

## **Introduction to Mass Communications - COMM 1154-01D**

Summer 2016/Session III  
June 6, 2016 - June 30, 2016

Face-to-Face Class Meetings: Tuesdays & Thursdays, 12:30 pm - 2:45 p.m.  
(Classroom: Humanities 212)

Instructor: Dr. Patrick Hadley  
Office: Humanities 144  
Office Phone: 678-839-4931  
Google Voice: 404-919-7349  
Email: CourseDen Email (preferred) or [phadley@westga.edu](mailto:phadley@westga.edu)  
Office Hours (F2F): Tu/Th, 10:30 am - 11:30 am; 3:00 pm - 5:00 pm; other times by appointment  
Virtual Office Hrs: M - Th, 10:30 am - 11:30 am (D2L email/chat or Google Voice call/text)  
(Other times or media - available by appointment)

### **Overview**

COMM 1154 is an introductory, yet critical examination of the origin and development of paramount economic, legal/policy, ethical, political, and social effects issues facing print, telecommunication, and electronic media as well as advertising and public relations industries. It is hoped that this course will stimulate understanding and critical thinking about mass media's impact on society as well as society's impact on mass media. Particular attention will be given to implications of competition and convergence of traditional and digital mass media.

### **Learning Objectives**

To demonstrate an understanding of the origin and development of mass media<sup>1</sup> and support media<sup>2</sup>

To demonstrate an understanding of paramount economic, legal/policy, ethical, political, and social effects issues facing mass media

To demonstrate an understanding of competition and convergence of traditional and digital mass media

### **Required Materials**

Biagi, Shirley. (2015). *Media/Impact: An Introduction to Mass Media* (11<sup>th</sup> Edition). Boston, MA: CENGAGE Learning.

NOTE: There is a very low likelihood of passing this course without access to this textbook. There

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<sup>1</sup> Mass media are defined as books, newspapers, magazines, recordings, radio, movies, television, and mass communication aspects of the Internet. Note that the Internet functions as both an interpersonal and mass communication tool. Refer to textbook definitions to distinguish between functions.

<sup>2</sup> Support media are defined as advertising and public relations.

have been notable updates between the 10th and 11th edition of the textbook, although much of the content is the same. You are expected to be familiar with the content in the 11th edition of the textbook for exams in this course.

### **CourseDen D2L Resources & Technical Support**

For CourseDen assistance, including tutorials, troubleshooting, and online support resources, I encourage you to reference the *CourseDen Desire2Learn (D2L) Resources* link on the course homepage, or contact the UWG Online Helpdesk Services via email at [online@westga.edu](mailto:online@westga.edu), or via the Internet at <http://uwgonline.westga.edu/students.php>.

Monday - Friday 8am - 5pm EST, you may also visit the Distance Education & Distributed Center at the Honors House or call the staff at 678.839.6248 or 1.855.933.8946 (UWGO). Additionally, you may contact the GeorgiaVIEW D2L Help Center for assistance 24 hours a day, 7 days a week, and 365 days a year via the Internet at <https://d2lhelp.view.usg.edu> or via its support hotline at 1.855.772.0423.

If you experience technical difficulties, it is very important that you contact CourseDen support staff - Distance Education & Distributed Center (first choice) or GeorgiaVIEW D2L Help Center. The staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact CourseDen support staff, late online assignments or exams may not qualify for credit or will be subject to late penalties.

### **Important CourseDen Tools**

**Grades:** Use the *Grades* tool to view your grades. Exam scores will be automatically posted as soon as online exams are completed.

**CourseDen Email:** The *Mail* tool allows you to send email to, and receive email from, me and your classmates. It is important to check your email on a regular basis. With the exception of Friday afternoons, weekends, and holidays, I will respond to emails through CourseDen within 24 hours. If you send me email late on Friday afternoons, or on weekends or holidays, I will process your email by 5:00 pm the following weekend day. DO NOT send email to my westga.edu email address (unless CourseDen is unavailable).

### **Assignments**

#### **Orientation Module Discussion Post/Orientation Module Quiz** (5 percent each)

See course website and class schedule for more information on these two assignments that must be completed during the first week of class.

#### **Exams** (3 online exams @ 15% each = 45% total)

You are expected to complete three online exams (available in the *Quizzes* area in D2L). Each exam will cover the equivalent of five to six chapters (including textbook content, classroom

lecture/presentation slide content, as well as assigned outside resources), and will include 40 - 60 true-false/multiple choice/matching questions. You will have 80 minutes to complete each exam. I encourage you to use the *Review, Analyze, Investigate* pages at the end of each chapter to prepare for exams.

NOTE: A study guide will **NOT** be provided. See “key terms” and “critical questions” at the end of each chapter as your review. Your understanding of the material can be broadened if you understand these terms and answer these questions.

There are **no makeups for missed exams**. Make sure to put the exam dates on your schedule/planner/calendar.

### **Chapter Article Summary Post and Reply (CASPAR)** (15 posts @ 2% each =30 percent total)

For each chapter in the textbook, you will search for, locate, and summarize an online article or blog post that refers to or expands on a narrow topic/company/person described in the chapter that interests you. Create a new post under the discussion topic for that chapter (e.g. "Chapter 4 Summaries") and **complete ALL of the following steps:**

1. Create a new post with a title that is relevant to your topic. For example, in the Newspaper chapter, you might use the title "Update on Sale of Washington Post" if you were summarizing an article updating the sale of that paper to Jeff Bezos of Amazon.
2. Describe the topic/company/person in the textbook chapter that is of interest to you and explain why you have this interest (25 - 50 words)
2. Summarize the article that you found online about your topic/issue/person. (30 - 50 words)
3. Highlight one point from or about the article that you think is the most interesting or important point (MIP) for your classmates to know (15 - 40 words) **and explain why.**
4. Insert a clickable hyperlink to the article in your summary so that others can easily find the original article.
5. Reply to one of your classmates posts that interests you and describe briefly (a) why the issue/company/person interests you (20 - 40 words) and (b) whether you agree or disagree with the Most Important Point (MIP) that was identified, **and explain why.**

**[WARNING -** If you move ahead of the readings to complete your chapter summaries and are the first person to post, remember to come back later when your classmates have posted in order to find a posting to which you can reply.]

### **Chapter Debate Presentations** (10% of grade = 7% presentation/3% visual aids)

Each student will be randomly assigned to a particular chapter in the textbook. Two students will be assigned to each chapter. For each chapter a controversial topic will be identified by the instructor. Each student will be assigned to an opposing side of the controversial topic. In addition to the textbook, each student will identify three sources (outside the text) that s/he can use to support that side of the argument. On the assigned debate day, students will deliver a 4-7 minute

initial presentation arguing their respective sides of the argument. Presenters should be prepared to respond to questions from their opponent, the class, and the instructor.

Students will incorporate visual aids, such as PowerPoint, Prezi, or Keynote. Your presentation slides should be posted in the *Discussion* area for that chapter, e.g., “Chapter 6 Debate Presentations” **by 10 am on the day of your presentation.**

- Presentation slides posted late -- but before the start of class -- will have the presentation grade reduced by 25 percent.
- Presentation slides posted late, but within 24 hours of the deadline, will have presentation grades reduced by 50 percent.
- Slides posted more than 24 hours late will receive zero points for presentation grade.

All slides should have relevant, engaging visual images included. Slides limited to bullet points and text-only content will receive lower grades.

### **Late Work Policy**

All assignments (except for exams) are available to you at least one week before the submission deadline. Thus, there will be NO acceptance of unexcused late work, including the media usage blog post, discussion questions, or online exams. If you miss an exam, discussion, or other assignment, you will receive zero points. Also, there will be no make-up of exams, discussions, or other assignments unless the absence is excused prior to the missed work and arrangements have been made for completing the work.

For documented emergencies outside your control (e.g., medical emergency or traffic accident), please **contact the instructor immediately** for acceptance of late work to be considered.

### **Participation and Attendance (5 percent)**

This class involves a substantial amount of in-class discussions and presentations/debates, so class absences may compromise your performance. Arriving after class begins or leaving before class ends is discouraged since this might distract presenters or other students.

EACH unexcused absence lowers your final participation/attendance grade by 1.0 percentage point. Please discuss any attendance concerns you have about this course with the instructor as soon as possible by the end of the second day of class. All excused absences must be verified with written documentation.

It is YOUR responsibility to be aware of your participation and/or attendance. You should contact me at any point of the term if you have questions about the policy or your attendance status. I do not entertain unsubstantiated claims at the end of the term that an earlier absence was incorrectly recorded.

### **Grading Policy**

Orientation Module Discussion Post	5%
Orientation Module Quiz	5%
Online Exams (Exam1=15%, Exam2=15%, Exam3=15%)	45%

Chapter Article Summaries Posts & Replies (15 @ 2% each)	30%
Chapter Debate Presentations	10%
<u>Participation/Attendance</u>	<u>5%</u>
<b>Total</b>	<b>100%</b>

Assignment of final grades will be based on the following scale:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = below 60%

In the interest of academic integrity and fairness, please note that I do not entertain individual requests for extra credit work at the end of the semester.

You earn your grade. Grades are evaluations of your performance on the assignments in this course. A final grade 0.5 percent below the next higher letter grade will be rounded up.

**Other Important Policies**

**University Policies**

The following link contains standards about important issues such as the Americans with Disabilities Act, the UWG email policy, the university credit hour policy, and the Honor Code. Please review the information carefully at:

[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf). It contains important material pertaining to your rights and responsibilities in this class.

Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

[END OF SYLLABUS -- WEEKLY SCHEDULE IN SEPARATE DOCUMENT]

**Weekly Schedule (subject to change)**  
**Introduction to Mass Media – COMM 1154-01D**  
**Summer 2016**

Modules	Topics/Content	Deadline Date	Assignment
<b>Week 1 - 6/6 - 6/12</b>	Getting oriented to online course, syllabus, technology  <hr/> Read Chapters 1 - 3	<b><u>Thursday, June 9</u> by 11:59 PM</b>  <hr/> <b><u>Sunday, June 12</u> by 11:59 pm</b>	--Orientation Discussion --Orientation Quiz <i>(NOTE: multiple quiz attempts available without penalty, <u>only</u> on this quiz)</i>  <hr/> --Post Chap. 1 Article Summary Post & Reply (CASPAR) --Post Chap. 2 Article Summary Post & Reply (CASPAR) --Post Chap. 3 Article Summary Post & Reply (CASPAR)
<b>Week 2 - 6/13 - 6/19</b>	Read Chapters 4 - 6  <hr/> Exam #1 (Covers Chapters 1 - 6)  <hr/> Chapter 1 Highlight Chapter 2 Highlight Chapter 3 Highlight  <hr/> Chapter 4 Highlight Chapter 5 Highlight Chapter 6 Highlight	<b><u>Sunday, June 19</u> by 11:59 pm</b>  <hr/> <b>Exam #1 available on <u>Wednesday, June 15</u>, between 5:00 AM and 11:59 PM (80 minute exam)</b>  <hr/> <b><u>Tuesday, June 14</u> --Presentation (due in class) --Visual Aids (due by 10-AM 9 PM)</b>  <hr/> <b><u>Thursday, June 16</u> --Presentation (due in class)</b>	--Post Chap. 4 CASPAR in <i>Discussions</i> area --Post Chap. 5 CASPAR in Discussion area --Post Chap. 6 CASPAR in Discussion area  <hr/> Exam #1 (available in Quizzes area)  <hr/> Chapter 1 Debate Presentation and Posting Chapter 2 Debate Presentation and Posting Chapter 3 Debate Presentation and Posting  <hr/> Chapter 4 Debate Presentation Chapter 5 Debate Presentation Chapter 6 Debate Presentation

		<b>--Visual Aids (due by <del>10-AM</del> 9 PM)</b>	
<b>Week 3 - 6/15 - 6/21</b>	Read Chapters 7 - 11  <hr/> Exam #2 (Chapters 7 - 11)  <hr/> Chapter 7 Highlight Chapter 8 Highlight Chapter 9 Highlight  <hr/> Chapter 10 Highlight Chapter 11 Highlight	<b><u>Sunday, June 26</u> by 11:59 pm</b>  <b>Exam #2 available on <u>Wednesday, June 22</u> between 5:00 AM and 11:59 pm (80 minute exam)</b>  <b><u>Tuesday, June 21</u> --Presentation (due in class) --Visual Aids (due by <del>10-AM</del> 9 PM)</b>  <b><u>Thursday, June 23</u> --Presentation (due in class) --Visual Aids (due by <del>10-AM</del> 9 PM)</b>	-Post Chap. 7 CASPAR in Discussion area -Post Chap. 8 CASPAR in Discussion area -Post Chap. 9 CASPAR in Discussion area -Post Chap. 10 CASPAR in Discussion area -Post Chap. 11 CASPAR in Discussion area  <hr/> Exam #2 available in Quizzes area  <hr/> Chapter 7 Debate Presentation and Posting Chapter 8 Debate Presentation and Posting Chapter 9 Debate Presentation and Posting  <hr/> Chapter 10 Debate Presentation and Posting Chapter 11 Debate Presentation and Posting
<b>Week 4 - 6/27, 6/28, 6/30 (6/29 is Reading Day)</b>	Read Chapters 12 - 15	<b><u>Thursday, June 30</u> by 11:59 pm (**NOTE: Not due Sunday as in previous weeks)</b>	Post Chapter 12 CASPAR in Discussion area Post Chapter 13 CASPAR in Discussion area Post Chapter 14 CASPAR in Discussion area

	<hr/> <p>Exam #3 (Chapters 12 - 15)</p> <hr/> <p>Chapter 12 Highlight Chapter 13 Highlight Chapter 14 Highlight Chapter 15 Highlight</p>	<hr/> <p><b>Exam #3 available on <u>Thursday, June 30</u> (*NOT <u>Wednesday</u>*) between 5:00 am and 11:59 pm (80 minutes duration)</b></p> <hr/> <p><b>Tuesday, <u>June 28</u></b> <b>--Presentation (due in class)</b> <b>--Visual Aids (due by <del>10-AM</del> 9 PM)</b></p>	<p>Post Chapter 15 CASPAR in Discussion area</p> <hr/> <p>Exam #3 available in Quizzes area</p> <hr/> <p>Chapter 12 Debate Presentation and Posting Chapter 13 Debate Presentation and Posting Chapter 14 Debate Presentation and Posting Chapter 15 Debate Presentation and Posting</p>
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