COURSE SYLLABUS

Syllabus for: COMM 1010 Introduction to Mass Communications

Discipline             Number             Course Name

Former Course(s): COM 1110, Former Quarter Course(s): COM 111

Catalog Description: This course examines the development of various media and their impact on society. Topics include standard print media, radio, television, film, public relations, advertising, new electronic media, and the World Wide Web. The course also emphasizes historical, political, social, psychological, cultural, and consumer aspects of the mass media.

Credit Hours: 3       Contact Hours: 3       Lab Hours: 0

Prerequisite(s): NONE

Required Text(s): (1) Media/Impact Biagia 10th Edition Cengage

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Edition/Date</th>
<th>Publisher</th>
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(2)Title

Author(s)

Edition/Date

Publisher

(3)Title

Author(s)

Edition/Date

Publisher

Required Supplies/Material(s): Notebook

Recommended Supplementary Material(s):

Student Group for Whom Course is Required/Intended:
The course is an accepted TBR Social Science elective.

The course is a requirement for students enrolled in the TTP/Mass Communications A.A. Program of Study.

Academic Year 2012-2013
GOALS

GOALS: These should be broadly stated, measurable learner outcomes expected with the completion of the course; use additional sheet(s) if necessary.

To obtain basic introductory material to the vast field of mass media
To research and study historical and philosophical background of the mass media
To analyze the major problems of each mass media medium
To observe and study the effects of mass media upon society

OBJECTIVES: These should be specifically stated, measurable learner outcomes to be met throughout the course: use additional sheet(s) if necessary.

1. The student will read, study, and participate in class discussions of various mass media
2. The student will read information which deals with mass media and complete abstracts pertaining to these.
3. The student will demonstrate understanding of textbook material through written quizzes and major examinations.
4. The student will take current events quizzes to be informed of their society and analyze their place in the society.
5. The student will complete activities (i.e. journaling, media research, and evaluation of internet content in conjunction with each topic of study).
**SUGGESTED EVALUATION PLAN**

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<thead>
<tr>
<th>Task</th>
<th>Weight</th>
<th>Objectives</th>
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<tbody>
<tr>
<td>Examinations</td>
<td>400 pts. total</td>
<td>1,3</td>
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<tr>
<td>Chapter Quizzes</td>
<td>100 pts. total</td>
<td>1,3</td>
</tr>
<tr>
<td>Current Event Quizzes</td>
<td>100 pts. total</td>
<td>2,3,4</td>
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<tr>
<td>Class Assignments</td>
<td>100 pts. total</td>
<td>5</td>
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**FINAL GRADING PLAN**

Based Upon Percentages

- **A** = 90-100%
- **B** = 80-89%
- **C** = 70-79%
- **D** = 60-69%
- **F** = 0-59%

Additional Comments: Instructional Schedule

Tentative course outline/instructional schedule to be given during first week of course and is maintained in the Department of Humanities, Languages, and Social Science.