INTRODUCTION TO MASS COMMUNICATION (COM 145 A):

MEETING TIMES AND LOCATION: 9:20 to 10:30 a.m.; MWF Shirley Hilger Hall Tech Center

INSTRUCTOR: Terry Anderson

OFFICE: MAC B003A

PHONE: 920-321-8292

EMAIL: r tanders@carrollu.edu

CONFERENCE HOURS: 10:30 a.m. to noon, Monday and Wednesday; and by appointment

TEXT: The Media of Mass Communication (12th edition), John Vivian

COURSE DESCRIPTION: This class offers for many students a first comprehensive look at mass communications - a cultural, economic and social force with global consequences. It may also be the territory where students make their professional careers. Even students who do not pursue a career in mass communications will benefit from a better understanding of the news, advertisements, sounds, images and information that surround us day and night.

STUDENT LEARNING OUTCOMES: Upon completion of Introduction to Mass Communication students will:

- Understand the basic principles, history and evolution of mass communications
- Be aware of the strengths and differences in various forms of media as they apply to mass communication
- Have more insight into professional careers that employ mass communications
- Better understand the role and impact of mass communications upon societies, especially the United States.
- Understand how the Internet has changed and is changing our mediated world.

CLASSROOM BEHAVIOR: Students are expected to be courteous and attentive. Personal computers are welcomed, and they can be used for taking notes, but the instructor reserves the right to review those notes at the end of the class period. All cell phones and other personal digital devices must be turned off or on vibrate during the class periods. The class operates on a discussion model, so vigorous debate is not only welcomed, but encouraged.
ATTENDANCE: Attendance is mandatory and will count toward your participation grade. This class meets thrice a week during the semester. Of course, illness and outside obligations do occur, and you will find that I am generally understanding and will offer you an opportunity to make-up missed class work. Students who are unable to attend must notify the instructor before the beginning of class by e-mail at rtanders@carrollu.edu or by phone (920) 321-8292 and leaving a message that includes a substantial reason for missing the class.

If a student fails to notify the instructor, any graded material during that class will receive a zero with no opportunity to regain those points.

If a student has three unexcused absences or does not notify the instructor prior to missing three class periods, one full grade will be deducted from the final grade.

1. Students who do not complete assignments because of imposed legal responsibilities (e.g., jury duty, court appearance) will be allowed to make up the work.
2. Students who do not complete assignments because of participation in extracurricular activities in which students are official representatives of the University will be allowed to make up the work.
3. Students who do not complete assignments because of serious illness, death or serious illness within the student's immediate family, military obligations, or other sound reasons offered by the student will be allowed to make up the work.
4. All other reasons will be decided on a case-by-case basis.

This is Wisconsin, so there is always the possibility an early season snow storm could disrupt our schedule. I encourage students to check our web page before class to find out if there are any updates.

PAPER FORMAT: For your longer assignments, I may ask you to provide me a paper copy to review. All papers must be in 10-point type with one-inch margins, and must be double-spaced with appropriate sourcing.
GRADING

A 93 - 100
AB 88 - 92
B 80 - 87
BC 82 - 86
C 70 - 81
D 60 - 69
F Below 60

- In-class participation: 15 percent: At the university level learning is a collaborative effort between student, instructor and classmates. Your participation is discussion and analysis is essential.
- Weekly writing assignments and quizzes: 15 percent.
- 1st major paper: 15 percent
- 2nd major paper: 15 percent
- Mid-term examination: 15 percent
- Final examination: 25 percent

CRITERIA FOR EVALUATING WRITTEN WORK:
- **Purpose:** Do you make the purpose of your paper clear to your audience? Is it appropriate to the assignment and the audience?
- **Content:** Are you able to keep your paper interesting when you express your ideas? Does your writing demonstrate your understanding of sources?
- **Organization:** Are your ideas developed in a logical order? Is the discussion coherent?
  - Do you make use of transitions to smoothly shift focus from one issue to another?
- **Development:** Are major ideas supported with examples, details and other evidence? Is there a sense of completeness and closure? Are your ideas presented in meaningful paragraphs?
- **Word choice and arrangement:** Do you use the right words to convey precise meaning to your writing? Are your sentences and paragraphs structured so your audience will understand what you are saying?
- **Style and tone:** Is the tone appropriate for your audience? Do sentences vary in length and structure? When appropriate do you use analogy, metaphor, parallelism and other rhetorical devices?
• **Technical quality:** Does the writing adhere to the basic rules of grammar, spelling, punctuation and usage? Does the format conform to the assignment? Are sources appropriately recognized.

**A TENTATIVE OUTLINE**

Here is a tentative look at the semester ahead. I stress tentative, because in the realm of mass communications, world events might dictate the direction we'll take:

Week 1: Syllabus and class introductions
Week 2: Media technology
Week 3: Cybermedia
Week 4: Audience
Week 5: Economics and legacy media
Week 6: News
Week 7: The media as entertainer
Week 8: Public relations
Week 9: Public relations/Advertising
Week 10: Advertising
Week 11: Mass media law and ethics
Week 12: Mass communications on a global scale

**DISABILITIES:** Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Student Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

**STATEMENT OF DUE NOTIFICATION:**

The Carroll University Academic Integrity Policy is located in your student handbook ([https://my.carrollu.edu/ICS/Departments/Student](https://my.carrollu.edu/ICS/Departments/Student)) Links to an external site]. I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment. If you have questions about appropriate citations, please ask.
REVEL Introduction

This course requires a digital access card - REVEL - this is an interactive e-text that will allow you to read the required readings in an engaging format. On top of the assigned readings from {textbook}, you will also have the opportunity to watch videos, play with interactives/simulations, and listen to the chapter audio. All of these extras are designed to ensure you are 100% ready on the material and class participation.

(Your logins and time spent reading in REVEL will be recorded in my gradebook, along with your quiz scores and writing activities).

If you have not purchased your access code from the bookstore yet please do so asap. Once you have your access code, you will need to follow these steps to get into REVEL and be enrolled in this course: 1. Visit this link: {put invite students link here} 2. Sign in with your Pearson Account. You can either: sign in with an existing Pearson username and password OR create a new Pearson account if this is your first Pearson digital product. 3. Choose your course under 'My Courses' and choose an access option: redeem an access code that you got from your school's bookstore or purchase access online. There is a free trial if you are waiting for financial aid.

If you have not purchased your access code from the bookstore yet please do so asap. Once you have your access code, you will need to follow these steps to get into REVEL and be enrolled in this course: 1. To access your materials, follow these steps:

1. Go to: https://console.pearson.com/enrollment/u4zdtm
2. Sign in or create a Pearson Account
3. Click 'View access options' to redeem your access code or buy instant access. (Temporary access option for financial aid available.)

What you should know: - Bookmark https://console.pearson.com (Links to an external site.) to easily access your materials. Pearson recommends using the latest version of Chrome, Firefox, or Safari with this digital product. Contact your instructor if you lose the invite link.

REVEL Available Offline Via Pearson App

REVEL for Media of Mass Communication by Vivian while available through the Pearson website: www.pearsonhighered.com/revel (Links to an external site.) -- is also available to you, the student, offline through Pearson's available app, good on any tablet or smartphone. Search on your App store for REVEL PEARSON and then download. Through the app, you will be able to access the assignments I've set up regardless of an internet connection or not. All quizzes you do will automatically sync to the gradebook when you next connect.

If you have any questions please contact REVEL Technical Support at 800-494-3512