



COMS 265 - Mass Communication (5860)

Room: MUS 209

Instructor: Larry Leach

Office Phone: (310) 660-3593 x3716

Website – www.professorleach.com

E-mail: info@professorleach.com

Meeting times: T/Th 11:15a – 12:40p

Required Text: **Converging Media 6th Ed**

Author: (Pavlick / McIntosh)

Materials: Notebook, 1 Pack of Scantrons

Office Hours & Location: MUS 132E

M/W: 8:30a – 9:30a

M/W: 2:30p – 3:00p

T/Th: 8:30a – 9:30a

COURSE DESCRIPTION

In this course students will compose, present, and evaluate original speeches. Emphasis is placed on audience analysis, topic selection, research, evidence, organization, delivery, and critical analysis of persuasive communication. Students are required to attend out-of- class speaking events.

*3 units; Recommended Preparation: eligibility for English 1A
Credit, degree applicable - Transfer CSU, UC*

STUDENT LEARNING OUTCOMES (SLO)

Upon completion of course, students will be able to:

1. Understand and describe the history and communication theories associated with mass communication.
2. Identify and explain rules and regulations that govern mass communication.
3. Analyze and describe the impact of new media, movies, television, and music on society and culture.

Classroom rules/Conduct:

- Please turn off/silence all phones prior to the start of the class & keep stored during the class meeting
- Be respectful of your fellow students and instructor during class discussions
- Students are expected to adhere to the El Camino College Student Code of Conduct
- Please do not bring food into the classroom

Attendance & Participation: - Attendance is taken each class meeting.

- Please fill in front empty seats during class meetings; it will be required on student presentation days
- Attendance is expected in this class.
- Students who exceed 10% of the scheduled class meetings **MAY** be dropped with a “W” or receive a grade reduction up to a failing grade.

Arriving late & Leaving Early also applies to absence count. If you wish to drop it’s **YOUR** responsibility to make sure you have been dropped by the deadline.

Students should complete assigned readings in order to examine ideas, concepts, theories and participate in class discussion.

Academic Dishonesty / Plagiarism:

Plagiarism is the act of obtaining or attempting to obtain credit for academic work by representing the work of another as one’s own without the necessary and appropriate acknowledgment. If you plagiarize, you are cheating yourself and if you are caught cheating or using others work without crediting them, you will face a minimum penalty of a failing grade on the assignment.

If you wish to drop the course it is **YOUR** responsibility to make sure that you have been dropped from the course by the official drop deadline.

Important dates:

- Sept 7 Last day to drop without a "W"
- Nov 16 Last day to drop with a "W"

<u>Graded Assignments:</u>	<u>Pts</u>	<u>Graded Exams</u>	<u>Pts</u>	<u>Grade Scale</u>
Media Identity Assignment	25	Test 1	100	671 – 750 = A
Current Event Article (2x25pt)	50	Test 2 (Midterm)	150	597 – 670 = B
Media Research Project	90	Test 3	100	521 – 596 = C
Group Presentation	10	Test 4 (Final)	150	447 – 520 = D
Classwork	75			Below 446 = F

Homework Assignments & Make Up Work: *Very Important*****
I WILL NOT PRINT OUT OR STAPLE YOUR ASSIGNMENTS FOR YOU

Assignments completed outside of class **MUST** be turned in during class meetings, typed & stapled
Handwritten, emailed or unstapled assignments will **NOT** be accepted or graded if included in a homework submission

If you do not have access to a computer at home or a printer, you will need to use the computer lab or make arrangements in order to complete and print out the assignments on time.

Computers, Procrastination & Murphy’s Law: It is unacceptable to come to class without paperwork/homework due to printing problems or other technical difficulties. Don’t wait until the last minute to write, print or carry out your work. If you do, your computer will most likely malfunction. ALWAYS make a redundant copy of anything you do. This applies to computer files and paperwork. It is your responsibility to have these materials when required.

Make up work will not be considered unless arrangements are made prior to or on the due date for assignment or exam. Contact me if you need to discuss/request make up work.

Test Preparation

The textbook is important in preparing for this class. Without the ability to review the text it will be difficult to prepare for and do well on the exams.

I will follow the syllabus unless unforeseen circumstance arises. I reserve the right to change the syllabus should it be warranted and will notify the class promptly.

There may be some videos shown in class that support the content that is covered
Chapters should be reviewed PRIOR to the class meeting they are discussed

Week 1 – Aug 28 – 29

- Course Introduction & Discussion, Syllabus review
- Chap 1 – Mass Communication and it's digital transformation

Week 2 – Sept 4 – 6

- Media Literacy Discussion / Video / Activity
- Chap 2 – Media Literacy in the Digital Age

Week 3 – Sept 11 – 13 (Introduce - Identity Paper Assignment)

- Chap 3 – Print Media: Books, Newspapers and Magazines
- Magazine/Media Images Activity

Week 4 – Sept 18 – 20

- **Test #1 (Chapter 1 - 3)**
- Chap 5 – Visual Media: Photography, Movies, Television

Week 5 – Sept 25 – 27

- Chap 4 – Audio Media: Music Recordings and Radio
- **Recorded Music Discussion / Activity – (Identity Paper Due - Wed)**

Week 6 – Oct 2 – 4

- Chap 6 – Interactive Media: The Internet, Video Games and Virtual Reality
- **Current Events – Round 1**

Week 7 – Oct 9 – 10

- **Test #2 - (Chapters 4 - 6)**
- Chap 10 – Advertising: The power of Persuasion

Week 8 – Oct 16 – 18

- Chap 9 – Public Relations: Building Relationships
- **Advertising/PR Activity**

Week 9 – Oct 23 – 25 - Introduce Team/Group Project

- **Crisis Communication (PR) or Journalism Activity**
- Chap 7 – The impact of Social Media

Week 10 – Oct 30 – Nov 1

- **Current Events – Round 2**
- Chap 8 – Journalism: From Information to Participation

Week 11 – Nov 6 – 8 (Group/Team Project Topics Due)

- **Test #3 (Chapters 7 – 10)**
- Chap 12 – Communication Law

Week 12 – Nov 13 – 15

- Chap 13 – Media Theory & Research
- Chap 11 – Media Ethics

Week 13 – Nov 20 – 22

- Media Ethics Discussion / Video / Activity
- **THANKSGIVING HOLIDAY NO CLASS MEETING**

Week 14 – Nov 27 – 29

- Chap 14 – Mass Communications & Politics
- Media & Politics Discussion / Video Activity

Week 15 – Dec 4 – 6

- **Current Events – Round 3**
- **Group Project Presentations – (Due – _____)**

Week 16 – Dec 11 – 13

- **Group Project Presentations – (Due – _____)**
- **Final Exam – (Includes ALL chapters and content covered after midterm)**

Course Objectives

1. Describe Best Practices of Mass Communication in the U.S.
2. Identify key historical events in the U.S. mass communication development
3. Evaluate the importance of print media on developing an informed citizenry
4. Evaluate the credibility of the medium versus the message
5. Describe technological innovations of the 20th century American cinema and impact on mass audiences
6. Compare/Contrast the changes in consumer consumption of electronic media from radio to contemporary times
7. Chart the development of the film business and film as an art from the late 19th century through contemporary times
8. Differentiate between traditional mass media production and digital media production
9. Identify new options in production, distribution and exhibition afforded to media companies through digital technology
10. Evaluate the cultural impact of the Digital Revolution on consumers & producers of new media
11. Analyze key legislation and legal decisions and their impact on the media and consumer
12. Critique mass mediums as political, social and cultural institutions
13. Defend the need for government of self-regulation of mass media



Descriptions of Graded Assignments

Identity Assignment

Your assignment is to prepare a typed **three to four** page paper on your identity, that includes how mass media has effected or cultivated your identity. Consider media that you have been exposed to from your earliest memories, as well as what you are exposed to now. This assignment will ask you to discuss your class, race, and gender and how you believe they affect your identity when consuming media content.

Current Event Articles

Each student will prepare a typed review of two articles during the semester based on the current event review guidelines and present them to the class.

Group / Team Project & Proposal - (Lab research sheets are NOT proposals)

Proposal MUST be turned in prior to starting the project.

Projects/sections of projects completed without a proposal submission will not be graded

Through a group blog site you will research and present a media effect or a current first amendment issue in the news. This assignment will consist of research & scholarly/academic article reviews examples related to the group project, written and visual supporting material along with a presentation of completed work. Details and assignment criteria will be provided in class.

Presentation of Classwork

In order to receive full credit for some class work, students will be required to present a brief overview of their assignment to the class throughout the course of the semester.

Classwork – In class activities/exercises and presentations (Not eligible for make up)

Test 1 – Covers applicable chapters

Test 2 Mid-Term – Includes applicable chapters plus written element

Test 3 – Covers Applicable Chapters

Test 4 Final – Includes applicable chapters plus written element

ADA Compliance

Accommodations: It is the policy of the El Camino Community College District to encourage full inclusion of people with disabilities in all programs and services (BP1600 and BP4055). Students with disabilities who believe they may need accommodations in this class should contact the ECC Special Resource Center at (310) 660-3295 as soon as possible to ensure that they are able to fully participate

Title IX Employee Reporting Obligations

You should know that if you reveal gender-based or sexual harassment, sexual assault, stalking or intimate partner violence to any instructor, we are required by law to report the problem to the Office of Staff and Student Diversity. However, psychologists are not required to report to the Office of Staff and Student Diversity. You can call the Student Health Center at 310.660.3643 or visit their website: <http://www.elcamino.edu/student-services/health>.

Student Resources and Student Success Act

Student Resources: Your success is the number one priority at El Camino College. College resources to help you succeed include computer labs, tutoring centers, health services, and services for designated groups, such as veterans and students with disabilities. For a comprehensive list of Academic Resources and Support Programs, visit: http://www.elcamino.edu/administration/vpas/aims/aims_docs/ARSP.pdf

Student Success Act: New state regulations may affect your eligibility for financial aid, your registration priority, and your ability to repeat classes. For more information, visit: http://www.elcamino.edu/administration/vpas/aims/aims_docs/S3PF15.pdf. After completing 15 units or prior to the end of the third semester, all students must declare a major and complete a comprehensive educational plan. Schedule an appointment to see a counselor for an up-to-date educational plan by visiting: <https://www.elcamino.edu/student-services/co/appointments.asp>.

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IDENTITY ASSIGNMENT

This assignment is worth 25 points.

Your assignment is to prepare a typed double-spaced **three to four page** paper on your identity and how it has been influenced by the media over the years

How has mass media effected or cultivated your identity? Please consider media that you have been exposed to from your earliest memories, as well as what you are exposed to now.

What were your favorite media characters or stories growing up? How you believe they affect your identity? How do you feel that your culture, race, etc is portrayed in the media today and what effect does it have?

What kinds of music & movies have you consumed throughout your life, what has influenced your choices? Have they changed or stayed the same, why? Does your media preferences influence other areas of your life, language, fashion, behaviors etc.?

Reflect on the impact advertisements, social media, the internet, and access to 24 hour information has influenced you in terms of perceptions and your place in society.

How about books, novels, religious texts, have you ever been a reader? What influenced your book choices, do you still read the same content or amount today. Are you a heavy or light media consumer? Is there a difference between the two? If so, how or why?

Remember that in its broadest sense institutions that distribute messages to many individuals are delivering mass media. How has racism, ethics, class, sexism in media affected your sense of self and your regard for others? How have your use and exposure to language (English or foreign) affected you?

This is an opportunity to reflect on your own media consumption throughout your life and how it has evolved and influenced who you are today. Put some thought into developing this assignment focus the content and information on **YOU & YOUR IDENTITY** and submit it by the due date.

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News Current Events

To complete this assignment you will need to find two (2) Newspaper (News) articles that you find interesting and are no more than 2 weeks old on the day you present them.

The articles must be **NEWS** articles that are approximately 400 words & should have substance to them. Don't select reviews (*movies, plays, restaurants, sports run downs, etc*) or sports game reviews

1st Article: MUST be related to some issue related to the mass media,

2nd Article: Should be a newsworthy articles that fits one the following news elements: ***Proximity, Impact, Human Interest, Unusual, Prominence, Quantity, Timeliness***

Websites or web printed articles (even Newspaper sites) will not be accepted (Not even for partial credit)

Articles must be the original article or a photo copy of it

What you turn in:

You will need to turn in the original article or a copy along with a TYPED summary that addresses the following items. (1-2 page summary for each article)

-Introduction of the article headline

"The article I am going to share today is _____"

-What is the source of your article?

Name and Date of publication.

-What is the article talking about?

Give the audience a detailed summary

-What element of news is this article covering

-Who is the target audience for this article & why

(who would most likely come across or read it)

-Why do you think that it is an important/interesting article?

You will cover the above items on the due date _____

The written summary will need to be turned in prior to presenting and you will need to be familiar enough with the article content to summarize the above items in your own words or from 2-3 notecards.
