

COMM 1307 Introduction to Mass Communication

Faculty Information

Faculty Contact and Course Interaction Information

Name: Harlan Whatley
E-Mail: hwhatley@odessa.edu
Phone: 432-271-6925 (Text/Voice mail will reach me fastest here)
Office: 432-335-6587 (Not in use during Summer or MidMester classes)

Class Interaction Information:

<i>Office Hours Wilkerson Hall 207</i>	
Campus Office Hours:	M: 9:00 – 11:00 AM
	TU: 4:00 - 6:00 PM
	W: 2:30 - 4:30 PM
	TH: 4:00 PM - 6:00 PM
	F: 9:00 – 11:00 AM
	By arrangement in Summer, Wintermester and Maymester sessions.

About Your Instructor: Harlan Whatley

I hold an MFA in Integrated Media Arts from the City University of New York, Hunter College. I have been teaching communication courses for 10 years and I have worked in New York City for major media firms including Thomson/Reuters, the Financial Times and The Economist. Also, I have worked in documentary video for Emmy award-winning PBS director and producer, Ric Burns, and have directed and produced two feature documentaries, *The Tartan Apple: the Scots in New York City* and *Nine by Five*. My journalism has appeared in both print and online publications in the US, China, Taiwan and Turkey. My passion is travel and I have visited 20 different foreign countries.

Preferred Method of Communication:

The best and quickest way to connect with me is via text message on the student hotline listed above. I can almost always reply fairly quickly to a text message even when there is chaos going on with them. I

also get up very early and often am up at random times with them. Please text me at any time day or night. I turn my hotline alerts off when I am unavailable or sleeping so you are never intruding or bothering me. If I am awake and available I will respond to your texts ASAP. In general, please allow 24 hours for a reply (48 hours on the weekends) but I generally check text messages several times per day. You may also email me at my OC account. hwhatley@odessa.edu.

Please note: Any email to me must be sent from your OC email account that ends in myoc.odessa.edu. Gmail accounts are used only for uploading speeches. OC's server will likely consider email from any account other than your student account as spam. Please contact technical support at 432-335-MORE if you do not know how to access your OC email account or if your passwords are not working.

DO NOT EMAIL ME on GMAIL or using a private email account. Use my OC email. I will not see your email otherwise.

If you need to leave a message for me by phone (do this as a last option as it is not always a fast) please use the voice mail (it is automated) on **432-271-6925**. My office extension is a campus landline and is only available when I am on campus.

FOR A WINTERMESTER and SUMMER STUDENTS: DO NOT use my office voice mail. I am not going to be on campus very often during breaks and it could take several days to respond. My office is not air conditioned in summer months.

When I send out important information and updates, it will be via your OC Email account. Please make sure you know how to access this account right away and can log in. You will not necessarily get an email from me every day but I want you to check your email at least once a day. Otherwise you may miss very timely and important information.

Expectations for Engagement for Instructor:

As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will

- provide my contact information at the beginning of the syllabus;
- respond to all messages within 24 hours if received Monday through Thursday, and within 48 hours if received Friday through Sunday; and,
- notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of during the time I am unavailable.

As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will

- provide clear information about grading policies and assignment requirements in the course syllabus, and
- communicate any changes to assignments and/or to the course calendar to students as quickly as possible.

As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will

- post grades for discussion postings within one week of the discussion thread closing.
- provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

Textbook Information and Required Hardware/Software

Textbook(s):

Media/Impact: An Introduction to Mass Media (2014) by Shirley Biagi (Author) 11th ed.

ISBN 978-1305-36117-1

****Note this is the specific ISBN number that you need. This textbook comes bundled with a code that you will need to access certain resources for this course.** Please check the price and ISBN number with the OC bookstore before renting or purchasing anywhere else. Not only are we getting special pricing on this textbook through them, you need to make sure you have the proper code for the course. Weigh your options carefully in making your text purchase and please make sure you have the correct ISBN number.

Software:

Access to Odessa College Library Online Catalog <http://www.odessa.edu/dept/library/>

Access to Blackboard: <https://blackboard.odessa.edu/webapps/login/> Access to

Technical Support: If you need help learning how to access the OC Portal or any of the above sites, or have issues logging into BlackBoard, WebAdvisor or your student email, please call 432-335-MORE.

Many of my activities require watching speech presentations. For the duration of this course, it will be helpful to you to have access to a streaming NetFlix account (first month is free and subsequent months are about \$9 per month). You will also need to occasionally access YouTube and Vimeo for viewing Speeches.

www.youtube.com

www.vimeo.com

www.netflix.com

Hardware:

Computer: Minimum of 64 MB of RAM, 1 G Free Space, 150 MHz or higher recommended, a monitor capable of at least 800 x 600 resolution.

Peripherals: Speakers to be used to listen to audio files.

For online students: A camcorder or smartphone or flip cam to be used to record your voice, video and images. You must have access to a device that can create a digital recording up to ten minutes in length. You will also need to be able to take pictures of digital images and upload them. It must also be able to save and then transfer the file or upload the file directly into a website such as YouTube.

A thumb drive or flash drive with 4GB of memory or more to be used exclusively for this class

Internet Connection: Make sure you are using a 56K Modem or better.

Browser Settings: Microsoft IE Explorer works best with Blackboard on computers running

Software:

Email: Students enrolled in Odessa College must use an Odessa College email address. I will only contact you at your OC email account so you need to check your student email at least three times a week. Go to <http://www.odessa.edu> and click on Student Email to set up your email account. You should contact 335-MORE if you are not able to log on using the instructions provided or if you experience any issues with your OC email account.

Microsoft Windows. Java and cookies must be enabled.

Microsoft Word, PowerPoint and Excel.

Anti-virus Software is highly recommended for students. Online courses involve much file sharing which increases your risk of computer virus infection.

You will also need to make sure that your computer is equipped to read Adobe Acrobat files using Acrobat reader. There may be video files requiring you to use Windows Media Player or Quick Time or Real Player.

Websites:**MS Office (PowerPoint and Word)**

*Microsoft Office...YOU MUST HAVE ACCESS TO POWERPOINT AND WORD. I realize that other programs have similar functionalities but they do NOT load properly into blackboard. There are free trial subscriptions for up to 90 days for students who are taking just one online course at OC. However, if you plan to take other courses I strongly recommend you acquire a current copy of the software. The student bookstore should offer this as an option at a very reasonable price. You do not need every program in office for this course but you do need the real MS Word and the real PowerPoint.

There are some converters online if you are using open source or alternate products. If you plan to take this approach it is YOUR responsibility to test these converters before assignments are due and make sure that they will properly work with OC's blackboard. You may not submit things by email or text because you do not have the proper software and it will not load. Make sure you are equipped for success from day one in this course.

Netflix/Amazon Instant Video

Many of my activities require watching film and television clips. We also will do some applied media analyses on films and TV shows. Therefore access to the following sites is highly recommended for the duration of this course.

Netflix account with streaming service (first month is free and subsequent months are about \$7 - \$9 per month). Netflix is also available as an App on most smart phones and tablet PC's.

Some media samples are not going to be available via Netflix. If not available on Netflix the films are usually available streaming at a very low cost on Amazon Instant Video. The titles used will be common so with advanced planning you can also use RedBox by request or purchase or rent them. When possible I will make DVD's available to you on reserve at the OC library as well. For dual credit students check with your school library and English department for titles.

Check your announcements at the beginning of the semester for a list of specific movie titles you need to acquire. While you are not required to specifically use Netflix or Amazon, you are required to plan ahead and be responsible. I will post the titles of the required films that we watch as well as the dates they are due and any locations I know where they are available within the first week of class.

Netflix also offers TED Talks videos in collections by theme. While these are also available on YouTube they are organized much better on NetFlix.

www.youtube.com

www.vimeo.com

www.amazon.com (you may want to rent from there and we will do some activities using their software a paid membership is not required)

www.netflix.com (streaming membership is recommended but not required)

www.hulu.com (may be useful to you as an optional resource for projects).

Access to Odessa College Library Online Catalog <http://www.odessa.edu/dept/library/>

Access to Blackboard: <https://blackboard.odessa.edu/webapps/login/> Access to

Technical Support: If you need help learning how to access the OC Portal or any of the above sites, or have issues logging into BlackBoard, WebAdvisor or your student email, please call 432-335-MORE.

Many of my activities require watching speech presentations. For the duration of this course, it will be helpful to you to have access to a streaming NetFlix account (first month is free and subsequent months are billed by the month. You will need about 90 days of access). You will also need to occasionally access YouTube and Vimeo for viewing Speeches.

www.youtube.com

www.vimeo.com

www.netflix.com

Information About the Course

Course Description

COMM 1307 Introduction to Mass Communication (From the ACGM) Study of the media by which entertainment and information messages are delivered. Includes an overview of the traditional mass media: their functions, structures, supports, and influences.

Course Prerequisites:

There are no prerequisites for this course.

Course Topics: (The order of these topics may change based on course timing and layout. See Coursework in Blackboard for updated settings on the modules we are studying.

Module One 1: Introduction to Media and Communication--size and scope of the media, basic terms, elementary communications theory, the communications process, communications research, evolution of the media, convergence
Impact of the Media -- theories of the press, public opinion, political, economic and social impact of the media
Mass Communications and The Law--traces the development of the right to print

Print Media and Convergence Media

Growth of Print Media--brief history of newspapers and magazines
Newspapers Today--organization, structure, pattern of growth, characteristics
Magazines--types, marketing techniques, editorial content and operation
Convergence Media: The Internet, Social Media and the Impact on Mass Communications

Module Two: Broadcasting

Growth of Radio, Television--brief history of radio and television Radio--radio format, news, relationship to recording industry, problems

Television--organization, structure, entertainment, ratings, news, public broadcasting. Includes a discussion of cable television and home video.

Module Three: Digital Communication, Advertising and Public Relations

The Digital Revolution

Convergence Media and what it means today?

Social Media

Advertising-History, Structure, Regulation and Impact

Public Relations--brief history, current structure, role, impact

Module 4 Ethics, Credibility, and Global Communication

Ethics--examination of media ethics and efforts to improve ethics

Credibility: Can We Trust the Media?--deals with the loss of credibility by the media from the 1960s to present

Grading

<i>Type of Assignment</i>	<i>Percentage/Points</i>	<i>Learning Objective</i>
Quizzes, Tests and Exams	40%	1,2,3,5,6
Class Assignments and Participation	25%	1-7
Applied Media Analyses and Final Content Analysis Study	35%	1,2,3
	100%	TOTAL

Grading Scale:

"A" = 90-100

"B" = 80-89

"C" = 70-79

"D" = 60-69

"F" = 0-59

Each Module will consist of the following:

*Four Chapters from the Text

*Guest Lectures from seated classes or online lectures like TED Talks

*Class Participation Activities (some of these will be chosen by you others required)

*Content Analysis Due end of each module

*Four Quizzes (open book, you may repeat them as many times as you like until the deadline

*One Exam (questions from practice quizzes and open ended essays based on speakers/lectures)

Grading Policy:

Quality work and active participation is expected and not to be negotiated. As a general policy, grades will be taken in class. Any written assignments or tests will be graded outside of class. You can generally expect feedback on assignments within a week's time. For online classes, some major assignments such as speeches will require two weeks of time in grading.

Student Course Participation

As a student, I understand that I am responsible for keeping up with the course. To help with this, I will

- identify alternative computer and internet access in case my primary computer crashes or my internet service is unavailable;
- recognize that the college provides free wi-fi and computer labs during regular campus hours to help me with accessing my course; and,
- Understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my equipment or service is unreliable.

As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to

- getting “kicked off” of the system during tests or quizzes;
- having trouble submitting assignments; and
- dealing with a traumatic personal event.

As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will

- seek out help from my instructor and/or from tutors;
- ask questions if I don't understand; and
- access my course several times during the week to keep up with assignments and announcements.

Dropping a Course or Withdrawing from This Course

If you are considering dropping please contact me first as there may be options we can create to help you finish the class successfully if I know your situation. This is not mandatory but if there is something specific going on I do hope you will reach out to me and let me attempt to help you. Almost every time there is a solution to the situation if I know about it in a timely manner. Pay close attention to the drop dates and deadlines for this course. For details, please contact the Office of the Registrar. Please B

No longer attending the class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F." (Source: *Odessa College Catalog of Courses 2012-2013, page 36*)

Please note the drop dates and deadlines on the OC Calendar.

In most cases I do not recommend dropping this course. You are limited in the overall number of withdrawals you can make before it affects financial aid and academic progress. In most cases we can

find a better solution. If you will work with me I will work with you to solve whatever issues you may face. However, if there is no way for that to happen it is far better to get a W than an F.

http://www.odessa.edu/catalog/schedule/FA13/pg03_academic-calendar.pdf

Instructor Requirements and Course Policies:

As a college student, you are expected to assume personal responsibility for managing your priorities. This class is a 3 hour course and so you should plan on spending 9 hours per week on the class including seat time if you are a seated student. This should be true for any course you take that is a 3 credit hour course regardless of the subject. Online courses require just as much of a time investment as seated courses require. Please plan and prepare accordingly. Make family members and employers aware of your responsibilities and take proactive action to make sure you stay on top of your assignments. I suggest creating a work schedule for the class that allows for 9 hours per week of time and tell your loved ones, friends and employers that you are not available at the times you select.

Part of what we all have to work on in college and in life is how to balance our many responsibilities. I well understand the frustration of balancing school activities, work, family responsibilities and other obligations. I have been a very active traditional student at times in my life and I have also experienced life as a returning adult student. I know what it is like to be both a performer and an athlete. I speak from experience and I do have compassion on the frustrations that will come as you add this responsibility into your schedule.

ALL of my students have many things to balance including other courses. I do understand how hard this is. I also understand that when life gets overwhelming it is very easy to procrastinate it is simply human nature. Please understand that regardless of the sometimes very good reasons that procrastination or late assignments occur, your choices impact other people. I am impacted by having late assignments to grade which makes it harder for me to my job well, your classmates are impacted by delays in grading that result when assignments come in late and from the reality that many of our assignments are set up with a requirement that you view peer assignments for feedback purposes. If your work is not in, your group members will suffer because they are being graded on reviewing your speeches and presentations. Most of all, you suffer because you will not get timely feedback from me or your peers and that will impact your learning outcomes in the class and the quality of your final presentations. Furthermore, I do not usually have as much time to work with late work and there may be significant delays in my grading and less attention given to assignments that are late.

Another factor that is specific to this class is the reality that my lessons build upon one another very much like a math class. Therefore, it is very important that you progress through each assignment in the order that is given. There are several assignments in each module. Most of them are very short but some are longer. They are designed to help you process how to build a speech in a certain way and in a specific order. You will often need the information in one assignment to use in the next one. So if you are late on one assignment you will be confused in the ones that follow unless you do the work in the

order that it comes. For that reason, please plan ahead and arrange to stay on top of your work. Please do your best to even work ahead of time so that WHEN something happens (and it will)...you have a buffer of time in which to deal with it.

Do NOT allow procrastination to put you in a position where you are tempted to cut corners, plagiarize or get a lower grade than you desire!

That said, I do understand well that we all have issues and circumstances to deal with and that “Life Happens.” The following Late Work policy is in place to prevent the urge to procrastinate unnecessarily but to give you a way to save your grade if you make a mistake or life catches you by surprise.

Late Work:

If you foresee circumstances that will prevent you from meeting a deadline contact me **BEFORE THE DEADLINE** by email via your OC student account and make sure you get a written response from me. In cases of true emergency I may consider giving you an extension but this will generally only happen if I am contacted 24 hours or more BEFORE the deadline. Emergencies are events that you absolutely could not foresee or avoid and I may require documentation of what happened in order to grant an extension especially if I am contacted after the fact. Emergencies also should be rare occurrences. **Vacations, camps, planned events like weddings, regular work responsibilities, and school competitions or activities are not emergencies.** I expect you to work ahead of schedule and plan around these events even if it means turning work in early. Genuine emergencies that prevented you from contacting me ahead of time and can be verified (i.e. doctor’s notes, death notices etc.) will be taken into consideration.

When you contact me please include the following information:

- 1) What happened or you foresee happening to prevent you from meeting the deadline?
- 2) What is your suggested plan of action for accommodating this issue?
- 3) What, if anything, can you do to prevent this from happening again in the class (some situations are unavoidable and I will recognize and understand that this applies more to issues related to procrastination and planning ahead).

If a prior arrangement is not made then late assignments will be subject to the following deductions. If you miss a deadline contact me immediately. The students who wind up failing this class almost always do so because they go out of communication. I am not going to judge you if you miss a deadline but I need to know what is going on with you so that we can work together to resolve the situation. I will accept late assignments in order to help you redeem the class they will be subject to the following deductions:

1-Day Late-10% Reduction

2-Days Late-20% Reduction

3-Days Late-30% Reduction

4-Days Late-40% Reduction

5-Days Late and beyond-50% Reduction –Assignments may be rejected if they are more than five days late. In order to turn assignments in past five days you will be required to turn in a late work incident report so that I can fully understand your situation. I will email this form out to you when you contact me.

If you do not understand an assignment contact me immediately on the student hotline. I am happy to answer any questions that you have as you are working. However, telling me that you “do not understand” something at the moment it is due or after the fact is not an excuse for handing something in late. If you need help ask for it immediately. I reserve the right to refuse late assignments or assess a penalty on assignments that are handed in past the deadline.

Personal tip: I am much more amenable to working with students who own their own challenges rather than trying to generate excuses or pass blame for issues such as procrastination, lack of planning or setting proper priorities. If you mess up, own it. Likewise, if life just throws you a curve ball and truly hands you circumstances that you could not change own that as well. Be honest and straightforward with me and contact me as soon as you fall behind so that we can get you back on track.

Tech Issues: Have a plan B for tech issues. Know where you can go (McDonalds, OC-Library, Starbucks, Your community library, a friend’s house etc. to make sure you have a backup plan if you lose internet access. Plan ahead for this. It often happens and will not be considered a valid reason for an exception outside of extenuating circumstances).

Respectful Participation: This course will ask you to upload artifacts of public speaking and review them for one another. It is my expectation that at all times your communication with one another and myself be professional and respectful. Occasionally we will deal with sensitive issues such as race, sexual orientation, religion, economics, politics and other difficult topics. You are not expected to agree with me or with other students. However you are expected to voice any opinions you have whether in the form of feedback for an assignment or a topic of discussion with tact and respect.

Attendance and Planning Your Time: As this is an online course you will be expected to log in 3 times per week for online students or as schedule for seated/hybrid classes. Mid-mester and Summer students should plan to log in five days per week minimum. Blackboard keeps records of your logins and how much time you spend on each section of the site. I use this information to determine attendance. You are not expected or required to log in on the following dates: Labor Day, Memorial Day, Good Friday-Easter, July 4th, December 24th/December 25th, January 1st. If you have more than 3 absences in this class you may lose points on your participation grade so please make certain that you log in regularly.

In addition to what is made available online, we will schedule class conference calls and I will set up meetings in Odessa and/or Midland for those of you who prefer to give your speeches live rather than record them on YouTube. Attendance at live meetings is optional and not required. You do not have to be present on conference calls either however you will be required to listen to the recordings at a time that works in your schedule if you cannot attend.

Please keep in mind that OC now operates on an accelerated schedule. You are most likely enrolled in a course that was originally designed to be covered in 16 weeks but is now being offered in a faster format. This will require advance planning and working ahead in case emergencies happen. It also means that you cannot carry the same amount of classes at the same time that you would carry in a regular 16 week semester. Please plan ahead.

In order to help you plan your time ahead for this class and /or any others you may be taking, the following chart illustrates how much time you should expect to plan to complete a typical course per week in any 3 hour college class. Please note that in Wintermester or Maymester, you will be covering about the same amount of material in one day that we normally cover in one week. There will likely be deadlines and assignments to complete every day. These times are approximate and some subjects may be easier for you than others so you may fly through one class really fast and other classes more slowly. However, in general and on average this is what you should plan for time wise when taking on any college class. Look at the amount of hours you will need to invest per week and per day in order to be successful and make sure and plan ahead. This includes time spent in class (if you are in a seated section) as well as outside reading, homework and all time spent online.

3 Hour College Credit Course ANY kind of class. Hours include seat time and homework.	Time Required on Average (144 hours per semester per 3 hour class)	Average Hours per Day (6 Days a week) to plan to invest in the class (including attendance and homework)
16 Week Class	9 Hours per week.	1.5 Hours
10 Week Class	14.5 Hours Per Week	2.5 Hours
8 Week Class	18 Hours Per week	3 Hours
5 Week Class	29 Hours	5 Hours
3 Week Class	48 Hours Per week	6 Hours

This will be an intense process (but a rewarding one). I also expect that given holiday traditions many of you will be traveling. Please plan ahead to remain connected and involved.

Course Policies

Disclaimer

This syllabus is tentative and subject to change in any part at the discretion of the instructor. Any changes will be in accordance with Odessa College policies. Students will be notified of changes, if any, in timely manner.

Original Effort

The work submitted for this course must be original work prepared by the student enrolled in this course. Efforts will be recognized and graded in terms of individual participation and in terms of ability to collaborate with other students in this course.

Digital Protocol

Cell phones must be placed on either *vibrate* or *silent* mode and are to be accessed in emergency cases only. The use of laptops or any other digital device is permitted in order to facilitate note-taking relative to instruction. Any written assignments will be submitted electronically on Blackboard. **The electronic recording of the time on Blackboard will be considered the time of assignment submission. Take necessary steps to ensure that your assignments are submitted on "Blackboard" time.** Back-up and/or additional copies of all assignments submitted is encouraged. **Computers/printers are available to OC students in the LRC (301-303); therefore, not having access to a computer due to technical issues**

(crash; corrupted files) will not be considered as an acceptable reason for not completing assignments. If there is a loss of server connection with Odessa College due to maintenance, then an email will be sent to student with pertinent information and status reports. Assignments submitted electronically need to be **WORD documents (doc or docx)**.

Attendance Policy

Students are expected to attend class regularly. Attendance will be recorded.—Excessive absences will be grounds for disciplinary action, and will be determined on a case-by-case basis. If you are more than 15 minutes late to class or leave class early without notifying the instructor, this will count as an absence. Students are permitted _____ absences before _____.

Grade Inquiry Policy

It is the responsibility of the individual taking this course to maintain accurate track of assignment submissions and grades. There will be opportunities during the semester to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment. Class time will not be used for grade inquiries. All grades are final.

General Course Requirements

1. Attend class and participate.
2. Contribute and cooperate with civility.
3. **Submit assignments on time. Late work will not be accepted. Medical and/or family circumstances that warrant an extension on assignments need to be presented to the instructor. Extensions will be allowed at the instructor's discretion.**

Incomplete Policy

An 'Incomplete' grade may be given only if:

1. The student has passed all completed work
2. If he/she has completed a minimum of 75% of the required coursework. A grade of an "I" will only be assigned when the conditions for completions have been discussed and agreed upon by the instructor and the student.

Core Objectives (COs)

Description of Core Objectives (CO's)

Given the rapid evolution of necessary knowledge and skills and the need to take into account global, national, state, and local cultures, the core curriculum must ensure that students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. Therefore, with the assistance of the Undergraduate Education Advisory Committee, the Coordinating Board has approved guidelines for a core curriculum for all undergraduate students in Texas.

Through the application and assessment of objectives within the institution's core curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world; develop principles of personal and social responsibility for living in a diverse world; and advance intellectual and practical skills that are essential for all learning. Appropriate Odessa College faculty periodically evaluates all of the courses listed in the descriptions on the following pages of this catalog and keys them to Odessa College's Institutional Core Objectives (ICOs), as defined by the Texas Higher Education Coordinating Board (THECB). (Source: *Odessa College Catalog of Courses 2012-2013, page 73*)

Odessa College's Core Objectives (COs):

1. *Critical Thinking Skills (CT)* - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. *Communication Skills (COM)* - to include effective development, interpretation and expression of ideas through written, oral and visual communication

3. *Empirical and Quantitative Skills (EQS)* - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. *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
5. *Social Responsibility (SR)* - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
6. *Personal Responsibility (PR)* - to include the ability to connect choices, actions and consequences to ethical decision-making

Discipline Core Statement

Communications

This course meets the requirements set forth by Odessa College for 3 Hours of credit in the CORE Curriculum under the foundational component of Social and Behavioral Sciences. Mass Communication studies accomplishes these requirements by exploring the behavior and interactions among individuals, groups, institutions, and events in relation to the development and evolution of the mass media practices, industries, theories, professions, and people. It also examines the impact of the media on the individual, society, culture, and government. The course applies the scientific method and quantitative methodologies to understand audience behavior and viewing habits and how people interact with and react to various forms of media and media content.

 = Required Core Objectives

Foundational Component Area	SCH	CT	COM	EQS	TW	SR	PR
Social and Behavioral Sciences	#						
<p>Courses in this category focus on the application of empirical and scientific methods that contribute to the understanding of what makes us human.</p> <p>Courses involve the exploration of behavior and interactions among individuals, groups, institutions, and events, examining their impact on the individual, society, and culture.</p>							

Course Objectives

Adapted from the ACGM: Upon successful completion of this course, students will:

- 1) Critique and reflect on media's role in society, media industry and professions, and ethics of new media practices
- 2) Create and present written and oral critiques and critique and analyze television news and development
- 3). Analyze audience share and ratings and costs of advertising across media platforms
- 4). Articulate international, intercultural and ethical communication and describe the media's roles as public forum, public servant, and public advocate.

5) Critique media programming, professions, and practices and understand contemporary issues in media, including diversity, technology, audiences, and change.

6) Conduct research studies that recognize media effects on human behavior

Learning Outcomes

Outcome	CO
1, 5	<i>Critical Thinking Skills</i> - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2, 5	<i>Communication Skills</i> - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3, 6	<i>Empirical and Quantitative Skills</i> - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
	<i>Teamwork</i> - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
4,5	<i>Social Responsibility</i> - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
	<i>Personal Responsibility</i> - to include the ability to connect choices, actions and consequences to ethical decision-making

Upon successful completion of this course, students will:

Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.

Demonstrate understanding of mass media in historic, economic, political, and cultural realms.

Demonstrate understanding of the business aspects of mass media and the influence of commercialism.

Demonstrate understanding of evolving media technologies and relevant issues and trends.

Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.

Demonstrate understanding of globalization of mass media.

Demonstrate understanding of media effects on society.

Odessa College Policies

Tuition Discounts

The **"First Course is Free"** discount waives standard tuition and fees for the first 3 credit hours taken at Odessa College. The discount applies to high school graduates taking their first class at Odessa College as well as transfer students taking their first class at Odessa College.

The **"Academic Progress Discount"** provides a 10% tuition discount upon completion of 30 credit hours until reaching 45 credit hours. It provides a 20% discount upon completion of 45 credit hours until reaching 60 credit hours. Student must maintain a 2.0 GPA to remain eligible for the discount.

Academic Policies

Note that the OC Student Handbook states (page 32) that "[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104)."

For more information on your rights and responsibilities as a student at Odessa College, please refer to the following: *The 411 of OC: Student Handbook 2012-2013; Student Rights & Responsibilities* <http://www.odessa.edu/dept/studenthandbook/handbook.pdf>

Scholastic Dishonesty

Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by board policies. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism and collusion.

"Cheating on a test" shall include:

- Copying from another student's test paper
- Using test materials not authorized by the person administering the test.
- Collaborating with or seeking aid from another student during a test without permission from the test administrator.
- Knowingly using, buying, selling, stealing or soliciting, in whole or in part, the contents of an unadministered test.
- The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.
- Substituting for another student, or permitting another student to substitute for one's self, to take a test.
- Bribing another person to obtain an unadministered test or information about an unadministered test.
- "Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.
- "Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements. (Source: *Odessa College Student Handbook 2012-2013, page 29-30*)

Special Populations/Disability Services/Learning Assistance

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by **Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA)**, unless doing so poses an undue

hardship or fundamentally alters the nature of the program or activity Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at <http://www.odessa.edu/dept/counseling/disabilities/index.htm>. The college strives to provide a complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433. (Source: *Odessa College Catalog of Courses 2012-2013*, page 52)

Dropping a Course or Withdrawing from College

Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the Wrangler Express, or Registrar's Office. A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar's Office. Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered into active duty. A copy of the student's orders must be presented to the Registrar's Office at the time of the withdrawal. For details, please contact the Office of the Registrar. **No longer attending class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F."** (Source: *Odessa College Catalog of Courses 2012-2013*, page 36)

Instructional Philosophy

In order to fully understand what is required of you in this class and how you will be graded, it is very important that you understand a few things about my philosophy of instruction. There are three things you should know up front:

AVID Based Instructional Strategies

I use AVID Strategies: AVID (Achievement Via Individual Determination) is a comprehensive program of instruction that prepares students to excel in college. It reaches from early childhood education through College. Part of the program focuses on student study skills and preparation, part of it focuses on instructional strategies and effectiveness. Every one of the lessons in my course is based on a research driven strategy most of these strategies are also AVID based strategies. Our Student Success Center is equipped with tutors and coaches who are familiar with these strategies and can help you with your learning experience in my class. When I am using a specific AVID strategy this may be indicated on an assignment. For more more information about AVID please refer to their website: <http://www.avid.org/>

Process Based Learning:

"The Journey is the Reward"~This old adage very much applies to this course and my philosophy of instruction. When your assignment modules begin to open to you, you will discover that there are a number of assignments in every module. For this class there are a total of 8 Modules each with between 9 and 13 assignments. This will at first appear to be a lot more labor intensive than other courses in which you may only see a few tests and a project or a paper. The reality is that this class, while rigorous,

does not have any more work involved with it than any other speech course. However, instead of giving you one long list of things to complete and hand in all at once (i.e., A speech with an outline, bibliography and visual aid), I will be interacting with you and grading you step by step as you put your projects together. The reason for this is because it is far more important to me that you really understand how to properly research a topic and fully prepare yourself to deliver a speech than it is for you to put together a final product quickly and at the last minute. In other words, I value the PROCESS of learning far more than the PRODUCT you produce.

Many students come to this class with a lot of fear about public speaking. They also often think they know how to properly conduct academic research and put it together but in many cases they struggle because they have developed improper research habits or they do not really know how to rehearse properly to reduce communication anxiety. My goal is to not just check off the boxes and have you run through a speech but to really give you some useful skills that you can use in advanced collegiate education and even in your career.

By engaging the process, in depth, you will actually wind up producing a better final product than you would have produced without this kind of in depth instruction. So, while you will see many more assignments than you might expect in this course, keep in mind that most of what you are doing is part of one larger assignment it has just been broken down into several steps so that I can engage you throughout the process of learning.

This will not be as effective as it would be if you allow yourself to get behind in the class. In order to account for busy schedules and workloads I will make whole modules or chunks of modules due at the same time. However, you will get much more out of the class if you turn your assignments in as you go so that I can give you timely feedback as you move through each module.

Mastery Learning:

Because this class is process oriented and because the scaffolding of assignments means that each lesson must prepare you for the next one, I will generally give one of two grades on most minor assignments. You will either receive full credit for me, or occasionally you may receive a "1". A "1" is NOT a final grade. A "1" is an opportunity for you to correct something so that you can receive full credit on that assignment. Most of my students will receive a 1 here and there in the course. I will always give you feedback telling you what needs to be corrected so that you can turn the assignment back in for full credit. If you receive a "1" please make the corrections given within 3 days and resubmit the assignment to me. If your assignment was originally turned in on time and if it is returned to me with corrections within those first three days you will be given full credit. If you take longer than 3 days then it may be subject to late credit. Mastery learning rewards students who want to take the time to really master the concepts of the class and take something out of it by giving them time to relearn material and correct mistakes. It puts the process of learning ahead of simply rushing through an assignment and checking off a box. It also encourages a greater depth of learning. I often give bonus points to students who go above and beyond what is called for in an assignment. It is not uncommon for a student to resubmit an assignment that they would have otherwise failed and wind up with extra credit and bonus points for correcting the assignment and diving in deeper to the concepts presented.

Student Support Services and Technical Support

Blackboard Support

I can't log into my Blackboard Course, who do I contact?

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. The SSC can provide you with your Blackboard login name. If you are not sure what your password is, they can reset your password.

I'm having a problem in my Blackboard Course, who do I contact?

For any problem that you have in your online course, always contact your Instructor first. Refer to the Instructor's Contact Information area of the Syllabus for their preferred method of contact and the expected response time.

Additional Blackboard Help Resources:

Service	Assistance Provided	Available
Blackboard Help for Students	Website with a searchable list of topics on how to navigate and use Blackboard for online courses.	Online Click here.
Blackboard On Demand Learning Center for Students	This website provides an extensive list of short tutorial videos for student activities performed in Blackboard.	Online Click here.
Blackboard Collaborate: First Time Users	If you have never used Blackboard Collaborate before, this website provides a system requirements check, configuration instructions, and training and resources area.	Online Click here.
Blackboard Collaborate: Essentials for Participants	This website provides essential information for Participants of Collaborate sessions. Any Collaborate user, whether first-time or experienced, would benefit from reviewing the information here.	Online Click here.

Student E-mail Support

How do I set up, access, or update my Odessa College Student E-mail account?

Go to this website and follow the directions on the page: <http://www.odessa.edu/gmail/>.

I can't access my student email! I forgot my password!

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. They can provide you with assistance in accessing your student email (created by OC) and can also assist with resetting your student email password. Make sure to have your student ID number available!

Your Blackboard login name is associated with your OC created student email account. All Correspondence for this course will be submitted using your Odessa College student email address.

Support for Students with Disabilities

How do I contact the Office of Special Populations?

Main Number	432-335-6861
Campus Location	SUB 204N in the Student Union Building

Email	Becky Rivera-Weiss - brivera@odessa.edu
Website	To find out more about services provided by the Special Populations office, please visit: http://www.odessa.edu/dept/counseling/disabilities/index.htm

Learning Resources Center (LRC; Library)

How do I contact the Learning Resource Center?

Main Number	432-335-6640
FAQ Service	LibAnswers: http://libanswers.odessa.edu
Contact a Specific OC Librarian	Pat Quintero at 432/335-6350 or pquintero@odessa.edu Donna Clark at 432/335-6645 or dclark@odessa.edu Carolyn Petersen at 432/335-6641 or cpetersen@odessa.edu
LRC Services and Guidelines Website	https://www.odessa.edu/dept/library/services/index.htm

Equipment and Services Provided:

The Murry H. Fly Learning Resources Center (LRC) supports the college's curriculum resulting in a primary emphasis on each student's individual study and research needs. The faculty and staff work with the LRC's Technical Services and Public Services Departments in choosing materials to support all college programs. More than 59,000 books, 50,000 electronic books, 350 current periodicals, 6,700 media holdings, eight newspapers, and 60 databases are available to enhance the educational process.

Equipment/Services Available	Used For	Available
Books, videos, CDs	Research	On Campus and Online
Specialized databases not available online for free	Research	On Campus and Online
Magazines, newspapers, & scholarly journals	Research	On Campus and Online
Computers	Research & word processing	On Campus
Selected textbooks for short-term use	Course work	On Campus
Trained staff	Answer "where do I find?"	On Campus and Online
Tutorials	Tips for research strategies	On Campus and Online
Photocopiers, VHS/DVD players, FAX service	For course work	On Campus
Quiet study areas	For course work	On Campus

Student Success Center (SSC) / AVID Center

How do I contact the Student Success Center?

Appointments are preferred, but walk-ins will be served as soon as possible.

Main Number	432-335-6673
Campus Location	1st floor of the Library
Website with Additional Help and Information	http://www.odessa.edu/dept/ssc/
Live Online Assistance / Chat	Click Here <i>(If no one is currently available, please put your email and question(s) in the appropriate areas of the form and hit 'send.' Your question(s) will be addressed as soon as an SSC staff member becomes available.)</i>

Equipment and Services Provided:

The purpose of the Odessa College Student Success Center is to provide assistance to students in meeting their academic and career goals. The SSC strives to continually provide new and updated resources that will empower all Odessa College students to succeed at OC and beyond.

Equipment/Services Available	Used For	Available
Tutoring by CRLA & Avid trained tutors	Understanding course work and motivation	On Campus and Online Click here for more information.
Student Information Seminars (SIS)	Demo email, Blackboard and SSC resources	On Campus and Online Click here for more information.
Study Skills	Tools needed to succeed	On Campus and Online Click here for more information.
Basic Technology	To navigate classes, email, etc.	On Campus and Online
Plato Web	Practice for TEAS test and basic math, science, etc.	On Campus and Online Click here for more information.
Project T.I.E.	Practice for GED/COMPASS	On Campus and Online Click here for more information.
Student Orientation/Tour	Show individual students where their classes will be. SIS presentation	On Campus

M.O.R.E. Mentoring Program	Networking, tips to navigate college life successfully	On Campus Click here for more information.
Smart thinking	Online tutoring service. Connect with an e-structor and interact with a live tutor.	Online Click here for more information.

Veterans Support

How do I contact the office for Veteran's Outreach?

Main Number	432-335-6833
Campus Location	204M (Help Center) in the Student Union Building
Email	Gloria Rangel - grangel@odessa.edu
Website	To find out more about services provided by the Veteran's Outreach office, please visit: http://www.odessa.edu/dept/counseling/veterans/index.htm