

COM 220 SYLLABUS



12-week Media Based Course

(for summer terms, assignments generally double up)

Instructor: Robert Burton
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and Production Services

Office Hours: 9:30 - 6:30 (Mondays)
9:00 - 4:00 (Tue, Wed. & Fri.)
9:00 - 2:00 (Thursdays)

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COM 220: Introduction to Mass Communications 3:3:0

Prerequisite: None

Course Description: This course is an exploration of the mass media and their role in society. The historical development, characteristics, functions and responsibilities of the mass communications industries, and the interrelationships among the media are studied.

Learning Objectives:

On successful completion of this course students will be able to:

1. Trace the historical development of various media forms.
2. Comprehend methods of media organization, finance and regulation in a global environment.
3. Describe the use and impact of the various media.
4. Demonstrate an understanding of the reciprocal influence of the media and contemporary society.
5. Critically analyze legal and ethical media issues.
6. Apply knowledge of media production techniques.



Academic Integrity:

Students and employees at Oakton Community College are required to demonstrate academic integrity and follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,



- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. Oakton’s policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

Details of the Code of Academic Conduct can be found in the Student Handbook.



COM 220 SUGGESTED PACE

Even though this is a self-paced course, you may wish to have a guideline on how to proceed. Remember, the decision on how to manage your time is yours. You don’t have to follow the pace outlined below, but to be successful in this course, you **must set some kind of schedule for yourself and hold yourself to it.** Notice, however, these absolute deadlines for completing major assignments. Tests will NOT be accepted later than these dates:

ASSIGNMENT

TEST I
TEST II
TEST III

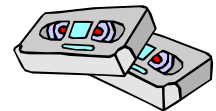
LAST DATE TO COMPLETE FOR CREDIT

End of 5th week
End of 9th week
End of semester / 12th week

You should plan to devote 6 or 8 hours per week to the course material. If you cannot keep up with the pace, work towards the goal of at least obtaining a temporary grade of “I” (Incomplete) so that you would have 8 additional weeks after the end of the semester to complete the course. Contact the instructor whenever you begin to consider this alternative.



METHODS OF INSTRUCTION




Purchase the textbook and *Class Notes* book. (See “Instructional Materials” on page 4 of this syllabus.) The required text may be purchased in the OCC bookstores on either campus. This course is based on the excellent video series *Media Waves* (consult your Media Based Student Guide to learn how and where to obtain these tapes.) In addition to these programs, you’ll be asked to view three videotaped Review Sessions featuring the instructor summarizing the most important material. These tapes may be screened in an IMS office on either campus or may be checked out for home use. (These tapes *are* included in the sets of tapes available for lease.)

Begin your program of study by reading the assigned chapter(s) in the textbook and completing the accompanying class notes outlines. View the corresponding video lessons as well. (Notice that you are not required to read every chapter in the text and that the reading sequence has been altered to match the order of the video lessons.)

Regularly refer to the instructions in the syllabus. Contact the instructor whenever you have questions or experience difficulty keeping pace.)

Anticipated Sequence of Assignments:
(See the instructor for semester-specific syllabus)

DATE (PACING GUIDE)	<u>TOPICS</u>	TEXTBOOK <u>READINGS</u>
Week 1: Lesson 1 & 2	Communication: Mass and Other Forms Perspectives on Mass Communication Historical and Cultural Content VIDEO ORIENTATION (<i>Course Overview -- VT 7379</i>) (Not in the <i>Media Waves</i> series but available in the IMS Offices) VIDEO LESSON 1: Media History VIDEO LESSON 2: Mass Media in Society	Chapters 1, 2 & 3
Week 2: Lessons 3 & 5	Newspapers VIDEO LESSON 3: Print History VIDEO LESSON 5: Newspaper Industry	Chapter 4
Week 3: Lessons 6 & 7	Magazines and Books VIDEO LESSON 6: Magazine Industry VIDEO LESSON 7: Book Industry REVIEW SESSION, TEST I (VT 7357) (Not in the <i>Media Waves</i> series but available in the IMS Offices)	Chapters 5 & 6
Take TEST I (no later than end of 5 th week)		
Week 4: Lessons 8, 9 & 10	Radio VIDEO LESSON 8: Recording History VIDEO LESSON 9: Radio History VIDEO LESSON 10: Radio Industry Last day to withdraw from any class with a "W:" Noon, March 11)	Chapter 7
Week 5	<i>Spring Break</i>	
Week 6: Lessons 10 - 13 Chapters 8 & 9	Sound Recording and Motion Pictures VIDEO LESSON 11: Recording Industry VIDEO LESSON 12: Film History VIDEO LESSON 13: Film Industry	
Week 7: Lessons 14 - 16	Television VIDEO LESSON 14: Television History VIDEO LESSON 15: The Broadcast Television Industry VIDEO LESSON 16: Cable TV & Beyond	Chapter 10
Week 8: Lessons 16, 17 & 18	News Gathering & Reporting VIDEO LESSON 17: Television News VIDEO LESSON 18: Print News REVIEW SESSION, TEST II (VT 7358) (Not in the <i>Media Waves</i> series but available in the IMS Offices)	Chapter 12

Take TEST II (no later than end of 9th week)

Week 9: Lessons 19 & 20	Public Relations Advertising VIDEO LESSON 19: <i>Public Relations</i> VIDEO LESSON 20: <i>Advertising</i>	Chapters 13 & 14
Week 10: Lessons 21-25	Formal Controls: Laws, Rules & Regulations Ethics and Informal Controls VIDEO LESSON 21: <i>Media Rights & Responsibilities</i> VIDEO LESSON 22: <i>Media Ethics</i>	Chapter 15 & 16
Week 11: Lessons 23 - 25	Social Effects of Mass Communication The Internet and the World Wide Web VIDEO LESSON 23: <i>Media Impact</i> VIDEO LESSON 24: <i>Audience & Feedback</i> VIDEO LESSON 25: <i>Cybermedia</i>	Chapters 18 & 11
Week 12	REVIEW SESSION, TEST III (VT 7359) (Not in the <i>Media Waves</i> series but available in the IMS Offices)	

Take TEST III (no later than end of semester / 12th week)



COURSE PRACTICES REQUIRED

Students are expected to work through the assigned lessons in the Student Guide, view the assigned videos, complete the textbook readings, and you must pass the three tests.

OTHER COURSE INFORMATION

Watch VT 7379: *COM 220 Orientation/Overview* (included in the set of leased tapes and available for a three-day loan from IMS) to give you a more complete picture of what to expect from this course and what is expected of you.

If you have a documented learning psychological or physical disability, you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office in Instructional Support Services. All students are expected to fulfill essential course or degree program requirements. The College will not waive any essential skill or requirement of a course or degree program.

INSTRUCTIONAL MATERIALS

Burton, Robert R. *Class Notes for COM 220*. Oakton Community College, 2007.

Dominick, Joseph. *The Dynamics of Mass Communication: Media in the Digital Age*, Ninth Edition. New York: McGraw-Hill Companies, 2007.

Media Waves: An Introduction to Mass Communication. (26-part video series). Jones Education Media, 1997.

METHODS OF EVALUATING STUDENT PROGRESS

This course is divided into three main units, each one concluding with an objective test. These exams will include matching, true/false, multiple choice and short answer type questions. Expect special emphasis on knowing:

- historical figures responsible for the development of the media . . .
- acronyms (abbreviations) for commonly used industry terms . . .
- examples of the symbiotic relationships shared by today's media

The final grade is calculated as follows (See "Course Practices.")

Tests 1 & 2 (30% each)	60%
Test 3	40%



To take each test:

go to the Testing Center at either campus at a time convenient to you. (Keep those "absolute deadlines" in mind.) Please consult your MBC Orientation Packet for Testing Center hours and location. **YOU MUST BRING PHOTO IDENTIFICATION**, or you won't be permitted to take the test.

NOTE: You are allowed to take TWO tests on the same day (although I don't recommend it), but you may NOT take more than two tests during any one week.

Your test grade will be e-mailed to you, usually one week after you take the test. If you would like to see the graded test, please make an appointment to come to my office, and we can review the exam together.

For extra credit...

You may write a thoughtful 2000-word research paper (approximately 8 pages) on a topic related to mass communications. (the topic must be approved by the instructor who will then supply you with more details about requirements.) See the instructor for the specific deadline. The grade on the paper will *replace* the lower of the grades earned on Test 1 or Test 2.

Important tips:

- **Before taking each test, carefully view the videotaped Review Session for each unit as you complete the matching Review Sheets.** Students who have studied from completed Review Sheets have generally greatly improved their grades.
- Call or e-mail the instructor or set up an appointment if you are experiencing difficulty with this course or if you have specific questions; otherwise, you don't have to call.