

Comm. 101 – Introduction to Mass Communications Course Syllabus
CRN 32756 - Three Rivers Community College, Fall Semester - 2017
MW 3:00-4:15pm

Instructor: Kevin Amenta
Email: kamenta@threeivers.edu
Office Hours C-136: Monday & Wednesday 4:30-6pm or by appointment.

Required Instructional Materials:

- Textbook: Media & Culture: Mass Comm in a digital age, 10th ed. Richard Campbell
- Handouts, information and tutorials posted on Blackboard.

CATALOG COURSE DESCRIPTION

Prerequisite: [ENG K101](#) or [ENG* K101S](#) and any 100-level Humanities or Social Sciences Course.*

This course is a survey of the American mass media and communication. Lectures and discussions will focus on the various print and electronic mass media industries, and the impact of mass communication on our society. The course is designed as an introductory course for those students who plans to major in graphic design and communication and for those who want to be informed about the development of the influence of modern mass media.

LEARNING OUTCOMES

The course goal is for students to:

1. Identify significant milestones, important events and individuals in the history of media and communication and analyze the role and impact of media on society.
2. Learn to clarify and articulate their own values through the expression of opinion and an understanding of the differences between opinion and fact.
3. Develop skills in critical thinking, clear and thoughtful communication, and open inquiry through research and creative activity.
4. Construct effective written messages in various formats and styles, to a variety of audiences.
5. Prepare to engage in lifelong learning through an emphasis on the changing nature of the media and student participation in research and creative efforts.

Instructional Methods: Readings, demonstrations and delivering of student projects. Students will observe, critique, and demonstrate learned material. Homework will occur in the context of course assignments, in preparation for classroom discussion and in support of projects. All research and assignments will require the use of personal time and Blackboard.

Evaluation and Grading Policies:

Students will be evaluated based on weekly projects, discussions, and other assignments. The last assignment will be a capstone project. Points for each assignment are listed with the assignment on Blackboard and are based on a 1000-point system. Students will be expected to work on their assignments at home or in the library every week and to turn them in by the stated deadline. Late work is not accepted. Students should use traditional standards of correct spelling, grammar, and punctuation in all assignments and communications.

1000-point grading system breakdown:

35% of your grade is based on 12 weekly response papers.

30% of the grade will be based on 15 quizzes given during class.

10% of your grade will be based on in class discussions and activities.

5% of your grade will be based on the final exam.

20% of your grade will be based on the Final Project

Attendance Policy: Late assignments or make-up work is not allowed. There is NO extra-credit work! Arrangements to present projects, turn in assignments or take any tests missed because of an absence must be made with the faculty of record **at least 48 hours in advance** of the absence. Projects, tutorials, reports and assignments which are not delivered by the posted due date for each will receive a zero for that assignment.

Incompletes: I traditionally do not give Incompletes. They are only assigned when there are extenuating circumstances such as illness that prevent the student from completing the coursework on time. Incompletes *must be approved by the Academic Dean.*

Withdrawal Policy: If you intend to withdraw, you must do so at the Registrar's Office by the college deadline. Non-punitive "W" grades are assigned to withdrawal requests. An instructor's signature is required after the deadline has passed. No withdrawals are permitted after the last class preceding the final exam. Students who do not officially withdraw, but simply stop attending classes, run the risk of receiving an "F" grade for the course.

Class Cancellation Policy: Information about class cancellation due to the weather can be found by Calling (860) 886-0177 or go online to: www.trcc.commnet.edu. If the instructor must cancel class a note will be placed on Blackboard on the course home page.

Academic Integrity and Plagiarism: Plagiarism and other forms of academic dishonesty will not be tolerated and will result in an automatic failing (F) grade on the assignment for the first infraction and, should it occur a second time, an automatic failing (F) grade for the course.

CHAPTER	DATE OF PRESENTATION
Chapter 10 Books	Wednesday September 6
Chapter 8 Newspapers	Monday September 11
Chapter 9 Magazines	Wednesday September 13
Chapter 4 Sound Recording	Monday September 18
Chapter 5 Radio	Wednesday September 20
Chapter 6 TV & Cable	Monday September 25
Chapter 7 Movies	Wednesday September 27
Chapter 2 The Internet	Monday October 2
Chapter 3 Digital Gaming	Wednesday October 4
Chapter 11 Advertising	Monday October 9
Chapter 12 Public Relations	Wednesday October 11
Chapter 13 Media Economics	Monday October 16
Chapter 14 Journalism	Wednesday October 18
Chapter 15 Media Effects	Monday October 23

ALL ASSIGNMENTS, Weekly DQs and Quizzes must be completed and are due every SUNDAY BEFORE 11:59PM ON THE DUE DATE

ASSIGNMENT	DUE DATE
Paper #1 Social Networking	Sunday September 3
Paper #2 Books	Sunday September 10
Paper #3 Magazines	Sunday September 17
Paper #4 Sound Recording	Sunday September 24
Paper #5 Broadcast TV	Sunday October 1
Paper #6 Top Domains	Sunday October 8
Paper #7 PR Memo	Sunday October 15
Paper #8 Journalism	Sunday October 22
Paper #9 Media Effects	Sunday October 29
Paper #10 Debate	Sunday November 5
Paper #11 Cost of Ads	Sunday November 12
Paper #12 Media Companies	Sunday November 19
Final Project	Sunday December 3

Digication:

All students are required to maintain an online learning portfolio in Digication that uses the college template. Through this electronic tool students will have the opportunity to monitor their own growth in college-wide learning. The student will keep his/her learning portfolio and may continue to use the Digication account after graduation. A Three Rivers General Education Assessment Team will select and review random works to improve the college experience for all. Student work reviewed for assessment purposes will not include names and all student work will remain private and anonymous for college improvement purposes. Students will have the ability to integrate learning from the classroom, college, and life in general, which will provide additional learning opportunities. If desired, students will have the option to create multiple portfolios.

BOARD OF REGENTS FOR HIGHTER EDUCATION AND CONNECTICUT STATE COLLEGES AND UNIVERSITIES POLICY REGARDING SEXUAL MISCONDUCT REPORTING, SUPPORT SERVICES AND PROCESSES POLICY

Statement of Policy for Public Act No. 14-11: An Act Concerning Sexual Assault, Stalking and Intimate Partner Violence on Campus:

“The Board of Regents for Higher Education (BOR) in conjunction with the Connecticut State Colleges and Universities (CSCU) is committed to insuring that each member of every BOR governed college and university community has the opportunity to participate fully in the process of education free from acts of sexual misconduct, intimate partner violence and stalking. It is the intent of the BOR and each of its colleges or universities to provide safety, privacy and support to victims of sexual misconduct and intimate partner violence.”

UNITED STATES DEPARTMENT OF EDUCATION AND OFFICE OF CIVIL RIGHTS TITLE IX STATEMENT OF POLICY:

“Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in education programs and activities in federally funded schools at all levels. If any part of a school district or college receives any Federal funds for any purpose, all of the operations of the district or college are covered by Title IX.

Title IX protects students, employees, applicants for admission and employment, and other persons from all forms of sex discrimination, including discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. All students (as well as other persons) at recipient institutions are protected by Title IX – regardless of their sex, sexual orientation, gender identity, part-or full-time status, disability, race, or national origin-in all aspects of a recipient’s educational programs and activities.”

If any student experiences sexual misconduct or harassment, and/or racial or ethnic discrimination on Three Rivers Community College Campus, or fears for their safety from a threat while on campus, please contact Edward A. Derr, the Diversity Officer and Title IX Coordinator:

Edward A. Derr
 Title IX Coordinator and Diversity Officer
 Admissions Welcome Center * Office A116
 574 New London Turnpike, Norwich CT 06360
 860.215.9255 * EDerr@trcc.commnet.edu

Students with Disabilities: If you have a disability that may affect your progress in this course, please meet with a TRCC Disability Service Provider (DSP) in Room A-119 as soon as possible. Please note that accommodations cannot be provided until you provide written authorization from a DSP.

Matt Liscum, Counselor Room A113 (860) 215-9265	Learning Disabilities <ul style="list-style-type: none"> • ADD/ADHD • Autism Spectrum • Mental Health Disabilities
Elizabeth Willcox, Advisor Room A113 (860) 215-9289	<ul style="list-style-type: none"> • Medical Disabilities • Mobility Disabilities • Sensory Disability

Use of Support Services: The Writing Center/TASC is located in Room C117 (next to the Library). TRWritingcenter@trcc.commnet.edu. Online tutoring: <http://www.etutoring.org/>