

Introduction to Mass Communication

COMM 101 (Sections 001, 002)

Fall 2009

Class Meetings: (EMCS 230)
MWF 11a – 11:50a

UTC Online Website:
<http://utconline.utc.edu/>

Dr. Charlene Simmons
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423/425-5208

Office Hours:
Mon: 1:30p – 2:30p
Wed: 12p – 1p
Fri: 10a – 11a
or other times by appointment

Course Objectives

This course is designed to give you a broad introduction to the field of mass communication. During the course of the class we will:

- Explore the historical development and current structure of the mass media
- Examine the processes of creating, distributing, and exhibiting mass media content for diverse audiences
- Discuss the legal and ethical issues facing media outlets
- Think critically about the changing role of the mass media in our society

Course Materials

The main text for this course is *Media & Culture: An introduction to mass communication (7th Edition)* by Richard Campbell (ISBN 0-312-48546-8). The book is available in the UTC Student Book Store.

Additional resources will be posted on the course's Web site.

Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following graded activities:

- **3 tests** covering material from both the course textbook and in-class lectures
- **Project 1** – Media Diary (Due Monday, September 21st)
- **Project 2** – Media Ownership (Due Monday, November 23rd)
- **In Class Q&A** – written responses to questions asked in class. The dates of Q&As will not be announced in advance. Students must be in class to earn points.

Projects 1 and 2 are due at the beginning of class on the assigned date. Projects that are turned in late will be penalized 5 points for each day late.

In class Q&As cannot be made up.

Make-up tests will be administered only with documented proof of an adverse condition (i.e. serious illness, family emergency). All requests (and documentation) for a make-up test must be presented within twenty-four (24) hours of the test date, although notification prior to the test is preferred. A make up test must be taken within one week of the test day. An unexcused test will earn a zero and will be part of your final averaged grade for the course.

Determining Your Grade

Your overall grade will be based on the grades you earn on each of the graded tests and assignments. The final grade break down is as follows:

| | |
|--------------------------|--|
| 3 Tests | 100 points each (300 points total) |
| Project 1 | 40 points |
| Project 2 | 40 points |
| In Class Q&A | 5 points each (total maximum of 50 points) |
| Total: 430 points | |

The grading scale for this class is as follows:

| <u>Letter Grade</u> | <u>Numerical Grade</u> |
|---------------------|---------------------------|
| A | 387 – 430 pts (90 – 100%) |
| B | 344 – 386 pts (80 – 89%) |
| C | 301 – 343 pts (70 – 79%) |
| D | 258 – 300 pts (60 – 69%) |
| F | 0 – 257 pts (0 – 59%) |

Class Participation

This course is designed to balance course readings with knowledge gained during in-class lectures and discussion. As such, it is important for us all to attend each class meeting. Please be respectful of everyone in the class and arrive on time, late arrivals tend to distract our attention from the learning process. Also, **please turn off cell phones while in class.**

If you are unable to attend a session because of illness or extenuating circumstances please notify me **prior** to the class and make alternative arrangements for getting notes from a fellow classmate.

Academic Integrity

Your enrollment in this course comes with the expectation that you will conform to UTC's honor system. To learn more about the honor system and honor code see the 'Academics' section of the UTC Student Handbook.

The honor code, as applied to this course, prohibits the use of notes, books, or the Internet during the closed book tests. It also prohibits the sharing of information between students during in class Q&A's and during test sessions. The discussion of a test's content with students who have yet to take the test is also prohibited. Group study sessions prior to a test period are allowed and encouraged. As applied to graded assignments, all work must be the original creation of the student and must be created specifically for this class.

Special Assistance

If you have a disability (physical, learning, psychiatric, vision, hearing, etc) that may require assistance, please speak with me as soon as possible. In addition, be sure to contact the Office for Students with Disabilities Phone: 425-4006 / Office: 110 Frist Hall.

If you find that personal problems, career indecision, study and time management difficulties, etc. are adversely affecting your successful progress at UTC, please contact the Counseling and Career Planning Center at 425-4438 or stop by the office in room 338 of the University Center.

Class Schedule

Please read the assigned chapter before the first class in which the topic will be discussed.

| Week Beginning | Monday | Wednesday | Friday |
|-----------------------|--|-----------------------------------|--|
| 8/17 | Intro to Class | Mass Comm Chapter 1 | Mass Comm (cont.) |
| 8/24 | Media Research: Cultural Studies | Media Research: Uses & Grats | Newspapers Chapter 8 |
| 8/31 | Newspaper (cont.) | Newspaper & Libel p. 502 – 505 | Newspapers (cont.) |
| 9/7 | Holiday | Motion Pictures Chapter 7 | Motion Pictures (cont.) |
| 9/14 | Movies & Regulation p. 512 - 514 | Music Chapter 3 | Music (cont.) |
| 9/21 | Music (cont.) Project 1 Due | Catch Up & Test Review | Test 1 |
| 9/28 | Radio Chapter 4 | Regulating Radio p. 515 - 518 | Radio (cont.) |
| 10/5 | Television Chapter 5 | Television (cont.) | Cable Television Chapter 6 |
| 10/12 | Television (cont.) | Media Ownership Chapter 13 | Media Ownership (cont.) |
| 10/19 | Fall Break | Media Ownership (cont.) | Internet Chapter 2 |
| 10/26 | Internet (cont.) | Internet (cont.) | Catch Up & Test Review |
| 11/2 | Test 2 | Public Relations Chapter 12 | Public Relations (cont.) |
| 11/9 | The Persuaders | The Persuaders (cont.) | Advertising Chapter 11 |
| 11/16 | Advertising (cont.) | Ethics Chapter 14 | Ethics (cont.) |
| 11/23 | Ethics Project 2 Due | Holiday | Holiday |
| 11/30 | Last Day of Class Test Review | | Test 3 – Fri 12/4 11am – 1pm – EMCS 230 |

Values and Competencies For Communication Majors

The University of Tennessee at Chattanooga Communication Department faculty sets the goal of developing within each student these core values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication [competencies addressed in this course are in bold]:

1. **Understand and apply First Amendment principles and the law appropriate to professional practice.**
2. **Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.**
3. **Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.**
4. **Work ethically in pursuit of truth, accuracy, fairness and diversity.**
5. **Think critically, creatively and independently.**
6. Conduct research and gather information by methods appropriate to the communications professions in which they work.
7. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
8. Critically evaluate their own work and that of others for grammatical correctness, appropriate style, clarity, accuracy and fairness.
9. Understand concepts and apply theories in the use and presentation of images and information.
10. Apply basic numerical and statistical concepts.
11. Apply tools and technologies appropriate for the communications professions in which they work.