



COMM 1150 Introduction to Mass Media Section Name Section Credit Hours Credits **Syllabus**

Course Information

Meeting times and location: section meeting_times section location

Catalog description: This course introduces students to the history, models, theories, concepts, and terminology of mass communication, focusing on various media and professions. The course will enable students to develop media literacy skills to interpret mass communication and understand the effects of media on society and their lives

Terms offered: Spring Only

Section-specific Course Description:

Course Level Objectives

A study of contemporary communication systems including radio, TV, newspaper, magazines and the Internet for use in public relations, advertising, and propaganda

Required Texts and/or Materials



Media/Impact: An Introduction to Mass Media

9781305580985

Shirley Biagi

Cengage Learning

2016-01-01

12th

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Course Requirements

Students are required to keep a daily journal for the duration of this course. In it, you will describe how various mass media systems impact your life and your decisions about making product purchases, spending your leisure time, etc. Minimum Journal entries are 3 per week.

A research paper on one (1) mass media system will be due at the end of the semester.

Other Classroom Policies and Expectations

All assignments (with the exception of the above-mentioned journal) are expected to be typewritten.

Grades will decrease if assignment is not submitted on the day it is due. Grades will decrease if the assignment is not submitted on the day it is due. Assignments can be submitted on or before their due date via CANVAS or e-mail using this address: SMichlinhomework@hotmail.com

Grading

Final grades are calculated based on the following...

Attendance = 5%

Media Journal = 15%

Research Paper = 20%

Mid-term Exam = 25%

Final Exam = 35%

Course Time Commitment

Students should expect to spend an average of 6-9 hours on work outside of class for this 3-credit face to face course. Less time most weeks, but more time during the weeks leading up to exams and

research paper due dates

Canvas Participation and Expectations

Students should log in to CANVAS at least once per week

Participation and Attendance Policy

Students are expected to be in class and participate in classroom discussion. See also College Policies-Drop for Non-Attendance and/or Non-Participation. Attendance & class participation equals 15% of final grade

Instructor Response Times & Regular Interaction Expectations

When work is submitted on time, grades are typically entered and work returned by the next class meeting. When work is submitted late, that time frame may not always be met. Phone calls and e-mails are typically returned on the same day

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

BOLD – Field Trip

BOLD Underline – Assignment Due

Underline – Honors Only

Italics – Class Does Not Meet

T 1/21 Course Overview/ Mass Media Today (Chapter #1)

Th 1/23 Books (Chapter #2)

T 1/28 Newspapers (Chapter #3)

Th 1/30 Newspaper Field Trip*

T 2/04 Magazines (Chapter #4)

Th 2/06 Magazines (continued)

T 2/11 Recordings (Chapter #5)

Th 2/13 Class Cancelled

T 2/18 Radio (Chapter #6)

Th 2/20 Empire of the Air part #1

T 2/25 Empire of the Air part #2

Th 2/27 KSJE Radio Field Trip*

T 3/03 Movies (Chapter #7)

Th 3/05 Citizen Kane part #1

T 3/10 Citizen Kane part #2

Th 3/12 Modern Moviemaking

T 3/17 Class Cancelled (Spring Break)

Th 3/19 Class Cancelled (Spring Break)

T 3/24 Review for Mid-Term/Media journals due

Th 3/26 Mid-Term Examination

T 3/31 Mid-Term review/Honors Project Concepts Due

Th 4/02 Television (Chapter #8)

T 4/07 Edward R. Murrow (part #1)

Th 4/09 Edward R. Murrow (part #2)

T 4/14 Class Canceled

Th 4/16 Class Canceled

T 4/21 Digital Media (chapter #9)

Th 4/13 Digital Media (continued)

T 4/28 Advertising (chapter #10)

Th 4/30 Public Relations (chapter #11)

T 5/05 Review for Final Examination/Research paper due/Media journal due

T 5/12 Final Examination (11:30am-1:20pm-per Final Exam schedule)

*Field trip dates subject to change

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and](#)

[Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may

choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.