

# Introduction to Mass Communications

Revised August 2008

Fall 2008 • COMM 1307.005 MW 11 a.m.-12:15 p.m. LSC 209

Department of Journalism-Photography • San Antonio College • 1300 San Pedro Ave. • San Antonio, TX 78212

## Catalog description Prerequisites

Introduction to Mass Communications (3-3-0) Prerequisite: None. Co-requisite: Students should be eligible to take ENGL 1301; the course may be taken concurrently.

This course develops an understanding of the interrelationship of the mass media in society and examines the influences governing the development of mass communication processes. It provides an overview of the mass media: their functions, structures, supports and influences.

## Attendance

In this course students must arrive on time and attend the complete class to be counted present. The instructor takes roll at the start of each class. **Students who arrive late are recorded absent. Students who miss more than two weeks of class will be dropped.**

## Office hours

The instructor, Marianne Odom, wants to help you succeed. Her office hours are by appointment in LSC 204A. She can be reached at (210) 733-2870 and by e-mail at modom@mail.accd.edu. Fax is (210) 733-2868.

## Text

*The Media of Mass Communication 9/e* by John Vivian (Unbound Books A la Carte), plus *MyCommunicationLab Course Compass* access codes by John Vivian. ISBN: 0205611877 To continue in the course students **MUST** buy this edition and ISBN # and register online for MyCommunicationLab by Sept. 13. Use all capital letters when entering access code. Download course materials through Course Compass and PALS.

## Instruction

Teaching techniques include lecture, video presentations, PowerPoint presentations, Web sites, readings, guest speakers, enrichment assignments and group activities.

## Course content

The purpose of this course is to increase the student's understanding of communication: interpersonal and mass. We also will look at media ethics and media law before a closer inside glimpse at each of these mass media: newspaper, magazine, radio, television, the Internet, plus public relations, photojournalism and advertising. Emphasis will be on history, organization, trends, issues, and career opportunities.

## Grades

Absences translate as a zero grade for that day's work. Course grades will be calculated by averaging the items below. **Failure to complete an assignment will reduce course average by the percentage indicated.**

10% – Journal

Due Wednesday, Sept. 10

15% – Mass Communication Career Project

Due Monday, Dec. 1

5% – Enrichment assignments

(several exercises)

5% – Chapter Pre and Post Tests (15 chapters — about one per week).

30% – Chapter exams – 2% for each exam about one per week.

10% – Midterm Exam (Take home based upon classroom instruction.)

Wednesday, Oct. 15

15% – Final Exam (Take home based upon classroom instruction.)

Wednesday, Dec. 10

10% – Attendance

## Standards

All graded work **must be typewritten or typeset** on a computer in black ink only. NO portion of any graded WORK may be handwritten. Spelling and language use will be considered in grading each assignment except the journal. Proofread your work. Get help, if you need it. **No late work will be accepted.**

## Heading

**Please include on 3 lines at top left of the first page ONLY this information:**

Your full name

A paper without this exact heading will lose 5 points

Class day(s) and hour

and must be corrected before grading.

Assignment title

## Learning Outcomes Performance Objectives

**Learning Outcome 1:** The student, whether a communications major or simply a media consumer, will be cognizant of developments, components, criticisms and personalities in the development of electronic and print media and the ethical, legal and market environment in which they exist.

**Methods of measurement.** The student will:

1. Demonstrate knowledge of strengths and weaknesses of the various methods of news coverage, including newsworthiness and reporting styles by completing written examinations and/or enrichment assignments.
2. Demonstrate and understand the importance of laws, rules, self-regulation and ethical decisions in mass media by completing written exams, participating in case studies and examination of ethical and legal dilemmas.
3. Be able to identify major individuals involved in the development of measurable mass media by completing written examinations, participating in organized class discussions of the various periods in media history and completing enrichment assignments such as writing a letter to the editor and developing a mock magazine cover to demonstrate understanding of the formula or mix of a magazine.

**Learning Outcome 2:** The student will be cognizant of various forms of communication in today's Information Society, including nonverbal, interpersonal and mass forms.

**Methods of measurement.** The student will:

1. Demonstrate knowledge of communication models, interpersonal communication, non-verbal communication and the creative process by completing written examinations, completing an enrichment assignment involving nonverbal communication, writing a six-day interactive journal and participating in an organized class presentation on The Creative Process.
2. Demonstrate knowledge of the selection and packaging of news and information by completing written examinations and participating in an organized class/group discussion of news selection and placement according to the demographics and psychographics of the San Antonio news market.
3. Demonstrate knowledge of the dynamics of photography and its history by completing written examinations and completing an enrichment assignment to use his/her knowledge of photojournalism and the magazine formula to complete a magazine cover demonstrating effective use of audience attraction.
4. Demonstrate knowledge of the history and development of public relations and its move toward professionalism by completing written examinations and participating in an organized class/group discussion of case studies of successful public relations campaigns and using the language of public relations, e.g., the Race Formula and public relations techniques.
5. Demonstrate knowledge of the history and development of advertising and the relationship between advertising and mass media by completing written examinations and completing an enrichment assignment to design a story board for an advertising campaign for a given product to reach a specific target audience based on demographics and psychographics and using the language of advertising, e.g., positioning, emotional appeals and the Marketing Cycle.

**Learning Outcome 3:** The student will demonstrate knowledge of various career opportunities in mass media.

**Methods of measurement.** The student will:

1. Demonstrate knowledge of his/her chosen career path by completing an interview of at least 30 minutes with a professional in the student's chosen career and reporting on that interview either with a written report, a web site, a video or a PowerPoint presentation.
2. Demonstrate knowledge of techniques of a job search by completing written examinations, participating in organized group discussions of techniques such as writing a résumé, preparing for a job interview, building a portfolio and finding his/her Unique Selling Proposition. (See Tips for getting a job)
3. Demonstrate knowledge of professionals in journalism and photography by exposure to speakers in the department from various measurable media by end-of-course evaluations.

## **Academic dishonesty**

The instructor will initiate a conference with the student if he has evidence of cheating or plagiarism, including quoting the writing of others and presenting it as your own. He will assign a course grade of F and ask the student not to take another course in the department. The incident will go on the student's permanent record. The full text of the college Academic Dishonesty policy from the Student Code of Conduct appears in the college catalog.

## **Cell Phones**

All cell phones and pagers must be turned off during class. Any student who violates this policy may be dropped from the course.

## **Food & Drink**

Please refrain from eating or drinking (except water) in the classroom.

## **College, department, and instructor policies**

**College Requirements:** A written, comprehensive final examination, not to exceed two and one-half hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Exceptions to this requirement must be approved by the appropriate dean. A student who must be absent from a final examination should petition that instructor for permission to postpone the examination. A student absent without permission from a final examination is graded "F." Postponed examinations result in a grade of "I." The final exam must be taken within 120 calendar days from the end of the semester or it automatically becomes an "F."

**Departmental Requirement:** A student wishing to withdraw from this class during the semester must process a formal withdrawal through the Office of Admissions and Records. Failure to withdraw formally will result in a grade of F. You may drop by going to the Office of Admissions and Records, or you may send me an e-mail requesting that I drop you from the class. If you do the latter, please be sure to type your full name at the bottom of your request.

**Instructor Requirements:**

- Read a newspaper daily or at least on Sunday.
- Read a magazine of your choice.
- Watch national and local television news weekly or more often.
- Listen to radio stations enough to be aware of listener options.
- Pay attention to advertising in these media and form opinions on most and least effective.

### **VIII. College Policies:**

A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.

B. Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus. College Academic Council - April, 1998

C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of Disability Support Services, CAC 124C, Phone: (210) 733-2347.

D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.

"Student Code of Conduct" in the San Antonio College Bulletin.

E. San Antonio College is a smoke-free campus.

#### **F. ACCD DPS Emergency Phone Numbers:**

ACCD DPS Emergency Phone (210) 222-0911

ACCD DPS General Phone (210) 208-8099

ACCD DPS Weather Phone (210) 208-8189 (For information on college closures)

J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.

## **How to succeed**

Students who want to succeed in the course must do three things—come to class prepared and on time; take good notes during lectures, discussions, and videos; and complete ALL the required assignments. Those who fail to accomplish these will not succeed in the course. There are no shortcuts. It is that simple.

Course code:  
odom95784

Student code:

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## Mass Communications 1307 Weekly Outline – 1

<b>Week 1 – Aug. 25–27</b>	Introduction, communication model, barriers to communication, fraction of selection, Rourke’s model, roles, the self, self-praise. Begin Journal. <b>Aug. 27 — Questionnaire, media use survey due.</b>
<b>Week 2 – Sept. 3</b> Read: Chapter 1 – Mass Media Literacy	Perception, selective exposure, levels of communication, nonverbal communication, the role of creativity. <b>Sept. 1 – Labor Day Holiday – No class.</b> <b>Sept. 3 – Bring text and codes for in-class online registration in Course Compass.</b>
<b>Week 3 - Sept. 8–10</b> Read: Chapter 2 – Media Technology Chapter 16 – Mass Media Effects	Get-my-way techniques, creativity. <b>Journal due Sept. 10.</b>
<b>Week 4 – Sept. 15–17</b> Read: Chapter 18 – Mass Media & Governance	Complete Chapter 1 Test online. Mass communication defined, the gatekeeper, agenda-setting, mass vs. interpersonal, two-step flow, hypodermic model. Media survey.
<b>Week 5 – Sept. 22–24</b> Read: Chapter 19 – Mass Media Law Chapter 20 – Ethics	Complete Chapter 2 & 16 Tests online. Four theories of press freedom, defining freedom of press, forces acting in society.
<b>Week 6 – Sept. 29–Oct. 1</b> Read: Chapter 11 – News	Complete Chapter 18 Test online. Media law. Reporting ethics.
<b>Week 7 – Oct. 6–8</b> Read: Chapter 4 – Newspapers	Complete Chapter 19 & 20 Tests online. The newsgathering process. Where news comes from. Newspapers: history, trends, organization and careers.
<b>Week 8 – Oct. 13–15</b> Read: Chapter 5 – Magazines	Complete Chapter 11 Test online. Newspapers: history, trends, organization and careers. <b>Midsemester test Oct. 15.</b>

## Mass Communications 1307 Weekly Outline – 2

<p><b>Week 9 – Oct. 20–22</b>  <b>Read: Chapter 8 – Radio</b></p>	<p>Complete Chapter 4 Test online.  Magazines: history, trends, organization, and careers.</p>
<p><b>Week 10 – Oct. 27–29</b>  <b>Read: Chapter 9 – Television</b></p>	<p>Complete Chapter 5 Test online.  Radio: history, trends, organization and careers.  Networks and syndication. Technology of radio.</p>
<p><b>Week 11 – Nov. 3–5</b>  <b>Read: Chapter 10 – Internet</b></p>	<p>Complete Chapter 8 Test online.  Television: history, trends, organization and careers.  Networks, ratings and their influences.</p>
<p><b>Week 12 – Nov. 10–12</b>  <b>Read: Chapter 12 – Public Relations</b>  <b>Read: Chapter 13 – Advertising</b></p>	<p>Complete Chapter 9 Test online.  The Internet. Impact on old media.  <b>Nov. 14 – Last day to drop.</b></p>
<p><b>Week 13 – Nov. 17–19</b>  <b>Read: Chapter 14 – Entertainment</b></p>	<p>Complete Chapter 10 Test online.  Advertising - emotional/psychological appeals. Benefits and harms of advertising. Research in ads. Public Relations - the unseen communicators. The major jobs and skills in PR, RACE formula, relationship with media professionals. History, trends, jobs, organization.</p>
<p><b>Week 14 – Nov. 24–26</b></p>	<p>Complete Chapter 12, 13 Tests online.  The future of media. Questions and issues. Review for final exam.  <b>Mass Media Career Project due Nov. 25 (MW &amp; Night), Nov. 26 (TTh)</b>  <b>Thanksgiving Holiday – Nov. 27–28 – College closed.</b></p>
<p><b>Week 15 – Dec. 1–3</b></p>	<p>Complete Chapter 14 Test online.  <b>Mass Media Career Project due Dec. 1.</b>  <b>Oral Project presentations, discussion. Course evaluations.</b></p>
<p><b>Week 16 - Dec. 8–10</b></p>	<p><b>Final Exams</b>  Wednesday, Dec. 10, from 11 a.m.-1:30 p.m.</p>