

**COMM 1307**  
**Introduction to Mass Communications**

**Western Texas College**

- I. Basic Course Information:
  - A. Course Description: Survey of basic content and structural elements of mass media and their functions and influences on society.
  - B. Required Prerequisite: None
- II. Student Learning Outcomes (SLOs): Upon Successful completion of this course, students will:

Student Learning Outcomes	Critical Thinking	Communication	Teamwork	Personal Responsibility
1) Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication	x	x		
2) Demonstrate understanding of mass media in historical, economic, political, and cultural realms	x			
3) Demonstrate understanding of the business aspects of mass media and the influence of commercialism		x	x	
4) Demonstrate understanding of evolving media technologies and relevant issues and trends			x	
5) Demonstrate understanding of mass media values, ethics, laws, and industry guidelines				x
6) Demonstrate understanding of globalization of mass media	x			
7) Demonstrate understanding of media effects on society	x			x

- III. Course Objectives and Competencies: Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.
  - A. Critical Thinking (CT) -- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
  - B. Communications Skill (COM) -- to include effective development, interpretation and expression of ideas through written, oral and visual communication
  - C. Teamwork (TW) -- to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
  - D. Personal Responsibility (PR) -- to include the ability to connect choices, actions, and consequences to ethical decision-making
- IV. Course Content Assessments/Activities:
  - A. Quizzes and Exams assessed using pre- and post-test questions.
  - B. Discussion Questions assessed using a rubric.

- C. Written Assignments assessed using a rubric.
- D. Oral and Aural Presentations are assessed using a rubric.

Note: The Discussion Board Grading rubric used in the course content assessment can be found below. All other rubrics will be provided as an in-class handout and posted online.

- V. Course Requirements: Students will be required to take three online exams, ten online quizzes, respond to 10 chapter discussion questions, and complete four homework assignments. Students will also complete one major project. (Details provided at the beginning of course)
- VI. Grading Distribution: The values for grading are as follows:  
 Exams = 40%  
 Homework\* = 20%  
 Quizzes = 10%  
 Discussion Questions = 10%  
 Journal Project = 20%  
 \* Homework includes written and oral assignments including the Journal Project.  
 Letter Grade Scale: A = 90-100 B = 80-89 C = 70-79 D = 60-69 Failing = 59 or below.
- VII. Information on Books and Other Course Materials
  - A. Required Book: *The Media of Mass Communication, Vivian; 11th Edition ISBN-13: 978-0-205-02958-7* / Textbook is required.
  - B. Other: There will be instructor provided handouts throughout the semester.
- VIII. Online Course Content: Online course content is administered through the college's learning management system (LMS), Moodle, also called eCampus. A link to eCampus can be found on [mywtc.edu](http://mywtc.edu) and to Moodle (the big M with a graduation cap) on the college's home page, [www.wtc.edu](http://www.wtc.edu). Each student has access to coursework, including grades (located in the course link within Moodle). Access can occur from any Internet-connected computer worldwide.
- IX. Other Policies, Procedures, and Important Dates
  - A. For all other policies, procedures and important dates please refer to the [WTC Catalog](#).
  - B. Academic Integrity: Plagiarism and any other form of academic dishonesty will result in a zero for the assignment/activity. A second offense will result in a failing grade for the class. Students are required to sign and return an academic integrity statement.
  - C. Late assignments/activities will not be accepted. If you are going to miss an exam, then make arrangements to take it ahead of time.
  - D. All exams will be proctored.
- X. Course Organization and Schedule\* – course work is designed to be aligned with student learning outcomes and the communication foundational component area. Rubrics for written assignments will be based on the Association of American Colleges and Universities (AACU) Value Rubrics, which will be provided to the student.

	Course Content	Section/Online Work	SLO's
Week 1	Topic: Mass Media Literacy	Read Chapter 1 Answer Discussion Question Chapter 1 Quiz	1,6,7
Week 2	Topic: Media Technology	Read Chapter 2 Answer Discussion Question Chapter 2 Quiz	2,4,6
Week 3	Topic: Media Economics	Read Chapter 3 Answer Discussion Question Chapter 3 Quiz	3,7

Week 4	Topic: Mass Media Industries: Ink on paper	Read Chapter 4 Answer Discussion Question Chapter 4 Quiz Compare & Contrast Online Newspapers Assgn.	2,3,5,6
Week 5	Assessment	Unit 1 Exam	1-7
Week 6	Topic: Sound Media	Read Chapter 5 Answer Discussion Question Chapter 5 Quiz	2,3,7
Week 7	Activity: Media Messages: Identification, Analysis, Presentation	Song Lyric Analysis Essay. Students Present PowerPoint on Essay	2,5
Week 8	Topic: Motion Media	Read Chapter 6 Answer Discussion Question Chapter 6 Quiz	1,2,3,5
Week 9	Topic: New Media Landscape	Read chapter 7 Answer Discussion Question Chapter 7 Quiz	3,4,5,6,7
Week 10	Topic: Mass Media Content: News	Read Chapter 8 Answer Discussion Question Chapter 8 Quiz Compare and Contrast Newscast Assignment	1,2,3,6
Week 11	Assessment	Unit 2 Exam	1-7
Week 12	Topic: Media Literacy in Entertainment	Read Chapter 9 Answer Discussion Question Chapter 9 Quiz	1,2,3
Week 13	Topic: Mass Media Effects	Read Chapter 10 Complete Journal Project Chapter 10 Quiz	6,7
Week 14	Topic: Media and Democracy - Gatekeepers	All students: Read Chapter 14/Chapter 14 Quiz –Students will present PowerPoint on Journal project.	2,6,7
Week 15		Final Exams	1-7

\*Note: The above course outline is subject to change at the instructor's discretion. Online courses will not involve film analysis.

## Discussion Board Grading Rubric

Criteria: DB Rubric	Excellent (100-90)	Good (89-80)	Satisfactory (79-70)	Unsatisfactory (69-60)	Failing (59-0)
Critical Thinking	Full of thought, insight, and analysis	Has thought, insight, and some analysis	Competent, but information is commonplace	Rudimentary & superficial & no analysis or insight is displayed	Repeats text book or other students' posts
Clear Connections	Connections to real-life situations & course material are made	Some connections to content are made	Limited, if any connections are made	No real connections are made, only vague generalities	General statements that are off topic
Uniqueness	Displays new ideas, new connections, and made with depth and detail	Displays some new ideas or new connections with some depth	Few, new ideas or connections are made, or it summarizes other postings	No new ideas are given or use the uncreative "I agree with ..."	Repeats text or other students or uses the "I agree with" statement
Timeliness	All of the required postings are made by the assigned due date	All postings are made, but some not in time for others to read & respond	Only the main discussion board post is made, but no response to are posted	No original post to answer the discussion board but, posts responses to others only	No post or responses to others were submitted
Stylistics	Few grammatical or stylistic errors are made	Several grammatical or stylistic errors	Obvious grammatical or stylistic errors that interfere with the understanding of content	Obvious grammatical and spelling errors that make understanding difficult	So many errors that material is completely unreadable