



South Portland, Maine 04106
Academic Department

Title: Introduction to Mass Communications Catalog Number: CNMS 105 01
Credit Hours: 3 Total Contact Hours: 45
Lecture (or Lab): Meet synchronously via Zoom Instructor: Huey Coleman
Office Hours – Location: By appointment, usually before or after class on Zoom
Contact Information: Email: hcoleman@smccme.edu

Course Syllabus
Introduction to Mass Communications, CNMS 105 01
Meets Synchronously via Zoom
Tuesday & Thursday, 1:30PM - 2:45PM
Fall Semester, 2020

Course Description

We can watch the media as detached outsiders—as observers, we can praise them when they perform well and blame them for our social predicaments. Or we can become active participants—we can analyze the impact and investigate the consequences of the stories that media industries tell and sell. We can challenge our media to perform at high levels and steer them to serve and preserve democratic ideals. And as involved citizens, we can be aware of the consequences of the business of media and we can give voice to the issues that matter most to us and that most affect our daily lives. Each week in this class, students will be armed with the tools necessary to navigate this cultural terrain. Students will be asked to participate in the critical work of evaluating mass media and shaping their direction.

Prerequisite(s): Program acceptance. Corequisite(s): none

Course Objectives

To learn how to determine the accuracy of news reporting and information gathering of any form in contemporary mass communication through critical analysis. To gain a perspective on the history of mass communication and how it evolved to our present day. To understand the impact media has had on American culture.

After successfully completing the course, the student will be able to:

Demonstrate the impact media has on culture and the ability to determine the accuracy in the media. Prepare for making decisions that impact their own lives as they navigate the media landscape of today.

Topical Outline of Instruction

See attached course weekly schedule

Course Requirements

Weekly assignments include many group assignments where students work in teams on a unit of study culminating in presentations in class. Writing critical analysis essays on assigned readings and topics. Self reflection papers on class group and individual projects. There is a midterm paper. The final project is in three parts: on accuracy in the media, the impact of media on culture, and self assessment of one's own media literacy.

Written assignments are to be typed, printed, and handed in and are due at the start of the following class. Your participation in class is an important component in determining your grade. Each week there will be time devoted to discussion on the subject at hand. In addition each week be prepared to present all or a portion of your assignment to the class either as part of a team or individually.

An average workload for this 3 credit class is about 6-8 hours of additional work outside of class, each week. You will have the opportunity to rework your assignments within a set period of time (typically 2 weeks) as long as initial deadlines are met.

Consider the time commitments as you are developing your class schedule alongside your other obligations. Being a full time college student IS a full time job. The quality of your work will reflect the amount of time you put into it. Here is a resource that can help you with your time management: <http://www.studygs.net/timman.htm>

***Be aware that you must check your SMCC e-mail account weekly for course updates.**

Student Evaluation and Grading

- a. Attendance 15%
- b. Class Participation in discussions 15%
- c. Weekly Assignments written and group assignments 40%
- d. Mid-term Project 10%
- e. Final Project 20%

Students are graded on how well they do in the above categories culminating in their final grade.

Text, Tools and / or Supplies

Media & Culture: An Introduction to Mass Communication, 12th Edition by Campbell, Martin, Fabos. ISBN-978-1-319-10285-2

Attendance Policy

You are required, as stated in the college handbook, to attend all classes. Attendance means being at all Zoom meetings synchronously on Tuesdays and Thursdays, 1:30-PM to 2:45PM. Part of your grade is determined by both your attendance and your active class participation. For all classes you are expected to follow a professional, "real world" approach and attitude; that you show up on time, have your video on (for Zoom meetings), participate and make contributions in class discussions and activities, and complete assigned tasks.

Three consecutive unexcused missed classes will result in an Administrative Failure (AF).

Tardiness

For every two instances of an unexcused late arrival or early departure, the student will receive an absence.

Exemptions

Absences due to medical reasons can be waived if a written note or email from the medical provider is presented to the instructor.

If there are other issues that arise that impose a hardship in meeting the attendance policy, please contact me so we can work out a plan that works best for meeting the learning objectives in the course.

If you need help writing papers please take advantage of SMCC's Writing Center in the Student Center upstairs across from the Library. You can also visit virtually if you prefer. Here's the link: <https://smccme.libguides.com/writingcenter>

***A Personal Note**

I want all of you to do well in this class. If you are having problems keeping up with the class and the assignments, please talk to me so we can develop a plan enabling you to make up for past due assignments and class work.

End-of-Course Evaluation

Students complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal. Students can access the course evaluations beginning one week before the end of classes. The deadline for submission of evaluations occurs Monday at 5 p.m. following the last day of the class. You will receive an e-mail to your student e-mail account when course evaluations are available.

For Classes with any Face- to -Face Component

While the syllabus represents current plans, there may be changes during the semester in response to the on-going Covid-19 pandemic. Depending on the progression of the virus, it is possible that the College may have to suspend face-to-face instruction for part of the semester. If we must stop face to face instruction anytime during the semester, your instructor will contact you via your SMCC email or the Brightspace course homepage to discuss next steps for the course.

ADA Statement

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call (207) 741-5798. If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the Disability Services Coordinator, Sandra Lynham, who can be reached at 741-5923. Further information about services for students with disabilities and the accommodation process is available upon request at this number. Course policies about online testing are modified to suit each individual's accommodations.

Additional Note: SMCC encourages faculty to record online sessions for ADA use and to offer the recordings to students who miss class meetings. I will inform students when online meetings are being recorded.

The Learning Commons:

The library, tutoring and writing centers, and reference/research assistance (typically located on the second floor of South Portland's Campus Center and in the Midcoast's LL Bean Learning Commons and Health Science Center) will be fully available online during the fall 2020 semester.

Here you can find free academic support through individually scheduled and drop in, online tutoring. You can also find information literacy/research librarians, and professional academic strategy/planning mentoring online. While the physical space of the Learning Commons will not be available at this time, we can also work with you to set up zoom classrooms for small group study. Services are offered by appointment or as drop-in assistance.

To access services:

- Visit My Learning in My Maine Guide or
- Select the "tutoring needed" button if it appears inside your Brightspace course.

Whether On Site or Online, students have consistently reported that the Learning Commons is a friendly, risk-free, and helpful place to seek academic support. It has also been shown that those who make use of the Learning Commons do better in a course than those who do not. We strongly encourage you to take advantage of this valuable and enjoyable resource.

SMCC Pay-for-Print Policy

Each semester students receive a \$20 printing credit. The balance resets at the end of the semester and any remaining credits are removed. The College's pay-for-print system monitors printing on all printers (including those in general access labs, library printers, Tutoring Services, Campus Center Lounge and technology labs). Be sure to log OUT of the system when you've finished your printing, to prevent unauthorized access to your account. Students can check the number of pages they have printed by using the Printing Balance tool available on SMCC computers (located in the lower right corner of the screen, near the clock). Departments with work study students who need to print documents for the department should contact the Help Desk at 741-5696 to have a special account set up. To find ways to reduce your printing charges, please go to the IT Help tab on My SMCC. If you have questions about the pay-for-printing policy or your printing charges, please contact the Help Desk at 741-5696 or send an e-mail to helpdesk@smccme.edu

Refunds

Print jobs are eligible for a refund in the event of mechanical or electronic error on the part of the printer, print server, or software used to submit the job. Jobs are not eligible for a refund in cases where the job was not set up correctly, was submitted multiple times, or the student is not satisfied with the result. To request a refund, please bring the

offending print to the IT Department in the basement of the Ross Technology Center. Refunds will be granted in the form of a credit to the student's account.

Add-Drop Policy

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

Withdrawal Policy

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the Fall and Spring semesters and the second through ninth week of twelve-week Summer courses. This period is pro-rated for shorter-length courses, usually 75 percent of course meeting times; please check with the Registration Office. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Registration Office. This process must be completed either in person or by using SMCC e-mail accounts.

Plagiarism Statement

If an instructor suspects that a student has knowingly committed a violation defined in the Maine Community College System Policy on Student Grade Appeals and Academic Misconduct, the instructor has the authority to review the alleged misconduct and determine the grade that the student should receive for the assignment and the course. The instructor may assign a failing grade for the assignment or course and may require the student to complete additional work for the course. The instructor may consult with the department chair and/or the College's chief academic officer prior to making such decisions. If a student seeks to challenge an instructor's determination, the student should submit a grade appeal. Grade appeal forms are available in the Advising Office on the South Portland Campus or in the administrative offices in the Learning Commons on the Midcoast Campus. An instructor may also refer the matter to the College's disciplinary officer for review under the procedures of the MCCS Student Code of Conduct

— — — — Weekly Class Schedule Follows — — — —

**Introduction to Mass Communications, CNMS 105 01, Fall Semester, 2020
Meets Synchronously via Zoom, Tuesday & Thursday, 1:30PM - 2:45PM
All Assignments, Announcements, and Resources are available on Brightspace
Check your SMCC e-mail account twice weekly for course updates.**

The syllabus is meant as guideline for the semester's goals and objectives.

Please refer to assignment sheets posted each week for assignments.

This syllabus is subject to change.

NOTE: The first 10-15 minutes of each class is devoted to **What's Happening in the Media and Know Your Source**. This is a discussion by students and instructor on current issues in the media.

September 1

Week 1a. What's The Real Story?

*Class Activity and Discussion: Getting to know each other. Go over syllabus, SMCC policies, and Zoom class meetings decorum. Discuss what is Culture? What is media? Media Literacy Pre-Test. Assignment is a media timeline of your life.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment due next class on Thursday: Create a timeline of media's impact on your own life. Define Media. Define Culture.

*Reading Assignment due next class on Thursday: *Media and Culture*, Chapter 1, *A Critical Approach*

September 3

Week 1b. What's The Real Story?

*Class Activity and Discussion: Team presentations on media timelines.

*Media: Can the media show us the reality of life in America?

*Written Assignment due next class on Tuesday: Notes on Chapter 2. Chapter notes consist of writing a paragraph for each of 6 things you learned that were new or intrigued you and why in the assigned chapter.

*Reading Assignment due next class on Tuesday: *Media and Culture*, Chapter 2, *The Internet, Digital Media and Media Convergence*

September 8

Week 2a. Are We a Digital Nation?

*Class Activity: Has digital culture transformed the way society understands itself? Form teams for digital culture presentations from a list of possible topics.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Teams work on digital culture presentations due Thursday

*Reading Assignment: Research on presentations.

September 10

Week 2b. Are We a Digital Nation?

*Class Activity: Digital culture team presentations. Each student takes a part in the team presentation.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Notes on Chapter 3, *Digital Gaming and the Media's Playground*. Plus a self reflective essay on your experience with video gaming.

*Reading Assignment: Chapter 3, *Digital Gaming and the Media's Playground*

September 15

Week 3a. It's Only a Game

*Class Activity: Roundtable on the role video games play in your lives. Form teams to develop original educational video games within assigned grade level parameters.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Teams work on video gaming assignment.

*Reading Assignment: Research for assignment.

September 17

Week 3b. It's Only a Game

*Class Activity: Team video game presentations.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Preparation of individual presentations on your musical moment, that is a defining moment in your life that you associate with music. Bring in a selection of the music. Also notes on Chapter 4.

*Reading Assignment: Chapter 4, *Sound Recording and Popular Music*

September 22

Week 4a. The Music of Your Life

*Class Activity: Begin presentations of your musical moment. Order determined by lottery.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: TBD

*Reading Assignment: TBD

September 24

Week 4b . The Music of Your Life

*Class Activity: Finish presentations on musical moments. Discuss musical influences on American culture.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Notes on Article on the Presidential candidates.

*Reading Assignment: Article on the Presidential candidates.

September 29

Week 5a: First Presidential Debate

*Class Activity: Roundtable on Article on the Presidential candidates. Preparation for watching the first Presidential debate, Sept 29 9-10:30PM. How to fact check. How to vote.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Write a paper on the first presidential debate

*Reading Assignment: Watch first Presidential debate

October 1

Week 5b: First Presidential Debate

*Class Activity and Discussion: Roundtable and break out room discussions on who "won" the first Presidential debate.

- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: Analyze a podcast. Notes on Chapter 5.
- *Reading Assignment: Chapter 5, *Popular Radio and the Origin of Broadcasting*

October 6

Week 6a. Listen to the Podcast

- *Class Activity: Roundtable on radio/podcast critiques. Break into teams to create a podcast.
- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: Create a podcast with your team.
- *Reading Assignment: Research for team Podcasts

October 8

Week 6b: Listen to the Podcast

- *Class Activity and Discussion: Teams work in class recording their podcast. Start editing team podcasts.
- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: Write a reflection essay on creating a Podcast with your team and its outcome. Assigned editors finish editing the Podcast and share with teammates for feedback.
- *Reading Assignment: None

October 13

Week 7a. Listen to the Podcast

- *Class Activity and Discussion: Team Podcast presentations.
- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: Analysis of a news report on the Presidential campaign.
- *Reading Assignment: Watch/read a news report on the Presidential campaign.

October 15

Week 7b. Second Presidential Debate

- *Class Activity and Discussion: Roundtable discussion on news reports on the Presidential campaigns. Preparation for watching the second Presidential debate, Oct 15, 9-10:30PM.
- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: Write a paper on the second presidential debate
- *Reading Assignment: Watch second Presidential debate

October 20

Week 8a. The Movies

- *Class Activity: Roundtable discussion on the second Presidential debate. A Brief history of the Movies.
- *Media will be shown in each class relevant to the subject at hand.
- *Written Assignment: In lieu of notes, make a quiz based on Chapter 7, *Movies and the Impact of Images*
- *Reading Assignment: Chapter 7, *Movies and the Impact of Images*

October 22

Week 8b. Midterm: Volunteer for an election campaign. DUE November 3

*Class Activity: Go over the Chapter 7 quizzes. Review who is running for elections. Go over Midterm: Volunteer on your own or with a partner and volunteer for a 1/2 day shift (4 hours) with a political candidate running in the November 3 election. Volunteering can be done remotely. Otherwise make sure to follow social distancing and mask protocols. You can volunteer anytime between October 22 - November 2. Extra credit for volunteering longer than 4 hours. Preparation for watching the third Presidential debate, Oct 22, 9-10:30PM.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Write a critique of third Presidential debate. Include who you think overall won the three debates and why. Write at least a 1/2 page on who you will volunteer for, what you will be doing, and when.

*Reading Assignment due next class: Watch the third Presidential debate. Research the campaign you will volunteer for.

October 27

Week 9a. Midterm: Volunteer for an election campaign. DUE November 3

*Class Activity: Roundtable on the third Presidential debate. Go over Midterm: who are you volunteering for.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: The Midterm: Do your volunteer assignment. Write a 4 page paper covering these points:

*Summarize your experience

*Compare what you learned as a volunteer to the candidate's campaign material and ads.

*Contrast and compare your candidate against the opposing candidate's campaign.

*Who do you think will win the Presidential (or Senatorial) election and why.

*Reading Assignment due next class: Research the campaign materials and ad campaign of the candidate you volunteered for and that of the opposing candidate(s).

October 29

Week 9b. Midterm: NO Class. A Day Off to Volunteer

*Class Activity: No Class. This gives you a chance to have time you have already set aside to volunteer. You can volunteer before or after this date, whatever works best for your personal schedule. You will need to email the instructor on this day of what you are doing in relation to the assignment.

*Written Assignment: Midterm, see assignment and rubric on Brightspace

*Reading Assignment due next class: Research for your Midterm.

November 3

Week 10a. MIDTERM DUE. Election Day Make Sure to Vote

*Class Activity: Midterm DUE. Roundtable discussion on the midterm assignment. .

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Write an analysis of the election night coverage you watched.

*Reading Assignment due next class: Watch at least 1 hour of election night coverage.

November 5

Week 10b. Presidential Election

*Class Activity: Roundtable on the outcome of the election and election night coverage

*Media will be shown in each class relevant to the subject at hand. Form teams for SMCC rebranding assignment.

*Written Assignment: Notes on Chapter 12, *Public Relations and Framing Message*

*Reading Assignment due next class: Chapter 12, *Public Relations and Framing Message*

November 10

Week 11a. Publicity Campaign: Promotion and Branding SMCC

*Class Activity: Teams work in class on promotional campaign and rebranding for SMCC.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Teams prepare SMCC rebranding presentations

*Reading Assignment: Research for SMCC rebranding presentations

November 12

Week 11b. SMCC Rebranding & 48 hours of No Media

*Class Activity: Teams present their promotional campaign and rebranding for SMCC. Go over guidelines 48 Hours No Media.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: 48 hours No Media

*2 page journal on your experience of 48 hours with No Media

*1 page essay on Chapter 2, *Walden*, by Henry David Thoreau

*Reading Assignment: Chapter 2 from *Walden* by Henry David Thoreau

NOTE: This assignment is worth twice as many points as a weekly assignment.

November 17

Week 12a. 48 hours of No Media

*Class Activity: In a roundtable discussion be prepared to give an oral summary of your 48 hours No Media experience and analysis of Chapter 2, *Walden*.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Notes on Chapter 8, *Newspapers*

*Reading Assignment: Chapter 8, *Newspapers*

November 19

Week 12b. Newspapers Does Anyone Read Them Anymore?

*Class Activity: Newspapers in class team assignment.

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Letter to the Editor of the Beacon or an opinion piece. Extra Credit if you submit the article to the Beacon. Extra, extra credit it is published in the Beacon. Select 1-3 possible news items for Final Question 1 open accuracy in the

media. You are to pick a controversial lead news item and compare reporting on the news item in three different news sources.

*Reading Assignment due next class: The Beacon. Research for Final Question 1 news items.

November 24

Week 13a. Newspapers & Final Assignment Preparation

*Class Activity: Review letters to the Beacon. Go over 1-3 possible news items for Final Question 1

*Media will be shown in each class relevant to the subject at hand.

*Written Assignment: Select the one news item you will research for accuracy for Final Question 1. Write a 1/2 page synopsis on final question 1 news topic and list the 3 research sources you will compare. This is a 4 page paper.

Also bring in 1-3 possible ideas for Final Question 3, something in the media that has had an impact on American culture. This can be on any aspect of the media that has made a cultural impact in the last 100 years. This is a 8-10 minute oral presentation with slide show.

*Reading Assignment due next class: Research for Final Question 1 news item and 3 sources,. Research for Final Question 3.

December 1

Week 13b. Final Assignment Preparation. Final Question 1 & 2 DUE December 8. Final Question 3 DUE December 10.

*Class Activity and Discussion: Check in on Final Question 1 news item and 3 sources. Discussion possible ideas for Final Question 3.

*Written Assignment due next class: Continue writing Final Question 1. Write a 1/2 page synopsis for Final Question 3 on the topic and how you will approach it in your presentation.

*Reading Assignment due next class: Research for your final.

December 3

Week 14a. Final Assignment Preparation

*Class Activity and Discussion: Roundtable on selections for Final Question 3. Work in class on Final Questions 1 & 3.

*Written Assignment: Finish writing Final Questions 1 & 2

*Reading Assignment due next class: Research for Final Questions 1 & 3

December 8

Week 15a. Final Assignment DUE Questions 1 & 2

*Class Activity and Discussion: Roundtable on final assignment questions 1. Work in class on Final Question 3.

*Written Assignment due next class: Finish Final Question 3

*Reading Assignment due next class: Research for your final.

December 10

Week 15b. Final Assignment DUE Final Question 3 Presentations

*Class Activity and Discussion: Start Final Question 3 Presentations. Order determined by lottery.

December 15

Week 16a. Final Question 3 Presentations

*Class Activity and Discussion: Continue Final Question 3 Presentations

December 17

Week 16b. Final Assignment Question 3

*Class Activity: Finish up Final Question 3 presentations. Graded Final Question 1 & 2 handed back. Wrap up the semester.