



**NORTHEAST TEXAS**  
COMMUNITY COLLEGE

## **COMM 1307 - Introduction to Mass Communication**

### **Course Syllabus: FALL 2016**

"Northeast Texas Community College exists to provide responsible, exemplary learning opportunities."

#### **Mandy Smith**

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	1-4	1-4		1-4		NA

*The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.*

**Catalog Course Description:** 3 credit hours.

Lecture/Lab/Clinical: Three hours of class each week.

This is a freshman course in the development of the mass media in America with emphasis on newspapers, magazines, radio and television; brief study of the historical development of the mass media; social, economic and cultural responsibilities of the mass media.

**Required Textbook(s):** Vivian, John. The Media of Mass Communication; Eleventh Edition

**Publisher(s):** Pearson; Boston

**ISBN Number:** 978-0-205-02958-7

#### **Student Learning Outcomes:**

Upon successful completion of this course:

1. Students will demonstrate knowledge of the cultural, political and historical role that mass communication plays in a democratic society.
2. Students will demonstrate media literacy skills by participating in exercises that encourage critical evaluation and analysis of the impact of mass media messages on the individual, society and culture.
3. Students will demonstrate an understanding of the influence mass media has on human behavior and culture.
4. Students will demonstrate an understanding of the significant role that advertising plays in print and broadcast media.

#### **Course Expectations:**

To complete this course successfully, you should do the following:

- Participate in all course activities.
- Participate actively and meaningfully in all discussions.
- Read all assigned material.
- Prepare and submit all writing assignments and presentations on time.

#### **Assignment Information:**

Conscientious and timely completion of assignments is essential for success in this communication course. All papers must be typed in MLA format (unless instructor says otherwise) and submitted in class on the due date.

#### **Lectures & Discussions:**

Lectures will be supplemented by the reading assignments given in class. You are required to read assignments and participate in classroom discussions. Intro to Mass Communication focuses on various types of mass media including books, magazines, television, film, radio, newspapers, the Internet and social media. Students will be asked to perform research on subjects related to these types of media and be prepared to engage in classroom discussions on a diverse range of media-related topics.

## **Evaluation/Grading Policy:**

Your assignments will be evaluated using the following point values:

Three writing assignments @100 points each	300 Points
Media Literacy Research Essay	200 Points
Magazine design project and presentation	200 Points
Media Usage Survey group project	100 Points
Two test @ 100 points each	200 Points
<u>Total</u>	<u>1000 Points</u>

## **Tests/Exams:**

Tests will be given on chapter material during the semester. Students should be prepared for the tests by studying the necessary material.

## **Assignments:**

### **Writing Assignments:**

Please follow these instructions when writing your papers:

- Writing assignments must be typed in MLA format.
- Use Times New Roman 12 pt. font.
- Double-space.
- Pay attention to spelling, grammar and punctuation.
- Due dates for all reading and writing assignment will be assigned during class and will also be noted in the class calendar.
- Submit your writing assignments to your instructor in class on the due date.
- **Late papers are only accepted at the instructor's discretion and will not receive full credit. Emergency situations will be handled on an individual basis.**

### **Reading Assignments:**

Students are expected to prepare by reading assignments before coming to class. Students may be asked to respond to readings by writing in class or during class discussions. Failure to read and respond effectively to the reading assignments will affect your grade in the course.

### **NTCC Academic Honesty Statement:**

"Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

### **Academic Ethics:**

The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. Refer to the student handbook for more information on this subject.

### **ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to arrange an appointment with a College counselor to obtain a Request for Accommodations form. For more information, please refer to the NTCC Catalog or Student Handbook.

### **Family Educational Rights And Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**WITHDRAWAL POLICY:**

IT IS YOUR RESPONSIBILITY TO DROP A COURSE OR WITHDRAW FROM THE COLLEGE. FAILURE TO DO SO WILL RESULT IN RECEIVING A PERFORMANCE GRADE, USUALLY A GRADE OF "F."

**Student statement of understanding:**

**I have read the above information and the statement provided in the syllabus. I understand that if I am discovered to be cheating or colluding on work assigned in this class I will receive a zero for the assignment. I understand that if I am found to have submitted a paper for credit that contains any amount of plagiarized material I will receive a grade of “F” for this course.**

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_