

Comm. 101 – Introduction to Mass Communications Course Syllabus
CRN 13441 - Three Rivers Community College, Spring Semester - 2016
ONLINE

Instructor: Kevin Amenta
Email: kamenta@trcc.commnet.edu
Office Hours C-136: Tuesday 4:30-6pm & Wednesday 2-3:30pm or by appointment.

Required Instructional Materials:

- Textbook: The Dynamics of mass communication 12th Ed., Joseph R. Dominick, 2012.
- 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 on the basis of 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:

30% of your grade is based on 15 weekly response papers.

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

5% of your grade will be based on the debate paper.

5% of your grade will be based on two other projects.

10% 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 has to 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.

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.

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.

Physical Disabilities	Learning Disabilities
Sensory Disabilities	ADD/ADHD
Medical Disabilities	Autism Spectrum
Mental Health Disabilities	

Use of Support Services: The Writing Center/TASC is located in Room C117 (next to the Library). (860) 892-5713 or (860) 892-5769. TRWritingcenter@trcc.commnet.edu.
Online tutoring: <http://www.etutoring.org/>

*** The instructor may change the syllabus, the order of topics and/or the content of the assignments to meet the needs of the class at any point in time.*

ALL ASSIGNMENTS ARE DUE BEFORE 11:59PM ON THE DUE DATE	
ASSIGNMENT	DUE DATE
Paper #1 Mass Comm	Wednesday January 27
Paper #2 Social Networking	Wednesday January 27
Paper #3 Cell Phones	Wednesday February 3
Paper #4 Telegram	Wednesday February 3
Paper #5 Books	Wednesday February 10
Paper #6 Newspapers	Wednesday February 17
Paper #7 Magazines	Wednesday February 17
Paper #8 Radio	Wednesday February 24
Paper #9 Sound Recording	Wednesday February 24
Paper #10 Motion Pictures	Wednesday March 2
Paper #11 Broadcast TV	Wednesday March 9
Paper #12 Cable, Sat TV	Wednesday March 9
Paper #13 Top Domains	Wednesday March 16
Paper #14 Pay Internet	Wednesday March 16
Paper #15 PR Memo	Wednesday March 30

Debate Paper	Wednesday April 6
Cost of Advertising	Wednesday April 13
Media Companies	Wednesday April 20
Final Project	Wednesday May 4