

## **COM241 Introduction to Mass Communication (3 credit hours) Syllabus**

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### **Course Description**

A survey course examining the various media (i.e., newspaper, radio, television, film, etc.) comprising the mass media in contemporary American society. Emphasis is given to the history, structure, and potential effects of each medium.

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### **Course Learning Outcomes (CLOs)**

By the end of this course, the student will be able to do the following:

1. Describe how communication has evolved throughout history and how it affects life currently.
  2. Explain technology's role in both forming new media and making current media outlets obsolete.
  3. Analyze the role of television and the Internet as a communication medium.
  4. Enumerate how societal norms have changed advertising and PR campaigns throughout history.
  5. Debate some major issues in the world of communication and media, including legal and ethical ones.
  6. Identify the role of a public relations professional and his/her importance.
  7. Apply critical thinking and communication skills in a multi-media presentation of ideas, information, and data pertaining to the mass media.
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### **Course Topics**

The changing media  
Media and society  
Books and magazines  
Newspapers  
Recorded music  
Radio  
Film and home video  
Television  
The Internet  
Public relations  
Advertising  
Phones  
Video games  
Media uses and impacts  
Media policy and law  
Media ethics

## Course Prerequisites/Corequisites

ENG141 or concurrent

## Required Textbook(s) and Resources

These are the materials you will need to purchase for the course:

Straubhaar, J. D., LaRose, R., & Davenport, L. (2018). *Media now: Understanding media, culture, and technology* (10th ed.). Cengage. ISBN: 9781305950849

Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements. Where applicable, Tiffin University has obtained permission to use copyrighted material.

## Minimum Student Technology Requirements

In order to have a quality learning experience in your online courses, the University requires that your primary computer (the computer used to access course materials and on which you will be required to install course-specific software) meets or exceeds certain specifications. Click on the following link to view the specifications:

[□ PC Recommendations](#)

## Time Management

Time management is an important part of academic success. Please refer to the approximate (average) times noted below for readings and assignments to help plan your time accordingly.

## Course Content

Please refer to individual activities for assessment guidelines.

WEEK 1				
<b>Course Topics</b>	The changing media Media and society			
<b>Read/Review</b>				<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 1, 2  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.			2.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>	
Introductory Discussion: Initial Post	CLO(s): n/a	Monday	0.50 hrs.	
Discussion 1: Initial Post	CLO(s): 1, 2	Wednesday	1.00 hrs.	
Discussion 2: Initial Post	CLO(s): 1, 2	Wednesday	1.00 hrs.	
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.50 hrs.	
Assignment: Essay	CLO(s): 1, 2	Sunday	7.00 hrs.	
<b>Approximate Weekly Time on Task (includes resources and activities)</b>				<b>13.00 hrs.</b>
WEEK 2				

<b>Course Topics</b>	Books and magazines Newspapers Recorded music Radio		
<b>Read/Review</b>			<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 3, 4, 5, 6  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.		4.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>
Discussion 1: Initial Post	CLO(s): 1, 2	Wednesday	2.50 hrs.
Discussion 2: Initial Post	CLO(s): 1, 2	Wednesday	1.00 hrs.
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.00 hrs.
Course Project: Checkpoint	CLO(s): 1, 2, 5	Sunday	6.50 hrs.
	CLO(s): n/a	Sunday	1.00 hrs.
<b>Approximate Weekly Time on Task (includes resources and activities)</b>			<b>16.00 hrs.</b>

<b>WEEK 3</b>			
<b>Course Topics</b>	Film and home video Television The Internet		
<b>Read/Review</b>			<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 8, 9, 10  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.		2.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>
Discussion 1: Initial Post	CLO(s): 1, 2, 3	Wednesday	1.00 hrs.
Discussion 2: Initial Post	CLO(s): 1, 2, 3, 5	Wednesday	1.25 hrs.
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.00 hrs.
Assignment: Essay	CLO(s): 2, 3	Sunday	5.50 hrs.
Course Project: Checkpoint	CLO(s): n/a	Sunday	7.50 hrs.
<b>Approximate Weekly Time on Task (includes resources and activities)</b>			<b>18.25 hrs.</b>

<b>WEEK 4</b>			
<b>Course Topics</b>	Public relations Advertising		
<b>Read/Review</b>			<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 13, 14  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.		2.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>
Discussion 1: Initial Post	CLO(s): 6	Wednesday	1.25 hrs.
Discussion 2: Initial Post	CLO(s): 4, 6	Wednesday	2.00 hrs.
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.00 hrs.
Course Project: Checkpoint	CLO(s): 4, 6	Sunday	6.25 hrs.
	CLO(s): n/a	Sunday	2.00 hrs.
<b>Approximate Weekly Time on Task (includes resources and activities)</b>			<b>14.50 hrs.</b>

<b>WEEK 5</b>			
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<b>Course Topics</b>	Phones Video games		
<b>Read/Review</b>			<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 11, 12  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.		2.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>
Discussion 1: Initial Post	CLO(s): 1, 2	Wednesday	1.25 hrs.
Discussion 2: Initial Post	CLO(s): 1, 2	Wednesday	1.25 hrs.
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.00 hrs.
Assignment: Essay	CLO(s): 1, 2, 3	Sunday	3.25 hrs.
Course Project: Checkpoint	CLO(s): n/a	Sunday	2.00 hrs.
<b>Approximate Weekly Time on Task (includes resources and activities)</b>			<b>10.75 hrs.</b>

	<b>WEEK 6</b>		
<b>Course Topics</b>	Media uses and impacts Media policy and law		
<b>Read/Review</b>			<b>Approx. Time</b>
<b>Textbook, Lectures, and Other Resources</b>	Textbook: Chapter 15, 16  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.		2.00 hrs.
<b>Activity Type</b>	<b>Course Learning Outcomes</b>	<b>Due</b>	<b>Approx. Time</b>
Discussion 1: Initial Post	CLO(s): 1, 2, 3, 5	Wednesday	1.25 hrs.
Discussion 2: Initial Post	CLO(s): 1, 2, 3, 5	Wednesday	1.00 hrs.
All Discussions: Secondary Posts	CLO(s): as noted	Saturday	1.00 hrs.
Assignment: Work on final paper	CLO(s): 1, 2, 3, 5	Sunday	15.00 hrs.
<b>Approximate Weekly Time on Task (includes resources and activities)</b>			<b>20.25 hrs.</b>

		WEEK 7		
Course Topics	Media ethics Global communications media			
Read/Review				Approx. Time
Textbook, Lectures, and Other Resources	Textbook: Chapter 8, 9  Some lectures/activities may contain additional resources. See individual lectures/activities for those requirements.			2.00 hrs.
Activity Type	Course Learning Outcomes	Due	Approx. Time	
Discussion 1: Initial Post	CLO(s): 1, 2, 3, 7  CLO(s): 1, 2, 3 CLO(s): 1, 2, 3, 7 CLO(s): as noted	Wednesday	1.00 hrs.	
Discussion 2: Initial Post		Wednesday	1.25 hrs.	
All Discussions: Secondary Posts		Thursday	5.00 hrs.	
Assignment: Final Paper		Saturday	1.00 hrs.	
Approximate Weekly Time on Task (includes resources and activities)			10.25 hrs.	

<b>Approximate Time on Task for Entire Course</b>		<b>103.00 hrs.</b>
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## Grading Structure

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
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Introductory Discussion	n/a							<b>0</b>
Discussion 1	25	25	25	25	25	25	25	<b>175</b>
Discussion 2	25	25	25	25	25	25	25	<b>175</b>
Assignment: Essay	50		50		50			<b>150</b>
Assignment: Final Paper							150	<b>150</b>
<b>Total</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>200</b>	<b>650</b>

Activity Categories	Percentage of Total Points
Discussions	35%
Essays	25%
Presentation	15%
Course Project	25%
<b>Total</b>	<b>100%</b>

Grading Scale	
Grade	Percentage
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	<60%

Please see the Academic Bulletin for grade appeal information.

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## FERPA

The Family Educational Rights and Privacy Act (FERPA) protects student information. Other than directory information, such as name, address, phone number, etc., students must give consent for individuals to gain access to a student's educational record, including grades, transcripts, and behavior reports (unless the student is under the age of 18). Students also have the right to review their educational records. For a more detailed explanation, please see the Student Handbook.

## FROM THE OFFICE OF EQUITY, ACCESS, AND OPPORTUNITY Nondiscrimination Policy

Tiffin University is committed to a policy of non-discrimination and equal opportunity for all students, applicants for admission, and is committed in policy and practice to ensuring equal access to educational opportunities for all regardless of the person's race, religion, personal appearance, color, sex, pregnancy, political affiliation, social-economic class, place of business, residence, religion, creed, ethnicity, national origin (including ancestry), citizenship status, physical or mental disability, age, marital status, family responsibilities, sexual orientation, gender, gender identity, gender expression, veteran or military status (including special disabled veteran, Vietnam-era veteran, or recently separated veteran), predisposing genetic characteristics, domestic violence victim status] or any other protected category under applicable local, state or federal law. <https://www.tiffin.edu/academics/calcat>

All complaints of sexual harassment/misconduct, domestic violence, dating violence, bullying, cyber-bullying, stalking, or discrimination should be reported to Dr. Perry-Fantini, Vice Provost for Equity, Access, & Opportunity/Title IX Coordinator, [perryfantinis@tiffin.edu](mailto:perryfantinis@tiffin.edu) or 419-448-3504. You can report incidents or complaints at [http://www.tiffin.edu/institutionaldiversity/titleix/Incident\\_Reporting.pdf](http://www.tiffin.edu/institutionaldiversity/titleix/Incident_Reporting.pdf).

**The Office of Disability Services** supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, you are required to contact the Juliene Huston, Coordinator for Disability Services at [hustonjr@tiffin.edu](mailto:hustonjr@tiffin.edu) or 419-448-3021 or Kenneth Santos, Assistant Coordinator for Disability Services at [santosken@tiffin.edu](mailto:santosken@tiffin.edu) or 419-448-3028.

### **Veterans**

Please refer to your Moodle Home page for services for veterans, service members, and their families.

### **Moodle and Non-Moodle Technical Support**

Blackboard Student Services will provide 24x7 Moodle helpdesk support for all Tiffin University students and faculty. Locate contact information for Blackboard Student Services (Moodle-related issues) and for Tiffin University ITS helpdesk (non-Moodle related issues) on your Moodle Home page.

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This syllabus is subject to change at the discretion of the University.