

Intro to Mass Communications

COMM-1154

Summer 2020 Section E02 3 Credits 06/01/2020 to 07/23/2020 Modified 05/12/2020

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

Dr. John Ike Sewell

CONTACT INFO:

Email: Email while logged into CourseDen, using the CourseDen email tool only.

Email Policy: Email is the *best way to reach me*. All email communication for this class should be sent using the CourseDen email tool only. Do *not* contact me using my UWG email address. That course content for this class is accessible 24/7 does *not* mean that I am immediately accessible 24/7. Monday through Friday I will respond to Course Den email within 24 hours. On weekends I will respond to CourseDen email within 48 hours.

Cell Phone: 423-741-1474

Phone Policy: Call during business hours (M-F, 9am-5pm) only. If I do not pick up, leave a clearly stated voice mail message that includes your name, phone number, and a brief description of what the call concerns. I do not respond to text messages from students.

Meeting Times

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There are **two learning modules per week** in this class. Each learning module will be open for a 48 hour period within which you can view PowerPoint lectures and/or take exams. Odd numbered learning modules will begin at 12 a.m. on Mondays and will remain open until 11:59 p.m. on the following Tuesday. Even numbered learning modules will begin at 12 a.m. on Wednesdays and will remain open until 11:59 p.m. on the following Thursday.

Important: This class is sequentially ordered and is best learned over time. **Each learning module will be open for a 48 hour period. After the 48 hour period is over, you will no longer have access to the PowerPoint lecture content and/or the exam available during the given learning module.** As such, you will only be able to access course content sequentially and in evenly dispersed time increments spanning the semester.

Text:

Author: Shirley Biagi

Title: *Media Impact: An Introduction to Mass Media* (11th edition)

Cengage Learning. ISBN10: 113311385; ISBN13: 978113331386

Media Impact: An Introduction to Mass Media (11th edition)

Author: Shirley Biagi

Publisher: Cengage Learning

Edition: 11 edition

ISBN: ISBN10: 113311385; ISBN13: 978113331386

Availability: Campus Bookstore and online sources

Outcomes

Learner Outcomes: Students will gain a better understanding of the various forms of mass media, what mass media practitioners do and how they do it, and the impacts mass media has on our culture. The course will emphasize the following factors:

- Media convergence
- Device convergence
- Careers in mass media
- Mass media's function as a socializing agent
- Ethical and legal issues

Mass Communications Program Learning Outcomes

ACEJMC Professional Values and Competencies = 6 x 6 MASS COMM SUCCESS: As a unit accredited the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

Values:

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

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Competencies:

7. Think Critically & Creatively
8. Research & Evaluate
9. Write Effectively
10. Self-Evaluate
11. Apply Numbers & Statistics

✓ Evaluation

Grading Scale:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: 59 and below

Point Values per assignment/assessment

3 exams at 33.33 points each

$3 \times 33.33 = 100$

100 points = 100% of total possible points for the semester

Criteria

COURSE REQUIREMENTS

Assigned Readings: This class is structured in a reading-intensive format. This is to say that there is simply no way to succeed in the course without reading the assigned material for each module. It is especially important that you read and study the assigned material before online discussions, quizzes and exams.

Exams: There will be three exams that include multiple choice questions and one "big picture," discussion question. All exams will be given online via CourseDen. Exams are mandatory. This online format allows 24/7 access to current instruction content. Exams will be offered in a two day window where the student may log in and take the exam over the period of one hour. **You will have access to the exams for 48 hours (two days) from when the exam module opens.** For example, if an exam is scheduled for a module that begins on January 1, students will be able to take the exam (**one time only, for a one hour period in a single-sitting**) from 12am on January 1 until 11:59pm on January 2. You will have one hour to complete the exam once you have started it. Again, exams are mandatory. It is your responsibility to make time to take the exam within the assigned "window" (48 hours) of the learning module. I will provide you with detailed study instructions as we near each of the three exams.

Learning Module Accessibility and Assigned Readings: Each learning module will cover the assigned reading material from the schedule posted in Module 1. **Each learning module will be available for a 48 hour duration, dispersed evenly across the duration of the semester.**

Course requirements: For each class there is assigned reading material. It is especially important that you have read the assigned material before accessing the lecture/PowerPoint content in each learning module.

Attendance: For online courses, attendance is qualified by logging into the Course Den site for this class. Your last date of attendance is determined by user progress including last log-in and last submitted assignment. All of your participation in the course is being tracked digitally.

Technical Considerations: Many of the instructional materials for this course were created using Microsoft Word and PowerPoint. As such, students will need access to Microsoft Reader. (Most of you will have this already.) For a free download of Microsoft Office 365, visit http://www.westga.edu/its/570_3275.php.

I am neither a computer programmer nor an information technology specialist. As such, I am not qualified to assess technology related problems related to the class. For CourseDen assistance, reference the UWG On-line Connection (westga.edu/~online/), the Distance Student Guide (westga.edu/~distance/distancestudents/) and distance Learning Library

services (westga.edu/library/depts/offcampus/) internet links. You may also visit the Distance Education Center at the Honors House or contact the staff via email at distance@westga.edu. If you have technical difficulties, contact the CourseDen support staff. The staff will document your case and determine whether it is personal or campus technology issue.

Assignments

Course Requirements:

1. Students will be expected to **READ** the assigned text chapters *before* accessing the course modules for a given date range.
2. **3 EXAMS** will cover information from assigned text and PowerPoint lectures from the learning modules. I will provide you with detailed study instructions as each exam time approaches.

Schedule

SCHEDULE: Summer 2020

COMM 1154: Intro to Mass Communication CRN 50683

ONLINE via CourseDen

- **Be proactive.** Read *in advance*. Be aware that the class covers all of the material for a regular, four month semester in less than two months. We are moving at an accelerated pace.

Module #	Date	Assigned Readings & Activities	Notes
Module 1	M, June 1	Read documents (syllabus & schedule) · Module 1	PURCHASE BOOK! Familiarize yourself with CourseDen.
Module 2	W, June 3	· Chapters 1 & 2 · Module 2	
Module 3	M, June 8	· Chapters 3 & 4 · Module 3	
Module 4	W, June 10	· Chapters 5 & 6 · Module 4	
Module 5	M, June 15	Module 5: EXAM 1 REVIEW	Print Unit 1 Study Guide (and <u>use</u> for study). <i>Study for Exam #1</i> (Chapters 1-6)

Module 6	W, June 17	EXAM 1	Complete Exam 1 by 11:59pm on Thurs., June 18
Module 7	M, June 22	· Chapters 7 & 8 · Module 7	
Last day to withdraw with a "W" grade: WEDNESDAY, JUNE 24			
Module 8	W, June 24	· Chapters 9 & 10 · Module 8	
Module 9	M, June 29	· Chapter 11 · Module 9	
Module 10	W, July 1	· Chapter 12 · Module 10	
Module 11	M, July 6	Module 11: EXAM 2 REVIEW	<i>Study for Exam 2!</i> (Chapters 7-12)
Module 12	W, July 8	EXAM 2	Complete Exam 2 by 11:59pm on Thurs., July 9
Module 13	M, July 13	· Chapters 13 & 14 · Module 13	
Module 14	W, July 15	· Chapter 15 · Module 14	
Module 15	M, July 20	Module 14: EXAM 3 REVIEW	<i>Study for Exam 3!</i> (Chapters 13-15)
Module 15	W, July 22	EXAM 3 (FINAL)	Complete Exam 3 by 11:59pm on Thurs., July 23

College Policies

University Policies Pertinent to This Class (Common Language for Course Syllabi):

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

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.

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.

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 see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

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>
(<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](#).
