

Comm. 101 – Introduction to Mass Communications Course Syllabus

CRN 32756 - Three Rivers Community College, Fall Semester - 2016

MW 3:00–4:15 pm

Instructor: Kevin Amenta
Email: kamenta@threerivers.edu
Office Hours C-136: Mon & Wed 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 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:

24% of your grade is based on 14 weekly response papers.

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

6% of your grade will be based on the class activities

5% of your grade will be based on the class debate & Chapter presentation.

10% of your grade will be based on two research papers & presentations

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

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

****No texting, use of cell phones or emailing will be tolerated during class time. If your phone rings in class, this will result in -1 point from your overall grade****

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.

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/>

*** 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 TO BE UPLOADED TO BLACKBOARD LEARN BEFORE 11:59PM ON THE DUE DATE	
ASSIGNMENT	DUE DATE
Paper #1 Culture	Wednesday August 31
Paper #2 Social Networking sites	Friday September 2
Paper #3 Cell Phones	Monday September 5
Paper #4 Telegram rewrite	Wednesday September 7
Paper #5 Books	Friday September 9
Paper #6 Newspapers	Monday September 12
Paper #7 Magazines	Wednesday September 14
Paper #8 Sound Recording	Monday September 19
Paper #9 Radio	Wednesday September 21
Paper #10 Broadcast TV	Monday September 26
Paper #11 Motion Pictures	Wednesday September 28
Paper #12 Top level domains	Monday October 3
Paper #13 Pay Internet	Wednesday October 5
Paper #14 PR Memo	Wednesday October 12
Class Debate	Sunday October 30
Cost of Advertising	Sunday November 6
Media Company	Sunday November 13
FINAL PROJECT	Sunday December 4

CHAPTER	DATE OF PRESENTATION
Chapter 10 Books	Wednesday September 7
Chapter 8 Newspapers	Monday September 12
Chapter 9 Magazines	Wednesday September 14
Chapter 4 Sound Recording	Monday September 19
Chapter 5 Radio	Wednesday September 21
Chapter 6 TV & Cable	Monday September 26
Chapter 7 Movies	Wednesday September 28
Chapter 2 The Internet	Monday October 3
Chapter 3 Digital Gaming	Wednesday October 5
Chapter 11 Advertising	Monday October 10
Chapter 12 Public Relations	Wednesday October 12
Chapter 13 Media Economics	Monday October 17
Chapter 14 Journalism	Wednesday October 19
Chapter 15 Media Effects	Monday October 24