Department of Mass Communication  
MCOM 1307.600 Survey of Mass Communication  
Fall 2020

Class Meeting Time: 10am-10:50am/Online  
Location: LBAN 142/ZOOM
Instructor: Sherry Williford  
Phone: 468-1278/936-554-4048
Office: BO 301D  
E-mail: swilliford@sfasu.edu
Office Hours: Mon & Wed: 8am-10am, Tues & Thurs: 9:30-11am-Zoom or Phone
Others by Appointment

COVID-19 MASK POLICY
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


COURSE DESCRIPTION: This is an introductory course designed to acquaint the student with the survey of mass communication. 
MCOM 1307.600 Survey of Mass Communication (3 credits) meets three times a week (Monday, Wednesday and Friday) in 50-minute segments plus two hours online with a 2-hour final examination for 8-weeks. The course contains extensive content of the media’s role in society through the development, functions, organization, evolution and news process of the media in a face-to-face lecture course. Each class meeting students are expected to be abreast of current events to discuss the role of the media. Students will have 5 multiple-choice exams throughout the semester and four discussion assignments posted on D2L/Brightspace. These activities average a minimum of 2-4 hours of outside-of-class reading and prep each week.

GENERAL EDUCATION CORE CURRICULUM OBJECTIVES/OUTCOMES
The Texas Higher Education Coordinating Board has identified six core learning objectives: Critical Thinking Skills, Communication Skills, Empirical and Quantitative Skills, Teamwork, Personal Responsibility, and Social Responsibility. SFA is committed to the improvement of its general education core curriculum by regular assessment of student performance on these six objectives.
CO1 – Critical Thinking Skills (CTS) – including creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

CO2 - Communication Skills (CS) – including effective development, interpretation and expression of ideas through written, oral and visual communication

CO3 - Empirical and Quantitative Skills (EQS) – including the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

CO4 - Social Responsibility (SR) – including intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

CO5 – Teamwork (TW) – including the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

CO6 - Personal Responsibility (PR) – including the ability to connect choices, actions and consequences to ethical decision-making

By enrolling in MCOM 1307 Survey of Mass Communication you are also enrolling in a Core Curriculum Course that fulfills the CRITICAL THINKING (CTS), COMMUNICATION (CS), EMPIRICAL AND QUANTITATIVE (EQS) AND SOCIAL RESPONSIBILITY (SR) requirement.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment Title</th>
<th>Date Due</th>
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<tbody>
<tr>
<td>Critical Thinking Skills</td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
<td>Discussion #3</td>
<td>10/01/20</td>
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<tr>
<td>Communication Skills</td>
<td>To include effective development, interpretation and expression of ideas though written, oral, and visual communication.</td>
<td>Discussion #2</td>
<td>09/17/20</td>
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<tr>
<td>Empirical and Quantitative Skills</td>
<td>To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.</td>
<td>Discussion #1</td>
<td>09/10/20</td>
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<tr>
<td>Social Responsibility</td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities</td>
<td>Discussion #4</td>
<td>10/12/20</td>
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STUDENT LEARNING OUTCOMES (SLOs):

SLO1- Understand the history of media’s development, evolution and role in society. This objective links directly to CO1 & CO4.

SLO2- Demonstrate communication skills through classroom participation and discussion questions concerning the functions and organization of mass communication. This objective links directly to CO1 and CO2.

SLO3- Identify and compare sound research in mass communication determining strengths and weakness of consistent and inconsistent findings. This objective links directly to CO1 & CO3.

SLO4- Identify, compare, and contrast influences through the media on social responsibility, behaviors and experiences of individuals, groups, cultures and global communities. This objective links directly to CO4.

ACADEMIC INTEGRITY (4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
STUDENTS WITH DISABILITIES (6.1):
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ATTENDANCE: You are expected to attend every class. Attendance will affect overall grade, and bonus points may be given during the semester at the instructor’s discretion to students in attendance. If you have perfect attendance, you will be credited with a bonus 5 pts. added to your overall grade.

THIS IS A WEB-ENHANCED CLASS. You will need to visit BRIGHTSPACE by D2L regularly to keep up with assignments, contact the instructor, and receive supplemental information for your success in the course. Classroom activities, homework assignments, other instructional materials, and grades will all be posted in BRIGHTSPACE. All homework will be posted in BRIGHTSPACE. In the case of an absence from class, it is the student’s responsibility to check BRIGHTSPACE for any homework assigned, and the assignment will still be due on the same due date as the rest of the class. Missing class is not an excuse for not completing an assignment.

The use of cell phones for any reason other than class participation will not be tolerated.

COURSE REQUIREMENTS:

GRADING:

EXAMS: During this course you will take five tests designed to evaluate your understanding of the material. Tests will not be cumulative but rather will test material covered in sections. There will be no make-up exam without a university-approved, documented excuse. If you miss an exam, it is your responsibility to contact me within one day of the missed exam to initiate a discussion of if and when you will be allowed to take a make-up exam.

DISCUSSIONS: Discussions will take place at various intervals throughout the course and can be accessed directly in d2l.sfasu.edu in the course by selecting Course Tools, then Discussions. The Main Forum of the discussion board will be visible for all students throughout the semester.

In a discussion, you must post your own response to the prompt and, if required, respond to other students. "I agree" is not a response to another student that will merit points; this may be how you feel, but it doesn’t require much depth of thought on your part. Responses must be substantive and reflect critical thought and engagement with the course material. Feel free to reply to other students' postings with oppositional points of view, but you must speak respectfully.
Please remember that the discussion board is an academic environment and should be treated as such; proper grammar and spelling are expected. Though your postings should be of sufficient length to properly answer each question, your grade will be based not on the length of your postings (unless specifically noted) but on your active participation and the content of your messages. Note that while you may not fully understand each module’s content, discussions can be a good way to help yourself and your fellow students to make sense of them. Thoughtful, appropriate questions about the content carry value and reflect critical thought.

**Exams:** 5 @ 100 points each  
**Discussions:** 4 @ 20 points each  
**Introduction Video:** 20 points

**Grade Scale:**  
600-540 = A  
539-480 = B  
479-420 = C  
419-390 = D  
Below 389 = F
MCOM 1307 Semester Calendar – Fall 2020

Dates may change at the discretion of the instructor. Should a date change be required, it will be announced via D2L & class.

<table>
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<tr>
<th>Module 1: Mass Media</th>
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<td><strong>Week</strong></td>
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<td>8/24/20-8/28/20</td>
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| 8/31/20-9/04/20 | Chapter 2: Books-Rearranging the Page  
Chapter 3: Newspapers-Expanding Delivery  
**Test #1 – Friday, Sept. 4** |  |
| 9/07/20-9/11/20 | Chapter 4: Magazines-Targeting the Audience  
Chapter 5: Recording-Demanding Choices  
Chapter 6: Radio-Riding the Wave  
**Discussion #1 (Chapter 4-6)-Audience Analysis:** including rating & shares which are statistical estimates of audience size & usage are studied to understand the size & demographics of the audience.  
**Test #2 – Friday, Sept. 11** | EQS, CTS, CS |
| 9/14/20-9/18/20 | Chapter 7: Movies-Picturing the Future  
Chapter 8: Television-Changing Channels  
Chapter 9: Digital Media-Widening the Web  
**Discussion #2 (Chapters 7-9)-The Role of Social Media in Society:** since 1947, with the Hutchins Commission Report, the social responsibility theory is integral to the role media & the internet play in society.  
**Test #3 – Friday, Sept. 18** | SR, CTS, CS |
| 9/21/20-9/25/20 | Chapter 10: Advertising-Catching Consumers  
Chapter 11: Public Relations-Promoting Ideas | CTS, SR |
| 9/28/20-10/02/20 | Chapter 12: News & Information  
Chapter 13: Society & Political Issues  
**Discussion #3 (Chapters 10-13)-Reliable News vs Fake News:** the media have a social responsibility for truthfulness, fairness & keeping the electorate informed to sustain a democracy. By using predictable results & statistical evidence, media scholars seek to understand how the media affect society.  
**Test #4 – Friday, Oct. 2** | EQS, CS, SR |
| 10/05/20-10/09/20 | Chapter 14: Law & Regulation-Rewriting the Rules  
Chapter 15: Ethics-Placing Responsibility  
Chapter 16: Global Media-Discovering New Markets | CTS, SR, CS |
| 10/12/20-10/13/20  
**Oct. 14, 2020** | **Discussion #4 (Chapters 14-16)-Ethical Behavior:** media has to be framed from a global perspective since the work produced by mass media is watched & read by an international audience.  
**Final Test #5 – Wednesday, Oct. 14** | SR, CS |