

Department: Journalism-Photography

Revision Date: January 2009

San Antonio College, 1300 San Pedro Ave., San Antonio, TX, 78212-4299

Course Number and Title: COMM 1307, Introduction to Mass Communications (10577) Section .004 meets from 11 a.m.-12:15 p.m. Monday and Wednesday Jan. 12-May 1 and from 11 a.m.-1:30 p.m. May 6.

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Office Hours: As chairman of the department, an adviser to student publications and an instructor with classes and labs, I am on campus full-time. The best times to see me are Tuesdays, Thursdays and Friday afternoons. You may call 733-2870 or e-mail for an appointment.

Catalog Description: Introduction to Mass Communications (3-3-0) Prerequisite: None. 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.

Text: Media in Mass Communication by John Vivian, Pearson, (Unbound Books A la Carte) plus MyCommunicationLab Course Compass access codes. 9/e ISBN: 0205611877. You will be required to complete weekly pretests, post tests and chapter tests at www.coursecompass.com.

Instruction: Lecture, video presentations, interactive material online from textbook publisher, PowerPoint presentations, class discussion, 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, group and mass. We also will look at media ethics and media law before a closer inside glimpse at each of the measurable mass media: newspaper, magazine, radio, television, plus public relations, photography, advertising and the Internet. Emphasis during the study will be on history, organization and career opportunities.

Learning Outcomes and Performance Objectives with their methods of measurement as used to determine the students' mastery of those outcomes:

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.

Performance Objectives/Method(s) of measurement for each objective

1. The student will demonstrate knowledge of strengths and weaknesses of the various methods of news coverage, including newsworthiness and reporting styles by completing written examination(s) and/or enrichment assignments.

2. The student will demonstrate and understand the importance of laws, rules, self-regulation and ethical decisions in mass media by completing written examinations, participating in case studies and examination of ethical and legal dilemmas.
3. The student will 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.

Performance Objectives/Method(s) of measurement for each objective

1. The student will demonstrate knowledge of communication models, interpersonal communication, nonverbal 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. The student will 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. The student will 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. The student will 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. The student will 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.

Performance Objectives/Method(s) of measurement for each objective

1. The student will demonstrate knowledge of his/her chosen career path by completing an 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. The student will demonstrate knowledge of professionals in journalism and photography by exposure to speakers in the department from various measurable media by end-of-course evaluations.

(SCANS COMPETENCIES are only required for courses which are a part of an AAS degree plan.)

SCANS Competencies: See attached for a list of competencies related to the workplace as outlined by the Texas Higher Education Coordinating Board.

Outside Preparation:

- In addition to reading and completing tests on textbook chapters outside of class, keep up with the news, particularly looking for examples of concepts we discuss in class. Sources should be the San Antonio Express-News or mysa.com, television news and news sources on the Internet. Read The Ranger each week and register for The Ranger Online at www.theranger.org.

- Read magazines of your choice.
- Be aware of trends in cable and television.
- Listen to radio.
- Watch commercials on television — form opinions as to your favorites and the most effective and least effective ads.

Computer Access: Students must have access to the Internet throughout the semester. The college provides free computer access in the library and SLAC lab in Moody Learning Center and other campus locations. If you do not have reliable Internet access at home, plan in your schedule a regular time each week to spend in a campus computer lab. Printing may be done at the SLAC lab for a nominal fee, but please plan ahead to meet deadlines.

PALS: Learn how to access your PALS account at www.accd.edu/sac. This will be used to post links and files for download as well as to communicate with you via e-mail. E-mail correspondence will go to your PALS account, so please check it regularly.

CourseCompass: Students must purchase the textbook with a CourseCompass access code or purchase the CourseCompass access code and register at www.coursecompass.com by the second week of class. Chapter tests on CourseCompass are timed and must be completed by a weekly deadline.

Assignments: Assignments are due at the beginning of class on the due date. Meeting deadlines is essential for work in mass communications. Therefore, late work will not be accepted. If you have to miss class, have someone turn in your assignment for you before class, or you may e-mail the assignment to me before class. I will reply when I receive it. Any assignments may be turned in early. You are responsible for assignments made in class even if you are not here. Your responsibility is to find out what you missed before you return to class.

Assignment Form: Assignments must be typewritten or typeset on a computer in black ink. On all assignments, in the top left corner of the first page, include your full name, the class day and hour, the name of the assignment and the date it is due. Spelling, language usage, grammar and punctuation will be considered in grading assignments. Proofread your work.

Grading: Students will be graded on chapter tests (30 percent), a communicator interview (15 percent), journal (10 percent) enrichment assignments (10 percent), midsemester exam (10 percent), final exam (15 percent) and attendance (10 percent).

Conduct in Class: Please do not bring food or drink into the classroom with the exception of water bottles. You are expected to participate in class discussions and take notes during lectures, speakers and audiovisual presentations until the end of the period. I will give you enough time to put away notebooks and get ready to leave. You are free to discuss your opinions based on facts and should encourage other students to do the same. Please leave the classroom ready for the next class, including straightening chairs and depositing trash in the proper receptacle. To devote your full attention to our class sessions, please turn off all communications devices during class, including cell phones, MP3 players and laptops. Students who violate this will be asked to leave. The class may determine other rules of conduct for the benefit of all. You can be dropped for conduct violations.

Attendance: As a courtesy to your classmates and to take full advantage of the limited time we have together, you are expected to arrive on time and remain in the classroom the entire period. To be counted present, you must be in class when I call the roll. If you arrive after I have called the roll, you must sign in and include the time you arrive. Students who sign in before 15 minutes into the class session will be counted tardy. Two tardies count as one absence. Students are strongly discouraged from leaving class early or at all. But if you do, you must sign out to avoid getting an absence for the entire period. Attendance requirements begin the day your name appears on the class roll.

Withdrawals: Attendance is crucial to your success in this class. Students who are counted absent more than four times, the maximum allowed by the college attendance policy, will be dropped with a grade of W until midsemester. After midsemester, students with excessive absences will remain on the class roll and must initiate a drop to avoid receiving an F. You may drop by picking up a drop slip in Room 204 of Loftin Student Center and getting my signature then taking the slip to the Office of Admissions and Records. Please consider dropping only as a last resort. The six-drop rule and three-peat rule can hurt you academically and financially.

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.

E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion. For additional information refer to the "Student Code of Conduct" in the San Antonio College Bulletin.

F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/ 2000.

G. A written, comprehensive final examination, not to exceed 2 1/2 hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor. 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 the grade automatically becomes an "F." (San Antonio College Bulletin, Faculty Handbook - January 1995)

H. 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](#).

