Course Syllabus

**JOURNALISM 1 – INTRO TO MASS COMMUNICATION (Online)**

**Course Syllabus - Spring 2022**  
**Online**

Contact

Instructor: Nicole Cooper  
Email: [nicole.cooper@reedleycollege.edu](mailto:nicole.cooper@reedleycollege.edu)  
Office Hours: Monday 9-9:30 and 12:15-1 p.m., Tuesdays 6-6:30 p.m., Wednesday 9-9:30 and 12:15-1 p.m., Thursdays 9-10 a.m., and Fridays 9-10 a.m.

Office hours will be held virtually via email, Canvas, or Zoom.  For Zoom you can connect with me at: [Mrs. Cooper's Zoom Office (Links to an external site.)](https://scccd.zoom.us/j/92401555999?pwd=SVZOWWFhZkNxcXk3aEFxTlBkMC9HUT09)

I am willing to meet with students face to face by appointment.

Course Description

A critical and historical study of American mass media structure and trends. After reviewing communication theory and journalistic ethics students will explore course surveys, books, newspapers, magazines, television, radio, film, press services, the internet and the systems of advertising and public relations. Discussions will include economics, technology, global media, media literacy and social issues.

Required Materials

• Access to a computer with functioning internet.

Course Objectives

In the process of completing this course, students will:  
• Recognize slants, biases, and propaganda devices in mass communication presentations.  
• Discuss current news events and coverage by all mass media outlets.  
• Understand media trends and their relationship with society between media messages, individual action, and social change.  
• Map links between media messages, individual action, and social change.  
• Define the five freedoms of the 1st Amendment.

Student Learning Outcomes

Upon successful completion students will be able to:

* Evaluate all forms of media (historical and current) according to societal impact and the effect of technology.
* Assess key elements in historical and emerging media ethics and media law.
* Critically identify role, power and influence of media.

Student Rights

So that students are fully aware of their rights and responsibilities they are encouraged to become familiar with the “Campus Policies” section of the Schedule of Courses. This material includes information regarding cheating and plagiarism, disruptive classroom behavior, and other instructional issues. Students with disabilities should identify themselves so that appropriate accommodations can be made.

Changes to Syllabus:

The instructor reserves the right to make changes to this syllabus and to the class calendar if extenuating circumstances arise. This right extends to assignments, evaluations, and all other aspects of the course. Denying that you have heard an oral assignment change or evaluation process change is not a basis for appealing the information contained in this syllabus.

Cheating:

Cheating is the act or attempted act of taking an examination or performing an assigned, evaluated task in a fraudulent or deceptive manner, such as having improper access to answers, in an attempt to gain an unearned academic advantage. Cheating may include, but is not limited to, copying from another’s work, supplying one’s work to another, giving or receiving copies of examinations without an instructor’s permission, using or displaying notes or devices inappropriate to the conditions of the examination, allowing someone other than the officially enrolled student to represent the student, or failing to disclose research results completely.

Plagiarism:

Plagiarism is a specific form of cheating: the use of another’s words or ideas without identifying them as such or giving credit to the source. Plagiarism may include, but is not limited to, failing to provide complete citations and references for all work that draws on the ideas, words, or work of others, failing to identify the contributors to work done in collaboration, submitting duplicate work to be evaluated in different courses without the knowledge and consent of the instructors involved, or failing to observe computer security systems and software copyrights. Incidents of cheating and plagiarism may result in any of a variety of sanctions and penalties, which may range from a failing grade on the particular examination, paper, project, or assignment in question to a failing grade in the course, at the discretion of the instructor and depending on the severity and frequency of the incidents.

Disciplinary Procedure:

When a faculty member discovers a violation of the cheating or plagiarism policy, the faculty member:

* Will arrange a conference with the student and at that time advise the student of the allegations.
* Will notify the dean of the division in writing that an act of dishonesty has occurred.
* May give the student an F for the assignment and/or for the course.
* A student may appeal the faculty member’s action to the Academic Standards Committee.

Course Assignments:

**Discussion Boards:**

Covers the week’s readings and current events. Should be 400-450 using proper grammar and punctuation, Make sure to proof read. Students earn 12 points for completing their response to the prompt and 4 points for each response to one's classmates. You should respond to two of your classmates.  In order to be ELIGIBLE to earn the full 20 points of credit on this assignment you must post your response and respond to two of your classmates responses. Just because a student completed their response and responds to two other students does not mean they will earn full credit. Discussion boards are graded on depth, utilization of the textbook, understanding of material, and grammar and punctuation. Please note it is the student’s responsibility to have a computer with internet access with a working Canvas portal. Original responses are due on Mondays and peer responses on Tuesdays both by 7 p.m.

**Projects:**

Covers the material for the week and gives students the opportunity to work using the material for that week. Projects will be uploaded to Canvas for viewing by other classmates. Projects will be explained as they arise.  The project itself is worth 50 points. More information will be given when assignment is assigned.

**Exams:**

There will be 2 exams in this course. A midterm and final exam. Exams will be taken on Canvas and will consist of multiple choice and true/false questions.

**Assignments Breakdown:**

|  |  |
| --- | --- |
| This table provides a breakdown of course assignments and points possible. | |
| **Assignment** | **Points Possible** |
| Syllabus and Course Policies Quiz | 20 points |
| Introduction Discussion Board | 20 points |
| Discussion Boards 10 @ 20 points each | 200 points |
| Chapter Quizzes 15 @ 20 points each | 300 points |
| Projects 6 @ 50 point each | 300 points |
| Exams 2 @ 80 points each | 160 points |
| Total | 1000 points |

**Grading Scale**

900-1000 = A  
800-899 = B  
700-799 = C  
600-699 = D  
At anytime your grade is available on Canvas.

**Participation Points:**

Student must login to Canvas the first day of the semester. They must also complete the original response on the introduction discussion board by **Wednesday of the first week of instruction**.  Any student not logging in and completing the discussion board will be dropped from the course. In addition students must login at least twice a week. Failure to login twice a week will result in a deduction of participation points. Attendance and participation online are extremely critical for success in the class. If students are inactive for two weeks before the 9 week drop deadline they will be dropped from the course.

**Illness and Makeup Work:**

**There is no makeup work in the class without an extenuating circumstance.** All assignments are due on Canvas at their specified due date. **All assignments will be due on Tuesdays at 7 p.m.** For students with a serious illness or family emergency, the instructor may consider exceptions on a case-by-case basis and at her discretion. To be considered for an exception, students must notify the instructor in advance and provide legitimate documentation. Clear and prompt communication is the key. If the instructor allows a student to make-up an assignment it has to be completed within a week of the due date for the class unless the instructor states otherwise. Situations caused by personal commitments, work or business affairs, transportation delays, or computer problems will not be excused. All work is accepted prior to the day it is due in class.

**Disclaimer**

Due to unforeseen circumstances, the instructor may need to change, add, or delete course assignments or materials. If you are absent, it is your responsibility to check on changes, assignments, and announcements you may have missed. Please check Canvas regularly for these changes.

Drop Policies

* In order to avoid being dropped in the first week of class students must complete the discussion board titled “Classroom Introductions” by Wednesday of the first week of instruction.  Any student that does not complete the discussion board by the deadline will be dropped from the course.
* Students who are inactive on Canvas and do not complete any assignment for two weeks in the first 9 weeks of the course will be dropped. After your inactively the first week the instructor will notify you regarding your inactivity and the potential of being dropped from the class if it happens again or continues.  I also you Starfish early alert to stay in contact with your counselor.  I will do my best to let you know when you are in jeopardy and will do my best to help connect you to resources.

Communication Policies

* I will hold office hours each week. Office hours are Monday 9-9:30 and 12:15-1 p.m., Tuesdays 6-6:30 p.m., Wednesday 9-9:30 and 12:15-1 p.m., Thursdays 9-10 a.m., and Fridays 9-10 a.m. on a weekly basis. Students may also reach the instructor via Q & A or through email at nicole.cooper@reedleycollege.edu.
* All email and Canvas Q&A communication will be responded to within 24 hours on weekdays. If you do not hear from me within 24 hours on a weekday please assume I did not receive the message. I will not respond to communication sent from Friday at 5 p.m. through Sunday until Monday morning. I do not check email or Q&A on Saturdays and Sundays.

Late Work Policy

* There is no late work accepted in this course with out documentation or proof of an extenuating circumstance or emergency. The schedule has been laid out well in advance and due dates have been set for the entire semester. Please keep a calendar and stay active on Canvas so you do not miss an assignment.
* All work can be completed in advance. I am willing to work with students who have credible documentation or approach me in advance of the assignments they will be missing. Communication with me as the instructor is the key!

Course Schedule

**Course Title**: Introduction to Mass Communication and Journalism (18 weeks)

**Section I: Course Introduction**

Learning Unit 1: Welcome to the Course (week 1)

* Discussion Board
* Quiz

**Section II: Laying the Foundation**

Learning Unit 2: What is media literacy? (week 2)

* Discussion Board
* Quiz

Learning Unit 3: Foundations of mass communication (week 3)

* Discussion Board
* Quiz

Learning Unit 4: Convergence and reshaping mass media (week 4)

* Discussion Board
* Quiz

**Section III: Studying the Fields of Mass Communication**

Learning Unit 5: Books (week 5)

* Discussion Board
* Quiz

Learning Unit 6: Newspapers (week 6)

* Discussion Board
* Quiz

Learning Unit 7: Magazines (week 7)

* Discussion Board
* Quiz

Learning Unit 8: Film (week 8)

* Project
* Quiz

Learning Unit 9: Radio (week 9)

* Project
* Midterm

Learning Unit 10: Television (week 10)

* Project
* Quiz

Learning Unit 11: Video Games (week 11)

* Project
* Quiz

Learning Unit 12: Internet (week 12)

* Discussion Board
* Quiz

Learning Unit 13: Public Relations (week 13)

* Discussion Board
* Quiz

Learning Unit 14: Advertising (week 14)

* Project
* Quiz

**Section IV: Theories, Effects, Ethics, and Regulations**

Learning Unit 15: Mass communication theories and stereotypes (week 15)

* Discussion Board
* Quiz

Learning Unit 16: Media freedom, regulations, and ethics (week 16)

* Discussion Board
* Quiz

**Section V: Media around the world**

Learning Unit 17: Global media (week 17)

* Discussion Board
* Quiz

Mass Communication and Journalism Assessment (week 18)

* Final Exam