

Intro to Mass Communications

COMM-1154

Fall 2020 Section 02 3 Credits 08/12/2020 to 12/05/2020 Modified 08/13/2020

Description

An introductory, yet critical examination of the historical development, and paramount economic, legal/policy, ethical, political, and social effects issues concerned with mass media, i.e., books, newspapers, magazines, recordings, radio, movies, television, the internet, public relations, and advertising. Particular attention given to competition, convergence, and mass media's impact on society, as well as society's impact on mass media.

Requisites

Prerequisites:

Corequisites:

Contact Information

Professor: Dr. Kyle Lorenzano

Email: klorenza@westga.edu

Office: Humanities 149

Phone: 678-839-4933

Office Hours

PHYSICAL OFFICE HOURS: By appointment only (**virtual office hours strongly encouraged**)

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT^[1]): Mon/Wed, Noon – 2:00 p.m., Tue/Thu, 10:00 – 11:00 a.m., 1:00 – 3:00 p.m.

^[1] To start a Google Hangouts conversation, sign in to your UWG Gmail account, visit hangouts.google.com, click 'New Conversation' near the top of the page, enter my UWG email (klorenza@westga.edu), and send an invitation to start the call. I will be available to talk via Google Hangouts during the virtual office hours dates/times listed above.

Meeting Times

Hybrid

Tuesday, Thursday, 11:00 AM to 12:15 PM, Humanities 312

A Note on Dual Modality and in-person Class Format

Given the ongoing COVID-19 situation, the university and USG system as a whole has adopted "dual modality delivery" for all in-person classes this semester. This "dual modality" format will necessarily look different depending on the needs of each class, but for courses that meet twice a week like ours does, *all* face-to-face class meetings this semester are capped at no more than 50% of our roster at a given time.

So, what does this mean specifically for our class? See below.

- **Most lecture material this semester will be delivered online via video lectures that I'll post each Monday this semester, unless otherwise specified in our course schedule.** These video lectures will typically be posted on Monday mornings, but will be available at least 24 hours before the start of our Tuesday class period.
 - Note: You should watch these video lectures *before* attending class that given week, in addition to assigned readings from the textbook as shown in the course schedule.
- **Unless specified otherwise, students will be assigned to attend either our Tuesday OR Thursday class period this semester – STUDENTS SHOULD NOT ATTEND BOTH CLASS PERIODS OR ANY OTHER CLASS PERIOD OTHER THAN THE ONE THEY HAVE BEEN ASSIGNED.** As your instructor, I will be informing everyone which class period (Tue or Thu) they are assigned to attend before the start of the semester via CourseDen announcement, email, YouTube video, or some other means. If for some reason you are unsure of which class period to attend by the start of Week 2 (August 18th), please contact your instructor via email ASAP.
- **Because lecture content will mostly be delivered via video lectures on CourseDen, class periods will be dedicated to more experiential/activity/discussion-based learning, in addition to taking in-class exams.**
- **As with all other in-person classes on campus this semester, we will follow all University System of Georgia guidelines on COVID-19 during our own in-person classes, including but not limited to:**
 - Mandatory face coverings
 - Proper social distancing and staying 6+ feet apart whenever possible
 - Ensuring all class periods are operating at no more than 50% capacity

Materials

Media/Impact: An Introduction to Mass Media

Author: Shirley Biagi
 Publisher: Cengage Learning
 Edition: 12th Edition

Outcomes

By the end of the semester, students will...

- Demonstrate an understanding of the origin/development of mass media.
- Identify with each of the media industries from the historical beginning through today's new technology and the impact one has on the other.
- Demonstrate an understanding of paramount economic, legal/policy, ethical, political, and social effects issues facing mass media.
- Possess a thorough understanding of the relationship between the media and society.
- Analyze the cause/effect relationship between the media and society/culture.
- Apply knowledge and gain experience in individual critical thinking.
- Gain experience in creative group relationships and practices during class time.
- Gain experience in topical debate discussions as part of class assignments.

Mass Communications Program Learning Outcomes

- Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications. (ACEJMC Student Learning Outcome #2)
- Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. (ACEJMC Students Learning Outcome #4)

✓ Evaluation

Criteria

EVALUATION (out of 1000 points total)

- Syllabus Quiz (50 points)
- Participation/Attendance (150 points)
- Exams (300 points)
- Media Diaries (200 points)
- Annotated Bibliography (100 points)
- Mass Comm Critique (200 points)

Breakdown

GRADING SCALE

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	69 – 60%
F	59% or below

☰ Assignments

Syllabus Quiz (5%)

To ensure students have read and comprehended important aspects of the syllabus, a quiz will be administered in class on the date specified in the course schedule. The quiz itself will be comprised of 20 multiple choice and true/false questions. To prepare for the quiz, it is *highly* recommended that you read this syllabus in its entirety.

Participation/Attendance (15%)

Students are expected to be attentive and active participants on the days they are responsible for attending class. Therefore, participation/attendance during class will count towards your final grade. Attendance to class *alone* is not sufficient to receive these points for each assigned class period. Therefore, the instructor reserves the right to deduct some or all of these points in the event students are inattentive, unprepared for class, more than 15 minutes late, or are otherwise not active member of class.

Because I do understand that life happens, students will be granted one excused absence for the semester that they can use for *any* reason. I will also grant excused absences in the case of university athletics commitments, illness/COVID-related circumstances, death in the family, or other emergency/extenuating circumstances, but only if I am informed in advance^[1] and provided with documented proof of the extenuating circumstances in question.

^[1] Or as close to advance as is possible in the case of a legitimate emergency.

Exams (30%)

This semester, three exams will be administered to assess your knowledge of the key course principles, concepts, and techniques. Each exam is non-cumulative, worth 100 points each, and will be made up of multiple choice, true/false, matching, and/or short answer questions. Exams will cover assigned readings and any material covered during lectures. Study guides will be provided at least one week prior to an exam date.

Please note that exams cannot be made up outside of the previous criteria for an excused absence. Any unexcused absence on an exam day will result in a zero on the exam.

Media Diaries (20%)

As part of our focus on critical thinking and exploring the impact media has on society (and vice versa), students will be asked to produce two media diaries throughout the semester, worth 100 points each.

Media Diary #1 will be oriented towards capturing students' existing media consumption habits near the start of the semester. In contrast, Media Diary #2 will ask students to produce a diary focused on *one* medium out of the major mass media discussed this semester, i.e. books, newspapers, magazines, audio recordings, radio, movies, television, and the internet. This second Media Diary will also put a greater focus on critically engaging with relevant principles learned this semester via lecture, textbook, and in-class activities. Full details will be provided in an assignment description/rubric closer to these assignments' deadlines.

Annotated Bibliography (10%)

In preparation for the final semester paper (i.e. the Mass Comm Critique), students will be responsible for submitting an annotated bibliography made up of a minimum of 5 scholarly sources that will be utilized in their final papers, not counting any of the chapters from the Biagi textbook or our video lectures. In short, you will be expected to list each a citation for each source in APA format, followed by a paragraph-length summary of the source *in your own words* and its relevance to your upcoming final paper. More detailed instructions on this assignment will be given at the appropriate time.

Mass Comm Critique (20%)

As the final paper for the semester, students will be asked to write a 6 – 8-page (double-spaced) paper on one of the major mass comm-related issues discussed in the last five chapters of the Biagi textbook:

- News and Information
- Society and Political Issues
- Law and Regulation
- Mass Media Ethics
- Global Media

Using one of these areas as a primary topic focus, students will be responsible for critiquing some aspect of the topic areas listed above as it relates to mass media and mass communication as a whole. Along with applying what students have learned this semester, students will also be evaluated on their ability to bring relevant outside sources that extend the content of the paper beyond what was simply covered in class. More details and a grading rubric for this paper will be provided closer to the due date listed in the course schedule.

Schedule

When	Topic	Notes
Aug. 13	Syllabus (NO IN-PERSON CLASS)	- in lieu of in-person class, watch Syllabus/Introduction video
Aug. 18	Mass Media & Everyday Life	- Syllabus Quiz (in-class) - watch Mass Media & Everyday video lecture - Read Ch. 1
Aug. 20	Mass Media & Everyday cont.	- Syllabus Quiz (in-class) - watch Mass Media & Everyday video lecture - Read Ch. 1
Aug. 25	Books	- watch 'Books' video lecture - Read Ch. 2
Aug. 27	Books cont.	- watch 'Books' video lecture - Read Ch. 2
Sept. 1	Newspapers	- watch 'Newspaper' video lecture - Read Ch. 3

When	Topic	Notes
Sept. 3	Newspapers cont.	- watch 'Newspaper' video lecture - Read Ch. 3
Sept. 8	Magazines	- watch 'Magazines' video lecture - Read Ch. 4
Sept. 10	Magazines cont.	- Media Diary #1 due to CourseDen by 11:59 p.m. - watch 'Magazines' video lecture - Read Ch. 4
Sept. 15	EXAM 1 (IN-CLASS) / Sound Recordings	- EXAM 1 (IN-CLASS) - watch 'Sound Recordings' video lecture - Read Ch. 5
Sept. 17	EXAM 1 (IN-CLASS) / Sound Recordings	- EXAM 1 (IN-CLASS) - watch 'Sound Recordings' video lecture - Read Ch. 5
Sept. 22	Radio	- watch 'Radio' video lecture - Read Ch. 6
Sept. 24	Radio cont.	- watch 'Radio' video lecture - Read Ch. 6
Sept. 29	Movies	- watch 'Movies' video lecture - Read Ch. 7
Oct. 1	Movies cont.	- watch 'Movies' video lecture - Read Ch. 7
Oct. 6	Television	- watch 'Television' video lecture - Read Ch. 8
Oct. 8	Television cont.	- watch 'Television' video lecture - Read Ch. 8
Oct. 13	The Internet	- watch 'the Internet' video lecture - Read Ch. 9
Oct. 15	The Internet	- watch 'the Internet' video lecture - Read Ch. 9
Oct. 20	EXAM 2 (IN-CLASS) / Advertising	- EXAM 2 (IN-CLASS) - watch advertising video lecture - Read Ch. 10
Oct. 22	EXAM 2 (IN-CLASS) / Advertising	- EXAM 2 (IN-CLASS) - watch advertising video lecture - Read Ch. 10
Oct. 27	Public Relations	- watch PR video lecture - Read Ch. 11
Oct. 29	Public Relations cont.	- Media Diary #2 due to CourseDen by 11:59 p.m. - watch PR video lecture - Read Ch. 11

When	Topic	Notes
Nov. 3	News & Information	- watch 'News & Info' video lecture - Read Ch. 12
Nov. 5	News & Information cont.	- watch 'News & Info' video lecture - Read Ch. 12
Nov. 10	Law & Regulation	- Annotated Bib due to CourseDen by 11:59 p.m. - watch 'Law & Regulation' video lecture - Read Ch. 14
Nov. 12	Law & Regulation cont.	- watch 'Law & Regulation' video lecture - Read Ch. 14
Nov. 17	EXAM 3 (IN-CLASS) / Mass Media Ethics	- watch 'Mass Media Ethics' video lecture - Read Ch. 15
Nov. 19	EXAM 3 (IN-CLASS) / Mass Media Ethics	- watch 'Mass Media Ethics' video lecture - Read Ch. 15
Nov. 24	INDEPENDENT WORKDAY (NO CLASS)	- Wrap-up Forum Post due (details TBD)
Dec. 3	MASS COMM CRITIQUE DUE TO COURSE DEN DEC. 3 BY 11:59 P.M.	MASS COMM CRITIQUE DUE TO COURSE DEN DEC. 3 BY 11:59 P.M.

* Course Policies and Resources

Late Work

Any assignment submitted late will receive a 10% late deduction per day late. Under this late deduction system, by default, any assignments submitted more than 10 days late will receive an automatic zero. Outside of documented emergencies like a serious illness, death in the family, etc., I will adhere to the policy outlined here. If you have special circumstances, please contact me as soon as you are able to.

Academic Misconduct

As per university and department policy, all forms of plagiarism, cheating, and academic misconduct are not tolerated. Depending on the severity of the violation, instances of academic misconduct may be dealt with at a departmental and/or university level. At minimum, the first violation of academic honesty/integrity in this class will result in an automatic zero on the assignment(s) in question and a full letter grade deduction at the end of the semester. Additional violations beyond this first case will result in additional penalties depending on the severity of the violation, up to and including automatic failure in the course. For more information about grounds for academic misconduct violations and academic integrity, please consult the [Student Handbook and Code of Conduct](#).

Submission of Assignments/Grades

All assignments or exams must be completed and submitted on the day they are due according to the course schedule and assignment description. Please note that I will try to give you feedback as quickly as possible, but I too can get busy as the semester progresses.

All grades will be posted via CourseDen. I am legally prohibited from discussing specific assignment grades or students' final overall grades in any course, so specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

🎯 College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991) (https://catalog.westga.edu/preview_program.php?catoid=11&pooid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction](http://www.acejmc.org/policies-process/nine-standards/) (<http://www.acejmc.org/policies-process/nine-standards/>).

6 X 6 MASS COMM SUCCESS

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty

cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing

activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information#
(http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php>
(<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php)
(<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
