

Syllabus Introduction to Mass Communications  
Sect. 81547  
Fall 99 Semester  
MWF 12:00 - 12:50 p.m.

*Jour 1*

Instructor: Mark Pratter

Phone: 486-1958 (business line) messages taken 24 hours per day, messages checked a couple of times per day and once on Saturday & Sunday

Office Hours: Arranged by appointment

Texts: Media Impact Shirley Biagi, 4th ed

## Objectives:

Upon completion of this course the student should:

- Know the various forms of mass media, their relative strengths, outlooks
- Understand the nature of the communications process on an individual and mass level
- Be able to demonstrate strategies for organizing and expressing information that demonstrates an understanding of media

## Introduction:

The purpose of the course is to help you understand media. This is an exciting time to take this course because with the internet and the integration of the television, telephone and computer we are in the dawn of a new information age.

## Course requirements:

Numerous reading and writing assignments.

You will be quizzed periodically and have a mid-term and a final exam.

**Please write all your assignments in blue or black ink.**

## Basic Expectations:

- I expect you to show up to class regularly, be on time and stay the full length of class. If you leave class early, you will be marked absent. If you have more than four absences in the first nine weeks you will be dropped.
- I expect you to turn in your homework on time. LATE PAPERS WILL NOT BE ACCEPTED.
- I expect you to give this class your full effort. This means good attendance, doing your homework and participating in class discussions.

*Grade scale  
attendance  
drop date*