Department of Mass Communication  
MCOM 1307.002 Survey of Mass Communication  
Fall 2023

Class Meeting Time: noon to 12:50 p.m. MWF  
Instructor: Amy Roquemore  
Email: aroquemore@sfasu.edu  
Office: BPSC 2.308  
Phone: (936) 468-4703  
Office Hours: noon to 1 p.m. TR (or by appointment)  

Course Description: This is an introductory course designed to acquaint the student with the survey of mass communication. MCOM 1307.002 Survey of Mass Communication (3 credits) meets three times a week (Monday, Wednesday and Friday) in 50-minute segments plus a 2-hour final examination for 16-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)** requirements.

The chart below indications: (a) The core objectives that are required to be taught in this course per the Texas Higher Education Coordinating Board (THECB) and (b) How the required core objectives will be addressed.

<table>
<thead>
<tr>
<th>Core Objective</th>
<th>Definition</th>
<th>Course Assignment</th>
<th>Due Date</th>
</tr>
</thead>
<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>Nov. 10</td>
</tr>
<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>Oct. 20</td>
</tr>
<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>Sept. 29</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>Dec. 8</td>
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</tbody>
</table>
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:** The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

**Plagiarism** is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

**Collusion** is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.
Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5): Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities: 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, and 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Wellness and Well-Being: SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
(936) 468-7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
(936) 468-1041
The Health and Wellness Hub: “The Hub”
Location: corner of East College and Raguet streets
sfasu.edu/thehub
(936) 468-4008
thehub@sfasu.edu

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- Crisis Text Line: Text HELLO to 741-741

Attendance Policy: You are expected to attend every class. Attendance will affect your 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 bonus points added to your overall grade.

Class Format: 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 needed 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.

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

Grading:

Exams: 5 @ 100 points each
Discussions: 4 @ 25 points each

Grade Scale:

- 600-540 = A
- 539-480 = B
- 479-420 = C
- 419-390 = D
- Below 389 = F

It is your responsibility to keep up with your grades and to calculate your current average for your own knowledge.

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 concerning 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 BRIGHTSPACE 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.
**(Tentative) Course Calendar:** Dates may change at the instructor’s discretion. All changes will be announced in class and via BRIGHTSPACE.

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<thead>
<tr>
<th>Week</th>
<th>Chapter Readings / Activities</th>
<th>Covered Core Objectives</th>
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<tbody>
<tr>
<td>Aug. 28-Sept. 1</td>
<td>Introduction / Chapter 1: Mass Media and Everyday Life / Pre-Assessment Test (not graded)</td>
<td>CTS, EQS</td>
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<tr>
<td>Sept. 4-8</td>
<td>Chapter 2: Books-Rearranging the Page / Chapter 3: Newspapers-Mobilizing Delivery</td>
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<td>Sept. 11-15</td>
<td>Test 1 Review / Test 1</td>
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<td>Sept. 18-22</td>
<td>Chapter 4: Magazines-Changing the Audience / Chapter 5: Recordings-Streaming Sounds</td>
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<tr>
<td>Sept. 25-29</td>
<td>Chapter 6: Radio-Riding New Waves / Discussion 1 (Ch. 4-6-Audience Analysis) / Test 2 review</td>
<td>EQS, CTS, CS</td>
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<tr>
<td>Oct. 2-6</td>
<td>Test 2 / Chapter 7: Movies-Digitizing Dreams</td>
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<td>Oct. 9-13</td>
<td>Chapter 8: Television-Switching Channels</td>
<td>SR</td>
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<td>Oct. 16-20</td>
<td>Chapter 9: Internet Media-Widening the Web / Discussion 2 (Ch. 7-9-The Role of Social Media in Society) / Test 3 Review</td>
<td>CTS, CS, SR</td>
</tr>
<tr>
<td>Oct. 30-Nov. 3</td>
<td>Chapter 11: Public Relations-Promoting Ideas / Chapter 12: News and Information-Staying Connected</td>
<td>CTS, SR</td>
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<tr>
<td>Nov. 6-10</td>
<td>Chapter 13: Social and Political Issues-Shaping the Arguments / Discussion 3 (Ch. 10-13-Reliable News vs. Fake News) / Test 4 Review</td>
<td>EQS, CS, SR, CTS</td>
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<tr>
<td>Nov. 13-17</td>
<td>Test 4 / Chapter 14: Law and Regulation-Reforming the Rules</td>
<td>CTS</td>
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<td>Nov. 20-24</td>
<td>Thanksgiving Break</td>
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<tr>
<td>Nov. 27-Dec. 1</td>
<td>Chapter 15: Mass Media Ethics-Taking Responsibility / Chapter 16: Global Media-Communicating Change</td>
<td>SR, CS</td>
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<tr>
<td>Dec. 4-8</td>
<td>Discussion 4 (Ch. 14-16-Ethical Behavior) / Test 5 Review / Post-Assessment Test (not graded)</td>
<td>SR, CS</td>
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<td>Dec. 11</td>
<td>Final Exam (Test 5)</td>
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<td><em>1 to 3 p.m.</em></td>
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