COM 101: Introduction to Mass Communication - 1098

This course covers the sociological, economic and political effects of mass communications systems on American Culture. We will examine communication and mass media theories and models, the various communication industries, historical and contemporary research, and the effects of media on society. The course will use selected readings, lectures, viewing of films and class discussions of topical issues in communication as the instructional methods. This course requires extensive writing and research. 3 credits.

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Chapman Hall room 632

by S. Biagi
Wadsworth/ Cengage Publishers
e-Book available from www.cengagebrain.com
Print ISBN-1-111-34636-4

MXCC COURSE OUTCOMES
Content
- Students will examine and discuss examples various methods of communication theory
- Students will analyze the structure and nature of media industries: books, newspapers, magazines, television, radio, motion pictures and web/Internet.
- Students will analyze the role of media support industries that provide revenue (advertising) to media industries as well as content (public relations and news organizations).
- Students will measure through analysis of historical events the impact media has had on American history
- Students will identify journalistic traditions and ethics
- Students will define current regulatory systems that govern mass media in America both public and private (FCC, professional organizations, etc) and discuss their impact on content and ownership
- Students will analyze and critique advertising
- Students will identify effects of media on the economy, politics, culture and the individual

Organization
- Students will take notes and organize them into on-line presentations
- Students will diagram the organizational structure of media companies

Mechanics
- Students will research media organizations using the Internet and library
- Students will analyze and discuss complex media issues and theories
- Students will use critical thinking skills to analyze media techniques used to persuade audiences
- Students will interpret and analyze statistical data used in media: ratings and marketing research
Form
- Students will develop media literacy skills through virtual lectures, readings and projects

Style
- Students will examine media content in terms of style and form
- Students will discuss the changing styles used to increase communication effectiveness

Process
- Students will analyze problems like media professionals examining the cause and effects relationship through the developing of interpretive models

Research
- Students will check the Internet weekly to complete assignments
Students will research the laws and ethics behind media
- Students will acquire various electronic and published sources of media information and data for proper interpretation.

MXCC PROGRAM OUTCOMES
This course meets the following Outcomes and Competencies in the Broadcast-Cinema program:

Content
- Students know the organization and operations of broadcast communications and motion picture industries and businesses
- Students use critical thinking skills to analyze and evaluate program content and quality

Organization
- Students will organize research in preparation for program creation.

Style
- Students practice appropriate techniques to clarify their communications

Process
Students use various processes to successfully complete projects.

Instructional Methods
Each week you will be expected to complete readings from the textbook and supplemental materials, participate in reading quizzes, and show application of your knowledge in enrichment activities and examinations.

Essays There are several essay activities providing opportunities for creative application of knowledge and the development of analytical thought and the application of research skills. All research must be cited with in-text parenthetical citations and a Reference page in the APA style. All LATE essay papers will be accepted at a deduction of one grade per day late.
• Chapter Quizzes: There is a chapter quiz for each chapter we read and discuss. Chapter quizzes are taken online. All quizzes are due on May 7th by Midnight. No late quizzes are accepted.

Grading System
For the purpose of computing numerical credit point averages, grades are evaluated as follows for each semester hour of credit. Grades on all assignments will be based on this grading system.

<table>
<thead>
<tr>
<th>Numeric Grade</th>
<th>Acceptable Letter Grade Range to be used by the Instructor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100</td>
<td>A- to A</td>
<td>Excellent</td>
</tr>
<tr>
<td>80 – 89</td>
<td>B-, B, B+</td>
<td>Above Average</td>
</tr>
<tr>
<td>70 – 79</td>
<td>C-, C, C+</td>
<td>Average</td>
</tr>
<tr>
<td>60 – 69</td>
<td>D-, D, D+</td>
<td>Below Average</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
<td>Failing</td>
</tr>
</tbody>
</table>

Evaluative Criteria
- Chapter quizzes: 60% lowest quiz score will be dropped
- Essay Assignments: 30%
- Final Exam: 10%

Late Assignments: Late essay papers will be accepted at a reduction of one grade per day. No late quizzes or final exam are accepted.

Class Cancellation: Online classes are not cancelled if MXCC closes for inclement weather. If I must be absent, I will post a message in the Announcements.

A Note about Written Assignments: All writing assignments must be performed at the college level. The writing style must be academically formal, not casual, and must be based on your knowledge and research which you must be able to cite—not based on your opinion unless it is specifically asked for. Proper grammar and correct formatting will play a large part in your grade (after all this is a communication as well as a college course). Information on APA form for citations and Work Cited pages can be found at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/)

Academic Honesty Policy:
'At Middlesex Community College we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees’ Proscribed Conduct Policy in Section 5.2.1 of the Board of Trustees’ Policy Manual. This policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism, and other proscribed activities. Plagiarism is defined as the use of another’s idea(s) or
phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally.”
(Board of Trustees’ Policy 5.2.1)

**ADA Statement:** Students with physical or learning disabilities who may require accommodations are encouraged to contact the Counseling Office. After disclosing the nature of the disability, students are urged to discuss their needs with individual instructors. This should be done at the beginning of each semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or accommodations only to those students who have completed this process.

**Religious Accommodation Statement:**
If your religious obligations conflict with the course calendar requirements, and if you wish to request an accommodation, you must make your request in writing prior to the date of the assessment or activity you will miss and preferably at the beginning of the semester. When requesting a make-up quiz, test, exam, assignment, or activity, state the reason for your request and the date(s) on which your religious obligation(s) will conflict with the course calendar requirements. Also, if your religious obligation/holiday is unfamiliar to your instructor, you may be asked to provide a calendar which shows the published date(s) of your religious observance(s) or holiday(s).

**Inclement Weather Statement**
In the event of inclement weather either before the start of a day when classes are in session or during the school day, you may check for information on delayed openings, college closings, class cancellations, etc. by listening to the radio and television stations listed below. Additionally, a message will be posted on the MxCC website at www.mxcc.commnet.edu and an announcement made on the college’s main phone number, (860) 343-5800. (When calling the main phone number, be sure to choose option 1 from the menu for school closings.) If classes are already in session, everyone on campus will be notified of any changes.

**Radio Stations**
- WMRD 1150 am
- WDRC 102.9 fm and 1360 am
- WMMW 1470 am
- WRCH 100.5 fm
- WTIC 1080 am, 96.5 fm
- WZMX 93.7 fm
- WELI 960 am, WKCI 101 fm

**Television Stations**
- WFSB - 3
- WTNH - 8
- WVIT - 30
Mass Media and the Cultural Landscape

   Read Chapter 1
   Chapter 1 quiz
   All quizzes are due on May 7th by Midnight.

January 30-5  Books: rearranging the Page
   Read Chapter 2
   Chapter 2 quiz
   Discussion- Book Buying

Feb 6-12  Newspapers: Expanding Delivery
   Read Chapter 3
   Chapter 3 Quiz

Feb 13-19  Magazines: Targeting the Audience
   Read Chapter 4
   Chapter 4 Quiz
   Discussion- The future of Magazines

Feb 20-26  Recordings: Demanding Choices
   Read Chapter 5
   Chapter 5 Quiz

Feb 27-5  Radio: Riding the Wave
   Read Chapter 6
   Chapter 6 Quiz
   Listen to music pod casts
   Discussion- Influential music

Mar 6-12  Movies: Picturing the Future
   Read Chapter 7
   Chapter 7 Quiz
   Essay #1- Best movie I have ever seen Essay
   Due Mar 12th

Mar 18-23 Spring Break week

Mar 13-26 Television: Changing Channels
   Read Chapter 8
   Chapter 8 quiz
   Discussion- TV’s Cultural Influence
Mar 26- Apr 2 Digital Media
  Read Chapter 9
  Chapter 9 Quiz
  Discussion- Impact of Social Networking

Apr 3- 9 Advertising: Motivating Customers
  Read Chapter 10
  Chapter 10 Quiz
  Essay #2- Advertising’s Genius: Pet Rocks Due Apr 9th

Apr 10- 16 Public Relations: Promoting Ideas
  Read Chapter 11
  Chapter 11 Quiz
  Essay #3- Public Relations Project for Band-Aid Due Apr 16th

Apr 17- 23 News and Information: Getting Personal
  Read Chapter 12
  Chapter 12 Quiz

Apr 24- 30 Society, Culture and Politics: Shaping the Issues
  Read Chapter 13
  Chapter 13 Quiz

May 1- 7 Law and Regulation: Rewriting the Rules
  Read Chapter 14
  Chapter 14 Quiz
  Discussion- Protecting What Offends

May 8- 14 Final Exam Due May 14th