Warren County Community College

# COM 101 Introduction to Mass Media
# Course Master Syllabus

## Course Information

**Catalog Description:** This course examines the impact and development of mass media in society. Students explore the history of books, magazines, radio, television, movies, video games, social media, and the internet, as well as consider the effects of its technology and tools (i.e. cell phones, computers, satellite, and cable). The class will discuss and research the economics, ethics, and laws of the mass media industry. Students will objectively analyze personal media use while linking it to their purchase, practice, and consumer history.

**Prerequisite(s):** None

**Corequisite(s):** None

**Credits:** 3

**Hours:** 3

**Required Text(s):**

**Supplemental Materials:**

## Instructor Information

**Instructor's Name:**

**Contact Information:**

**Office Hours:**

## Program Goals

1. Students will explain and evaluate what they read, hear, and see.
2. Students will state and evaluate the views and findings of others.
3. Students will logically and persuasively state and support orally and in writing their points of view or findings.
4. Students will evaluate, revise, and edit their communication.

## Class Core Competencies

The following core competencies are embedded in this curriculum:

- Communicate effectively in both speech and writing
- Use computer systems or other appropriate forms of technology to achieve educational and personal goals
- Use social sciences theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens
- Understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance
- Understand the importance of a global perspective and culturally diverse peoples
- Understand ethical issues and situations
- Address and information need by locating, evaluating, and effectively using information.

## Class Learning Assessment

| Student Learning Outcomes | Suggested Means of Assessment |
|---|---|
| Identify and define the qualities of mass media | Midterm, final exam, written essays, research paper, discussion questions |
| Analyze and critique various forms of mass communication and how they inform, persuade, entertain, and enlighten society | Midterm, final exam, written essays, research paper, discussion questions |
| Explore and explain how technology has impacted mass communication | Midterm, final exam, written essays, research paper, discussion questions |
| Explore and describe the economics, laws, and ethics that govern media | Midterm, final exam, written essays, research paper, discussion questions |

## Grading System

| Letter Grade | Percentage Range |
|---|---|
| A | 90 to 100 percent |
| B Plus (B+) | 87 to 89.9 percent |

| Letter Grade | Percentage Range |
|---|---|
| B | 80 to 86.9 percent |
| C Plus (C+) | 77 to 79.9 percent |
| C | 70 to 76.9 percent |
| D | 60 to 69.9 percent |
| F | Below 60 percent |

## College Information

**Disability Services**
Disability Services Webpage

**Statement and Policy on Cheating, Plagiarism, and Academic Conduct**
Academic Conduct Policy (Policy 304) [PDF]

Students are required to perform all the work specified by the instructor and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

Unauthorized use of Artificial Intelligence (AI) is prohibited unless the instructor explicitly permits it in the syllabus or assignments. If tools such as ChatGPT are permitted by an instructor to be used for an assignment, they should be used with caution and with proper citation. In all such cases, you may only use the specific tools identified as acceptable and you must adhere to the College's standards for attribution, validation, and transparency.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

**Tutoring and Testing at the Instructional Support Center (ISC)**

- Instructional Support Center (ISC) Webpage

**WCCC Library Services**

- WCCC Library Website

**Citation Styles and Formatting**

Work submitted for any Warren County Community College course must conform to the required formatting and citation style that are specified by the instructor. The Library and Instructional Support Center can assist students with formatting and citations for assignments and papers.

**WCCC Attendance Expectations**

The College expects students to attend and participate in all classes. This involves sharing discussions and lectures in class, as well as interacting with other students. Grades are based on the quality of work students complete in meeting the requirements for a particular course, as stated in the course syllabus and catalog description. Attendance, among other factors, may be an additional criterion for assigning grades. Students should realize that they are responsible for all class meetings and that work missed because of absences may affect their grades. Attendance in online classes is determined by the completion of assignments/ tests. Students who have not completed any assignments or tests will be considered non-attending and receive an NF grade in online classes.

**Class Attendance Expectations**

## Topical Outline

## Grading Methods

| Assignment | Points/Percentage |
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## Class Itinerary

| Week / Unit | Topic | Readings/Assignments |
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