

**Introduction to Mass Communications
English 130**

Instructor:	Cindy Eack	Semester:	Fall 2006
Office:	Dooley Room C	Lecture:	MWF 12:00
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General Description

Introduction to Mass Communications focuses on studying the process, theory, and models of mass communications. The course will cover the histories and structures of the print media (newspapers, magazines, books) and the electronic media (radio, recordings, films, television, cable) as well as the interdependence among the various economics, and the social effects of mass communications.

Course Objectives

Upon completion of this course, each student will be able to:

- Define terminology common to mass media communications
- Identify, analyze, and understand the functions, impact and effect of the mass communications media in American society.
- Describe the organization structure of print and electronic media business models. Emphasis is placed on corporate synergy and media consolidation
- Develop critical thinking skills. Students will be able to apply the DIE method – Description, interpretation and evaluation skill in comparing mass media

Attendance Policy

A. The following will apply to attendance in this class.

Attendance is required and taken at the beginning of class.

2. All absences will be recorded.
1. The college absence policy will be followed. After six -50 minutes' absences, the student will receive a warning. **After eight absences, the student will be withdrawn from the course.**
4. If the student arrives after the roll has been taken, he must check with the instructor after class to have the recorded absences removed. If you are later than 10 minutes your absence will stand.
5. Late arriving students must sit in the row closest to the door.

B. Policy regarding missed classes

The student is responsible for obtaining material, which may have been distributed on class days when he/she was absent. This can be done through contacting a classmate who was present or by contacting the instructor during her office hours or other times.

C. Missed exams or quizzes. You must give me advanced notice if miss an exam. You must schedule with the instructor a time to take the exam, preferably before the scheduled exam.

You will be penalized 10% for each class period you miss an exam or quiz. You have **one week to reschedule** the missed exam or quiz. After the week has passed the missed exam or quiz will result in a score of 0 for that exam. Students missing exams due to a pre-arranged, excused absence will be allowed. Only official excuses will be accepted.

Grading Policy

Letter grades will be determined using a standard percentage point evaluation as outlined below. Grades **MAY** be curved after the total semester points have been tabulated. However, do not count on a curve to obtain your desired grade.

A 90%-100% -B 80%-89%- C 70%-79%- D 60%-69% -F Below 60%:

Each assignment will be assigned a point value- your grade is based on the number of points you earned for each assignment.

Tests/ Quizzes

Ch 1	50 pts
Ch 3 and 4	50 pts
Ch 5 and 6	50 pts
Ch 7	50 pts
Ch 8-9-10	50 pts
Final	100 pts

Written

Four Article Reviews	25 points each	100 pts total
Term paper	100 points	

Journal and Homework Assignments

Journal Article	10-20 pts each	100 pts
Study Guide Worksheets	5 pts each	

Participation

50 pts

Total

600 points

Homework Assignments

Weekly homework and laboratory assignments can be handed in by 3:00pm on the assignment due date. Late homework is not accepted. **No exceptions! You can email me your paper if you are sick!!!**

ceack@lincolncollege.edu

In the Subject: Put "Your name" and assignment title

Other pertinent information

A. You may petition for this course to count as three (3) hours of Language and Humanities toward an Associate in Arts degree. See your advisor to petition. Prerequisites: None

B. Textbook:

Campbell, R., Martin, C. and Fabos, B. *Media & Culture: An Introduction to Mass Communications*. 2005 Update. New York: Bedford/St. Martin's, 2005.

C. Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and or expulsion from the College

Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. Students shall be guilty of violating the honor code if they:

1. Represent the work of others as their own.
2. Use or obtain unauthorized assistance in any academic work.

For this class, it is permissible to assist classmates in general discussions of mass media topics. General advice and interaction are encouraged. Each person, however, must develop his or her own solutions to the assigned homework and laboratory exercises. Students may not "work together" on graded assignments.

Such collaboration constitutes cheating, unless it is a grouped assignment. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. If you need help on an assignment, contact your instructor, not other classmates.

D. Need for Assistance: If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify Dr. Stephanie Gaddy, Director, Office of Disability Services at ext. 212 GH Room A2. as soon as possible.

E. Tutoring Services are available. See instructor for more information.

F. Use of cell phones Do not use cell phones in class and make sure you turn off all cell phones. The instructor is the only one who can answer a cell phone during class.

G. Language and dress is a reflection of who you are. Many people form lasting impressions on people based on the clothing they wear and the words and language they use. As college students, I am training you to be better communicators. Therefore, I will expect you to use appropriate language and dress appropriately. Many students use language that is inappropriate for a classroom situation and especially for a speaking course. **You are not allowed to use slang or swear words when giving a speech or impromptu. You will lose 5 points off your grade for each word you use.** During classroom discussion- I will ask you to use a more appropriate word to express yourself. If you are having a difficult time changing your language, I will assign outside work to help you overcome this habit.