

Comm. 101 – Introduction to Mass Communications -- Syllabus
CRN 32756 - Three Rivers Community College, Fall Semester - 2019
MW 3:00-4:15pm Room D-104

Instructor: Kevin Amenta
Email: kamenta@threeivers.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, 11th ed. Richard Campbell

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:

Late assignments or make-up work is not allowed.

There is NO extra-credit work.

Any course work which is emailed to the instructor will be deleted and given a zero.

You must upload your work through the assignment tool.

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:

Attend all classes. Any course work presented during class time cannot be made up.

Incompletes: I do not give Incompletes. They are only assigned when there are extenuating circumstances such as a life-threatening 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, which is listed on the TRCC website.

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 4
Chapter 8 Newspapers	Monday September 9
Chapter 9 Magazines	Wednesday September 11
Chapter 4 Sound Recording	Monday September 16
Chapter 5 Radio	Wednesday September 18
Chapter 6 TV & Cable	Monday September 23
Chapter 7 Movies	Wednesday September 25
Chapter 2 The Internet	Monday September 30
Chapter 3 Digital Gaming	Wednesday October 3
Chapter 11 Advertising	Monday October 7
Chapter 12 Public Relations	Wednesday October 9
Chapter 13 Media Economics	Monday October 14
Chapter 14 Journalism	Wednesday October 16
Chapter 15 Media Effects	Monday October 21
Chapter 16 Freedom of Expression	Wednesday October 23

*** 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 must be completed and uploaded to Blackboard BEFORE 9PM ON THE DUE DATE	
ASSIGNMENT	DUE DATE
Paper #1 Social Networking	Sunday September 1
Paper #2 Books	Sunday September 8
Paper #3 Magazines	Sunday September 15
Paper #4 Sound Recording	Sunday September 22
Paper #5 Broadcast TV	Sunday September 29
Paper #6 Top Domains	Sunday October 6
Paper #7 PR Memo	Sunday October 13
Paper #8 Journalism	Sunday October 20
Paper #9 Media Effects	Sunday October 27
Paper #10 Cost of Ads	Sunday November 3
Paper #11 Free Speech	Sunday November 10
Paper #12 Media Companies	Sunday November 17
Final Project	Sunday December 1

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:

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.

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