

**PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS
INTRODUCTION TO MASS COMMUNICATION
COMM 1010**

Class Hours: 3.0
Laboratory Hours: 0.0

Credit Hours: 3.0
Date Revised: Spring 2017

Catalog Course Description

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

Prerequisites

None

Textbook(s) and Other Course Materials

No text required. Material on exams will be covered in class.

Week/Unit/Topic Basis

- | Week | Topic |
|------|---|
| 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. |
| 2. | Books. History of the print media. Invention and background of print. Early publishing. |
| 3. | Magazines and newspapers. |
| 4. | Recordings and movies. |
| 5. | Radio and television. |
| 6. | The Internet and the World Wide Web |
| 7. | Journalism, news gathering, and gatekeeping. |
| 8. | Public relations. |
| 9. | Advertising industry. |
| 10. | Media research. |
| 11. | Mass communication and media effects. |
| 12. | Mass media and society. |
| 13. | Mass media and governance. |
| 14. | Mass media law, ethics and the mass media. |
| 15. | Final Exam Period |

Course Goals

Note: Roman numerals after course objectives reference TBR General Education 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.

Expected Student Learning Outcomes

Note: Capital letters after Expected Student Learning Outcomes reference the course goals listed below.

The student will

- 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

Evaluation

Testing Procedures

There will be at four exams and a final as well as several short paper assignments. Quizzes may be given at the discretion of the instructor.

Laboratory Expectations

Some papers may be accompanied by short presentations. A team project for presentation may be assigned.

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.

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.

Grading scale:

A = 90-100

B + =87-89

B =80-86

C+ =77-79

C =70-76

D =60-69

F = 0-59

Policies

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 Academic Affairs, 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 Academic Affairs.

Because the communication discipline and this course are built on interaction, and media studies involve skill development, the attendance requirements are more stringent. The equivalent of two weeks of unexcused absences are permitted without a grade penalty. One more absence will reduce the final grade by one letter. More than three weeks of absences for any reason will result in a failing grade. A tardy counts as half of an absence; leaving early counts as an absence.

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.

Please see the Mississippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for disabilities

Students that 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 sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available from the [Disability Services website](http://www.pstcc.edu/sswd/). (<http://www.pstcc.edu/sswd/>).