



Welcome to COM 180!

Introduction to Mass Media Fall 2009

Section: 101; Days: M/W; Time: 2:30 to 3:45 a.m.; Room: S-113

Instructor: Amy Childs

Office: Room 104E in the Higher Education Center, Wye Mills Campus; I will also be using Room 126 in the Cambridge Center when in Cambridge on T/TH

Phone: 410-822-5400 (or any main College number local to you), ext. 331

Important Note: Please leave your name, class day/time, & phone number if you get my voicemail.☺

Skipjack E-mail: amychilds@skipjack.chesapeake.edu

Important Note: Each class you take at Chesapeake has its own internal mail system on the *Angel network; I would prefer that you use that mail system for any communication with me. However, if you use the above Skipjack Email address to contact me, please include your name and class section number (or class meeting day/time) in the subject line of your message, so that I can readily identify your specific class section.☺

Office Hours:

Monday in Wye Mills	11:30 a.m. to 12:30 p.m.
Tuesday in Cambridge	9:00 to 10:00 a.m.; 11:30 a.m. to 12:30 p.m.
Wednesday in Wye Mills	11:30 a.m. to 12:30 p.m.
Thursday in Cambridge	11:30 a.m. to 12:30 p.m.

Important Note: During these scheduled office hours, I will maintain an “open door” for anyone who needs to see me unless someone has scheduled an appointment in advance. If your schedule does not permit you to meet at any of the above times and you need to see me, let me know in advance and we can look for another time for both of us to meet.☺

Textbook

Baran, Stanley J. (2010). *Introduction to mass communication: Media literacy and culture*. (6th ed.). New York: McGraw Hill.
ISBN: 0073378909

Catalog Course Description

An introduction to theory, history, structure, and functions of mass media (print, film, recording, radio, television, and multimedia). This course is designed to introduce the students to the historical, cultural, and social implications of modern media. Through case studies, reflection/viewing exercises, and other projects, students are encouraged to engage in critical analysis of the societal, cultural, and technological implications of the mass media industry. Three lecture hours per week.

***About Angel:** *Angel* is an online learning system utilized for all Internet classes. The system can also be useful for traditional course delivery since it provides a variety of communication tools, including access to a class community area, course files and resources, and an area to view course-specific announcements, among other features. Please learn to use *Angel* and access our class site on a regular basis. (Initial instruction in the use of *Angel* is taught in *FSC 101*. There are also tutorials available for first-time users.)

Learning Outcomes

As a result of taking this course, a student should be able to:

- ✓ understand the information society and its economic, political, and social implications;
- ✓ know the historical development of mass media in the United States;
- ✓ understand the functions of mass media;
- ✓ understand the power, influence, and effects of mass media on individuals and society;
- ✓ understand media information technologies, industries, and media trends;
- ✓ understand theories, models and research of media;
- ✓ identify the main forces that influence and shape the media;
- ✓ understand the role of advertising in the operation of various media;
- ✓ write effectively, speak clearly, and process information in terms of analysis and synthesis;
- ✓ acquire, comprehend, and assimilate information so that they will clearly, concisely, and accurately express their knowledge and understanding of mass media.

Course Relevance/Instructor Objectives

What does it mean to be “media literate”? How much does the media shape our everyday lives? Do we know when we are being “manipulated” by the media? Is there bias in the way information is presented? How has the Internet changed our culture? Can we become addicted to media? Discussions about these questions (and more) are important ones to have since mass media is everywhere, impacting everyone in different ways. This course will offer some historical perspective and an overview of mass media, provide the opportunity for some practical application using a variety of medium, and allow us the chance for some lively discussion!

I will provide learning tools and information, and will share in the process of discussion and exploration that you are about to undertake. I have high expectations for every individual in this class. My sincere hope is that you succeed in your learning and experience personal growth.

If you are in need of assistance, ask for help sooner rather than later, but by all means ask! In addition to any assistance I can offer, please utilize any and all free services and resources available to you at Chesapeake – there are many!

Classmate Contact Information

In any class you take, it’s important to establish contacts with fellow students in case you need information on missed assignments or wish to form a study partnership or group. This is also an important skill to utilize in a workplace setting with co-workers to establish a vital colleague support system. Use the space that follows to begin building your peer support system for this class. Don’t forget, our class site on *Angel* also offers a convenient way to contact classmates.

Peer Contact Name: _____

Skipjack E-mail Address: _____@skipjack.chesapeake.edu

Alternative E-mail (if agreed upon): _____

Phone (if agreed upon): _____

Peer Contact Name: _____

Skipjack E-mail Address: _____@skipjack.chesapeake.edu

Alternative E-mail (if agreed upon): _____

Phone (if agreed upon): _____

Grading

There will be a variety of ways to demonstrate learning in this class. However, you must complete work within each of the areas listed to maintain a passing grade in the course. I will be assigning more specific point values to individual assignments within these areas to total 1000 possible points.

1. In-class activities, media practicum's, and outside assignments – there will be at least 15 of these, which will be graded throughout the semester (300 points)
2. Class attendance/participation (150 points, or 5 points per session)
3. Quizzes (100 points)
4. Book Review and Class Discussion (150 points)
5. Media Analysis Project (100 points)
6. Media Production Project & Presentation (200 points)

Grading Scale (points)

900+ = A 800-899 = B 700-799 = C 600-699 = D 599 or less = F

Course Policies

Attendance:

- COM 180 is designed in such a way that requires all of us to be in class on time. Everyone is expected to attend every session, be ready to start on time, and stay for the entire class. Absences, late arrivals to class, and leaves prevent students from gaining knowledge and completing assignments while disrupting the good of the class.
- An absence will be defined as missing more than 30 minutes of a class. Late arrivals will be defined as not being in class when the class begins according to the time agreed upon the first day of class (this includes not being in class when the class begins after a given break). A leave will be defined as leaving class before the time scheduled without being dismissed. Class participation points will be deducted if individuals are absent, late, or leave early.
- The student is solely responsible for everything missed if absent or late (e.g., discussion of class material, assignments, etc.). If absent or late to class, you may meet with me during office hours or ask a friend in class to help you, but I will not re-teach or E-mail you an entire lesson.
- There are no “excused” absences, late arrivals, or leaves except for emergencies and funerals.

Assignments (Activities, Typed Assignments, Written Assignments, Quizzes, and Presentations):

- Assignments completed throughout this course allow each student to demonstrate his/her knowledge and ability to apply what was learned. Students are expected to participate in activities, take quizzes, deliver presentations, and complete typed/written assignments.
- The group service project and preparation for the final group presentation will require teams of students to set aside time to work together outside of class during the second half of the term. Final presentations must be delivered on our scheduled exam date/time.
- All assignments are to be typed in 12-point font, double-spaced, Times New Roman, 1” margins to receive credit, except for peer evaluations and class activities that do not require the work to be typed. Assignments not typed will not be accepted for credit.
- Failing to turn in assignments on time, except for emergencies and funerals, will result in a deduction of the total points possible before grading. A typed assignment is late if a typed hard copy is not turned in the class period it is due, or e-mailed prior to class. A written assignment is late if the hard copy is not turned in the class period it is due. A quiz is late if taken more than 30 minutes after the quiz is distributed in class. A presentation is late if a student does not deliver the presentation during their designated speaking slot.

Assignments (continued):

- Students have two weeks after the original due date to complete late/re-done assignments. Assignments will not be accepted more than two weeks after originally due. All late/re-done assignments in the last two weeks of the term must be completed before the last session. Most in-class activities cannot be made up.
- Late typed/written assignments are to be handed in during class or office hours or via E-mail. If E-mail is utilized, please retain a copy of the message and attachment in your sent files until the assignment has been graded. Please do not leave late work in my mailbox or my office. Please label late assignments "Late" in the top right corner to be accepted.
- There will be opportunities to receive bonus points with a variety of assignments offered throughout the semester (TBA).

Academic Honesty and Integrity:

- All students are expected to turn in and present their own original work. Any student that cheats or plagiarizes on an assignment will face disciplinary action. Disciplinary action may range from failing the assignment to failing the course or worse, depending on the infraction.

Class Participation & Citizenship:

- Out of respect to both teacher and other students, it is imperative that all electronic devices be turned off upon entering the classroom. A ringing cell phone (or any other evidence of a phone or other electronics being on) during class will not be tolerated. Students will be asked to leave class if a cell phone rings and will subsequently forfeit any points relative to the day's activities, whether it is points for a test, a group activity, a peer evaluation, etc.
- Paying attention and answering questions are important aspects of class participation. Likewise, participation involves refraining from sleeping in class, texting, listening to music, engaging in private conversations during group discussions or lecture and/or doing work or reading for another class, etc.
- Every student is expected to be respectful, supportive, and considerate of others. Students can lose class participation/citizenship points for violating the good of the class.
- If a student has a personal need to take care of (e.g., using the restroom, etc.), it is expected that the student will do so appropriately, quietly, with minimal distraction, and in a timely manner. There is no need to ask for permission. However, the student is responsible for anything that is missed while out of class.

Academic Accommodations:

If you have a documented disability and wish to discuss academic adjustments, please contact Ms. Judy Gordon as soon as possible to develop an accommodation plan. Ms. Gordon is located in the LRC, Room 135; her phone number is 410-827-5805 and her E-mail address is jgordon@chesapeake.edu.

Inclement Weather:

If Chesapeake College officially cancels a class, please keep up with any assigned reading and out of class assignments. If the College does not cancel class, but you feel it is unsafe to attend, please contact me by phone or E-mail.

Academic Instruction Emergency Management Plan:

In the event that Chesapeake College needs to close for an extended period of time due to a flu pandemic, severe weather event, or other emergency situation, consideration will be given to the timing and duration of the closure as follows:

1. Closure during the semester for up to one week – there will be an opportunity to make up work missed without significant alteration to the semester calendar.
2. Closure extending beyond one week (or in situations where classes are cancelled on the same days/evenings over multiple weeks) – the College may extend the length of the semester. Depending on the timing of the closure, scheduled breaks, end of semester dates, and/or the processing of final grades might be impacted.

Students can acquire information about closures on the College website or by calling 410-822-5400 or 410-228-4360. Chesapeake College courses held at off campus sites will follow the protocol of the host facility.