MCOM 1307.502
Survey of Mass Communication
Stephen F. Austin State University | Summer 2023
Online

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Available for office hours TBA
   OR by appointment (virtual or in person): https://cassandra-12.youcanbook.me/

Catalog Description
This is an introductory course designed to acquaint the student with the process of mass communication.

Course Description
Media permeate every aspect of daily life and have shaped the world for centuries. In this course, we will examine the history and impact of mass media development. We’ll also explore our own relationships with media forms, thinking critically about the role of media in society today.

Course Format & Required Materials
Regular participation is mandatory for this online, asynchronous course. Participation will be graded via weekly “show and tell” discussions in which you will examine the role of mass media in current events and via quizzes that evaluate your understanding of lectures and readings.

Required readings include:
   • Media/Impact: An Introduction to Mass Media by Shirley Biagi

Active communication is key to your success in this course: reach out to me, your peers, on campus resources, or consult additional resources I provide for help completing assignments. Although succeeding in the course remains your responsibility, I want to set you up to succeed—do not hesitate to reach out for help, writing feedback, clarification, etc.

Program Learning Outcomes
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, analyze, organize and synthesize discipline-appropriate research and communication information about it.
3. Understand the role of public relations and media in society.
4. Comprehend the legal and ethical principles relating to public relations and media.
5. Demonstrate the application of media technology, terminology and techniques outside of classroom hours.

Student Learning Outcomes
1. Understand the history of media’s development, evolution and role in society. (Media Relationship Reflection, “Show and Tell” Discussions, Quizzes & Exam)
2. Demonstrate communication skills through classroom participation and discussion questions concerning the functions and organization of mass communication. ("Show and Tell" Discussions)
3. Identify and compare sound research in mass communication determining strengths and weaknesses of consistent and inconsistent findings. ("Show and Tell" Discussions, Quizzes & Exam)
4. Identify, compare and contrast influences through the media on social responsibility, behaviors and experiences of individuals, groups, cultures and global communities. (Media Relationship Reflection)

Assignments and Grading Scale

Points Breakdown
Total points 1000, broken down as follows:
- Participation (250 points)
- Pre-Test Participation (50 points)
- Quizzes x2 (100 points)
- Media Relationship Reflection (300 points)
- Final Exam (300 points)

Grading Scale
Your final course grade will be comprised of a weighted average, using the following grading scale. Grades are not rounded up.

A = 90% - 100% Excellent. (900-1000 points)
  Mastery of the assignment/concepts at the highest level of attainment.
B = 80% - 89.9% Good. (800-899 points)
  Strong performance demonstrating a high level of attainment.
C = 70% - 79.9% Average. (700-799 points)
  An acceptable performance demonstrating an adequate level of attainment.
D = 60% - 69.9% Inferior. (600-699 points)
  A marginal performance; a minimal passing level of attainment.
F = 0% - 59.9% Failure. (0-599 points)
  Unacceptable performance revealing almost no understanding of content.

Participation
You will earn participation points through engaging in weekly “show and tell” discussions. The “show and tell” will involve you responding to a prompt I provide. Your response should be 3-5 sentences, include a picture and/or link to an additional source, and include at least one term/concept learned that week in course lectures and readings.

Quizzes
Twice throughout the course, you will be required to complete quizzes over course content from the lectures, readings, and/or discussions. The quizzes will be short, open book/note, and will prepare you for your final exam.

Media Relationship Reflection
Through this assignment, you will examine and analyze your own relationship with media. Throughout one week, you will track your daily use of media forms, such as TV, social media, radio, books, newspapers, magazines, video games, etc. You will visualize the data you collect in a table or chart. Then, you will write a 2–3-page (double spaced, 12pt font, 1-inch margins) reflection analyzing your relationship with media using the data you collected. The analysis should answer:

- What concepts/terms from the course does your media relationship reflect?
- What appears to be your favorite media form? (If the data does not reflect what you would consider your favorite, discuss that discrepancy.)
- Using concepts/terms from the course, how do you think your media relationship shapes your worldview?

Final Exam
At the end of the course, you will complete a final exam over course content from lectures, readings, and/or discussions. The final exam will be much more extensive than your quizzes and will be comprehensive, over the entire course’s content. The exam will be open book/note.

Course and Campus Policies

Late Work
No late work is accepted for this course. However, for one assignment excluding the final exam, you may revise and resubmit your work for an updated grade of up to the full points for the assignment. The revise and resubmit option expires on the last regular class day of the course.

Extra Credit
None.

Questions about Grades
I welcome questions about grades, so please reach out if you would like clarification. However, I ask that you wait for 24 hours after receiving your grade before talking with me about it. This “cool off” period is required before I will meet with you. Afterwards, you have a week to talk with me about the grade; after a week, I will consider the issue closed. All discussions of grades must take place via videoconference or, depending on our situation, in person.

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 service in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)
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 course work 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 for the purpose of computing the grade point average.
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. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Mental Health
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student's mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services • www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401

SFASU Human Services Counseling Clinic • www.sfasu.edu/humanservices/139.asp
Human Services Room 202 • 936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741
**Course Schedule**  
(subject to change)

Lecture videos bolded.  
Due dates bolded and in red.  
Required readings in blue and in italics. I suggest skimming listed readings, just reading deeply (a) anything that relates to your future career ambitions and (b) anything you find especially relatable or compelling. “Reviewing” sections at the ends of chapters may also help you get the content quickly.

**You should dedicate time every single weekday, except holidays, to succeed in this course.** Suggested schedule:

- Mondays—read one chapter and watch one lecture
- Tuesdays—read one chapter and watch one lecture
- Wednesdays—finish reading any other chapters
- Thursdays—complete any quizzes or exams
- Fridays—complete show and tell and/or media relationship reflection
- Weekend—revise work as needed and turn in by Sunday at 11:59pm

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<thead>
<tr>
<th>Week/Date &amp; Topics</th>
<th>To Do</th>
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<tr>
<td><strong>Module 1—Print</strong></td>
<td><strong>Read Course Syllabus</strong></td>
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<td>(July 3-July 9)*</td>
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<td>*Nothing required on July 4</td>
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Lecture Videos:

- Welcome to Survey of Mass Communication
- What is Mass Communication?
- Print Media

Required Readings:

- *Course Syllabus*
- *Ch. 1 Mass Media and Everyday Life*
- *Ch. 2 Books—Rearranging the Page*
- *Ch. 3 Newspapers—Mobilizing Delivery*
- *Ch. 4 Magazines—Chasing the Audience*

Pre-Test Due Sunday, July 9 at 11:59 p.m.**  
(Show and Tell Due Sunday, July 9 at 11:59 p.m.)

**Please complete BEFORE completing any coursework**

<table>
<thead>
<tr>
<th>Module 2—Sound</th>
<th>Quiz #1 Due Sunday, July 16 at 11:59 p.m.</th>
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Lecture Videos:

- Recordings and Radio

Required Readings:

- *Course Syllabus*
| Module 3 — Images  
(July 17–July 23) | **Lecture Videos:**  
- Movies & TV  
- The Internet  
**Required Readings:**  
- Ch. 7 Movies—Digitizing Dreams  
- Ch. 8 Television—Switching Channels  
- Ch. 9 Internet Media—Widening the Web  
**Quiz #2 Due Sunday, July 23 at 11:59 p.m.**  
(Show and Tell Due Sunday, July 23 at 11:59 p.m.) |
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| Module 4 — Strategy  
(July 24–July 30) | **Lecture Videos:**  
- Advertising & PR  
- Journalism  
**Required Readings:**  
- Ch. 10 Advertising—Catching Consumers  
- Ch. 11 Public Relations—Promoting Ideas  
- Ch. 12 News and Information—Staying Connected  
**Media Relationship Reflection Due Sunday, July 30 at 11:59 p.m.**  
(Show and Tell Due Sunday, July 30 at 11:59 p.m.) |
| Module 5 — Ethics  
(July 31–August 3) | **Lecture Videos:**  
- Law & Ethics  
- Wrap Up  
**Required Readings:**  
- Ch. 13 Social and Political Issues—Shaping the Arguments  
- Ch. 14 Law and Regulation—Reforming the Rules  
- Ch. 15 Mass Media Ethics—Taking Responsibility  
- Ch. 16 Global Media—Communicating Change  
**Final Exam Due Thursday, Aug. 3 at 11:59 p.m.**  
(Show and Tell Due Thursday, Aug. 3 at 11:59 p.m.) |