

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

COMMUNICATION IN AN INFORMATION AGE  
CMN 1500

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Spring 2011**

**Catalog Course Description:**

This course provides an overview of human, mass and mediated communication. It includes an introduction to finding, organizing, and evaluating information.

**Entry Level Standards:**

A knowledge of basic high school English composition is expected of students entering Communications 1500. The student should be familiar with the basic rules of outlining and research. The student should also be aware of his personal, social, and political environment. Each student should be prepared to purchase several newspapers and magazines through the semester. Typing is required, although the student may utilize CAOS or some other typing service. However, the student will remain responsible for the quality of work turned in. Unless otherwise specified, all assignments must be typed.

While no pre-requisites exist for CMN 1500, a student with deficiencies in English grammar and composition should consider completing Freshman Composition before taking CMN 1500.

**Prerequisites:**

None

**Textbook(s) and Other Course Materials:**

*The Media of Mass Communication* (latest World Wide Web edition) by John Vivian is the required text. Also required is the accompanying reader, *Messages 4: The Washington Post Media Companion*. Students are also expected to check their e-mail at least once a week.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Introduction to course; overview of field. The impact of the information age on everyday life. The role of mass communication in society. A framework for understanding mass communication. Chapter 1
2	Books. History of the print media. Invention and background of print. Early publishing. Chapter 2
3	Magazines and newspapers. Chapters 3 and 4
4	Recordings and movies. Chapters 5 and 6
5	Radio and television. Chapters 7 and 8

6	The World Wide Web as mass medium. Chapter 9
7	Journalism, news gathering, and gatekeeping. Chapter 10
8	Public relations. Chapter 11
9	Advertising industry. Chapter 12
10	Media research. Chapter 13
11	Mass communication and media effects. Chapters 14 and 15
12	Mass media and society. Chapter 16
13	Mass media and governance. Chapter 17
14	Mass media law, ethics and the mass media. Chapters 18 and 19
15	Final Exam Period

## **II. Course Goals\*:**

The course will:

- A. Lead students to understand mass communication systems. III.
- B. Guide students' understanding of the role of American media. III.
- C. Expand students' understanding of media ownership and the effects on society. III.
- D. Lead students to understand the effects of mass media on society. III.
- E. Guide students to understand the social, economic, and legal controls in the media. III.

\*Roman numerals after course objectives reference TBR general education goals.

## **III. Expected Student Learning Outcomes\*:**

The student will be able to:

1. Describe the nature and kinds of communications. A
2. Define mass communication and contrast to other communication systems. A
3. Recount and explain the development of mass communications in general and specific forms of mass media in particular. A,B
4. Contrast and discuss economic controls on the media and their implications for society. C,E
5. Compare and contrast the communication industries. C,D
6. Explain the roles and ramifications of support industries, such as advertising and public relations. D,E
7. Perform an analysis of a specific example of a mass media outlet (newspaper, radio station, television station, etc.) A,D

8. Explain the effect of technological development on specific forms of mass media. A,B
9. Explain the relationship of media economics and content. E
10. Describe current issues in each field of mass communication. D
11. Discuss mass communication law, ethical practice, and social responsibility. D
12. Perform an attitudinal survey. A,B

\*Letters after performance expectations reference the course objectives listed above.

#### **IV. Evaluation:**

##### A. Testing Procedures:

There will be at least two written exams encompassing lecture, text and handouts. The tests will cover both theory and practical application. Each test will cover text material and associated lecture material. Quizzes may be given at the discretion of the instructor.

##### B. Laboratory Expectations:

Several short papers will be assigned on various topics in conjunction with current topics of discussion. Some papers may be accompanied by short presentations. A team project for presentation may be assigned.

##### C. Field Work:

Instructor may assign required attendance at media-related events or activities, or interviews with media personnel, perhaps accompanied by a report on such.

##### D. Other Evaluation Methods:

Since much of the learning methodology involves discussion and interaction, the instructor's evaluation of the student's participation will also be part of the final grade.

#### **V. Policies:**

##### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

##### B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.

- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at [www.pstcc.edu/departments/swd/](http://www.pstcc.edu/departments/swd/).