

Intro to Mass Communications

COMM-1154

Summer 2020 Section E03 3 Credits 06/01/2020 to 06/25/2020 Modified 05/13/2020

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

Professor Taylor (LeQuinta) Bryant

Office Phone: 678.839.4911

Email: lbryant@westga.edu

Meeting Times

Tues/Thurs - Virtual Hours Available By Appointment

Materials

Media Impact: An Introduction to Mass Media

Author: Shirley Biagi

Outcomes

Awareness:

1. Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.

Understanding:

1. Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principal personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC

defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

Application

1. Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

✓ Evaluation

Assignment and Grading

Exams	30%	Grading Scale:
Quizzes	35%	• A=100-90
Discussions	15%	• B=89-80
Final Project	20%	• C=79-70
TOTAL	100%	• D=69-60 • F=59-0

☰ Assignments

Assignments are due as specified in CourseDen.

📅 Schedule

Week	Dates	Topic/Chapter	Assignments
1	M: June 1	Syllabus Review / Introductions	Discussion Post
	T: June 2	Mass Media Books	Quiz 1 Quiz 2
	W: June 3	Newspaper News Info	Quiz 3 Quiz 4
	TH: June 4	Magazines	Quiz 5

	F: June 5	Exam 1	Exam 1
2	M: June 8	Recordings Radio	Discussion Post Quiz 6
	T: June 9	Movies	Quiz 7
	W: June 10	TV	Quiz 8
	TH: June 11	Digital Media Society, Culture & Politics	Quiz 9
	F: June 12	Exam 2	Exam 2
3	M: June 15	Law and Ethics	Quiz 10
	T: June 16	Global Media	Quiz 11
	W: June 17	Advertising	Quiz 12
	TH: June 18	Public Relations	Quiz 13
	F: June 19	Exam 3	Exam 3
4	M: June 22	Final Project	
	T: June 23	Final Project	
	W: June 24	Final Project	
	Th: June 25	Reflection Paper	

* Course Policies and Resources

CourseDen

Because this is a 100% online course, all assignments, quizzes and communication will take place on CourseDen. **All emails should be sent through CourseDen.**

Assignments

This is a summer course which means that the delivery of the content is accelerated. **Assignments and quizzes are due daily.** It is your responsibility to check CourseDen for due dates and deadlines.

Announcements

Be sure to check the announcement section multiple times per week. **It is your responsibility** to check-in regularly for updates and changes.

Participation

You must actively participate in discussions in order to receive full participation points for the day. Your participation grade will be based on participation in class discussions/activities, classroom etiquette, and active engagement in learning. Note that participation also includes coming prepared with any worksheets/activities that assign.

Late work

I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to CourseDen). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to *complement* (not duplicate) that information, so completing readings before class is very important.

Class/Online Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

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](#).