authorization, submitting another's work, plagiarism, submitting algorithmically (AI) plagiarized work, and other acts that may reasonably be called academic dishonesty.

- Students who commit academic dishonesty will receive a grade of 0 for the assignment in the course and be issued a Written Warning that is reported to the CID Assistant Dean's office and listed in a database.
- If the student does NOT have a previous Written Warning for academic dishonesty reported in CID courses and has additional attempts available for the assignment, the student may resubmit the assignment (this applies to CBE courses only).
- If the student has a Written Warning of academic dishonesty reported in CID courses, the student may NOT resubmit the assignment, and the instructor will follow the procedure detailed in Policy 13.99.99.R0.03 for Undergraduate Academic Dishonesty and report the incident to the Provost Office.

Use of Artificial Intelligence

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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
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.

A&M-Commerce Supports Students' Mental Health – Counseling Services

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**

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.

Web url:
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.

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

Complete Media Research Paper