

Kennesaw State University School of Communication & Media
COM2230 – Intro to Mass Communication
Spring 2016
3 credit hours
Section 02, CRN 10972: T/R, 9:30-10:45 am
Room SO2034

Instructor Information:

Name: Dr. Laura Beth Daws

Email: ldaws@kennesaw.edu (**the best way to reach me!**)

D2L: supplemental course material available in Desire2Learn **Twitter:** @lbdaws

Website: facultyweb.kennesaw.edu/ldaws

Cell (voice/text & preferred phone number): 678-250-DAWS (3297).

NOTE: this is a Google Voice number that I will respond to regularly on weekdays from 8 am-5 pm. Voicemails and texts received before/after that will be handled on the next business day.

Office Hours: Location: Social Sciences building room 5061. Tuesdays & Thursdays 11 am - 12 pm. Tuesdays 3-3:30 pm. Other times by appointment.

Textbook: Dominick, J. R. (2013). *The dynamics of mass communication* (12th ed.). New York: McGraw-Hill.

Supplemental readings: Additional readings will be required. Any additional readings will be posted to D2L.

IMPORTANT DATES TO REMEMBER:

Test 1: February 11

Test 2: March 22

Final Exam: Tuesday, May 3, 2016 in our regular classroom

Last day to withdraw without academic penalty: March 2

Course Description: COM 2230 is a survey of the various genres of mass media such as books, magazines, newspapers, radio, television, film, Internet and others. Examines the development, roles, functions, problems and criticisms of specific media from a global context.

Course Goals/Objectives:

- Analyze the development of communication systems and how that history affects current issues and practices
- Define the economic, regulatory and technological issues affecting electronic media today
- Identify production practices and ethical issues
- Explain the nature of media effects research
- Describe career opportunities in the various fields of communication

Attendance Policy & Participation Grades: Attendance is *expected*. It will be difficult to pass the class without being present for the lectures & discussions.

I take roll every day. In order to be counted present for that day's class period, you must sign the roll sheet.

Each absence from class, excused or unexcused, results in a 5 point deduction from your participation grade.

If you must miss class due to an excused absence (illness, death in the immediate family, car accident, or other incidents at the instructor's discretion), you may turn in missed assignments late with no penalty (see more details under "Late Work" below). ***However, due to the unique nature of in-class discussions and activities, under no circumstances may you make up missed participation points.*** For more information about the participation grade, see the section on Graded Work on page 11.

I start and end class on time every day. Please plan to arrive on time and stay the entire time. If you must leave early, please let me know you will be slipping out ahead of time. Habitual tardies and early leaves are distracting and may impact your participation grade.

Students are solely responsible for their enrollment status in a class; **nonattendance does not constitute a withdrawal**. You are responsible for determining your enrollment status in all classes to protect your financial aid monies. Not attending a class for which you are registered is not the same as withdrawing from the course. You must complete an online withdrawal to be removed from a course. If you stop attending class but do not complete an online withdrawal BEFORE the last day to drop without academic penalty, you will receive a grade of WF, which counts as an F in calculating your grade point average and counts as a completed course for determining your financial aid award.

Turning in Assignments: *Assignments are due at the beginning of class.* Formal assignments (see "Graded Work" section below) are to be submitted electronically via D2L. I do not accept emailed assignments. We will routinely do assignments in class. These assignments will be hand-written and turned in on notebook paper.

Exam policy: If you miss an exam, you may only make it up if you have a documented excused absence. If you miss your final exam, you must contact me on the same day as the final exam to discuss a potential make-up exam. Talk to me within 24 hours of the missed exam about scheduling all make-up exams.

Late Work: Don't say I didn't warn you: I'm a stickler for turning things in on time. **I do not accept late work**, except in the case of a documented excused absence. If you miss an exam due to an excused absence, contact me within 24 hours of the absence to discuss the possibility of

making it up.

Groups: This is a large class, and I don't want anyone getting lost in the shuffle. During the first week of class, you'll be asked to divide yourselves up into small groups that will exist throughout the semester for purposes of note-sharing, in-class discussions/activities, participation activities and, I hope, study buddies. Be prepared to get to know your group fairly well and enjoy learning from each other.

Graded Work: Grades will be posted to the gradebook in Desire2Learn.

Participation: 25% of final grade, 100 points. Good news: everyone starts out the semester with 100% of your participation grade. From there, you can only lose points. Your participation grade will be earned in several ways. First, **I'll take attendance by signed roll sheet every day.** If you arrive late or miss the activity, come see me at the end of class to sign the roster. Second, **I'll encourage everyone to actively engage in our class discussions** by choosing a handful of people each day who will be our "required speakers." You'll know it's your turn when I give you an index card at the beginning of class. At the end of class, give me back your card with a note summarizing what you said during class. If you share thoughtful comments and ask questions during class, you don't lose any points. If you are present but you don't sufficiently participate, you can lose up to 5 points. And if you aren't present on the day you're randomly selected to participate, you lose 10 points. Everyone will have at least 1 opportunity to randomly participate in this way, although I encourage everyone, even if it's not your "turn," to participate daily in class discussion. *You may only make up participation points if you have a documented excused absence on a day you were chosen to be a required speaker. Your make-up assignment will be a written assignment on the day's topic, and you must talk with me within 24 hours of returning to class to have the option to make up points in this way.*

Assignments: 10% of final grade, 40 points total. Over the course of the semester, you will be required to complete **three assignments** of varying type and nature. They may be written response papers, participation in a discussion board online, or exam-type assignments. Each of these assignments will be worth 10-20 points each. More detail on these assignments will be provided in D2L.

Test 1: 20% of final grade, 80 points

Test 2: 20% of final grade, 80 points

Final Exam: 25% of final grade, 100 points

Grade Scale:

Grades are awarded on a total point basis. The easiest way to calculate your grade is to add up all the points you have earned and divide them by the total number of points you could have earned.

360-400 points: A. 320-359 points - B. 280-319 points - C. 240-279 points - D. 239 points and below: F.

Tentative Class Schedule - Subject to Change

Final exam: Tuesday, May 3, 2016, 10:30 am - 12:30 pm, in our regular classroom

Date	Due At Beginning of Class	Topics of Discussion
Jan 12	Syllabus	Welcome, syllabus, course policies
Jan 14	Chapter 1	Ch 1: Communication: Mass & Other Forms
Jan 19	Assignment 1: Introduce Yourself On D2L Discussion Board Additional readings on D2L	Ch 1: Continued
Jan 21	Chapter 2	Ch 2: Perspectives on Mass Communication
Jan 26	Chapter 3	Ch 3: Historical & Cultural Context
Jan 28	Chapter 4 Assignment 2: APA module	Ch 4: Internet & Social Media
Feb 2	Supplemental readings on D2L	Ch 4: Continued
Feb 4	Chapter 5: Newspapers	Ch 5: Newspapers
Feb 9	Chapter 6: Magazines	Ch 6: Magazines
Feb 11	Test 1	Exam Day – no lecture
Feb 16	Chapter 7: Books	Ch 7: Books
Feb 18	Chapter 8: Radio	Ch 8: Radio
Feb 23	Chapter 8: Radio continued	Ch 8: continued
Feb 25	Chapter 9 Assignment 3: Response Paper	Ch 9: Sound Recording
Mar 1	Chapter 10	Ch 10: Motion Pictures
Mar 3	Supplemental readings on D2L	Ch 10: Continued
Mar 8	Guest speaker: Holly Bass Quinlan, Cobb Travel & Tourism	

Mar 10	Chapter 11	Ch 11: Broadcast TV
Mar 15	Chapter 11	Ch 11 continued
Mar 17	Chapter 12	Ch 12 cable, satellite, internet TV
Mar 22	Test 2	Exam Day – no lecture
Mar 24	Chapter 13	Ch 13: News gathering & reporting
Mar 29	Chapter 14	Ch 14: Public Relations
Mar 31	GUEST LECTURE: Keith Parissi, KSU MEBUS program	Ch 14: Continued
Apr 4-8	No class –SPRING BREAK!	NO CLASS
Apr 12	Chapter 15	Ch 15: Advertising
Apr 14	Chapter 16	Ch 16: Formal controls/laws
Apr 19	Chapter 16 continued	Additional readings on D2L
Apr 21	Chapter 17	Ch. 17: Ethics
Apr 26	Chapter 18	Ch 18: Social Effects of Mass Comm
Apr 28	Review for final/class wrap-up	
May 3	FINAL EXAM AT 10:30 AM IN OUR CLASS	FINAL EXAM

Dr. Daws' Classroom Policies

Communication with Dr. Daws: It's my goal to be available and accessible to you this semester for all manner of course-related questions and concerns. I tend to respond quickest to emails sent through the Kennesaw.edu system, so feel free to contact me there any time this semester. I also respond to messages sent through Desire2Learn, though sometimes my response time is slower there. **I encourage you to send me an email with any class related question or concern, no matter how large or small the issue may seem.** I can't help you if I don't know about the problem!

It's also my goal to foster a professional classroom environment, and that starts with our email communication. Please treat every email as a chance to practice your professional communication skills. Remember, I'm your professor, not your friend. Please refrain from using text speak, capitalize proper nouns, spell out words that need to be spelled out (I'm "your" professor, not "ur" professor), run a spell check, and take some time writing & sending your messages. ***Don't be surprised or offended if I point out grammatical, typographic, or unprofessional content in my response emails to you.*** I'd be doing you a disservice if I didn't help you improve your communication skills in a communication class!

General expectations: Come to class prepared to listen, contribute to the discussion, and be engaged in the classroom environment. Certain distractions - texting, using social media, surfing the internet, taking selfies in class (wish I was kidding about that one) - take away from your ability to be engaged in our class discussions, and are quite simply detrimental to your ability to learn as well as your classmates' ability to learn. We're all adults, so please act like a mature one in my class. Keep your own distractions to a minimum and your engagement to a maximum.

CONTROVERSIAL STATEMENT ALERT: Please refrain from using phones and laptops during class, except during instructor-led activities requiring participation via phone or laptop. I know, I know. It's a class in mass media. You don't want to miss an important text. You think you take better notes on your laptop than you do on paper. I've heard it all before, and I feel your pain. I've tried many varieties of technology allowance/banning policies in other classes with many varieties of success and failure. But before you accuse me of being unreasonable or out of touch with this general ban of personal communication devices in class, take a minute to read the articles I provided **on studies showing students take better notes with paper & pen than on laptops.** Give my way a chance and let me know what you think about the class & policy at the end of the semester.

Class discussions should facilitate an open exchange of ideas. Debates should be healthy, and each individual should be respectful of others' opinions. Hate speech, or racist, sexist, ageist, or homophobic comments are not allowed.

Note Taking/Intellectual Property: I encourage you to take notes the old-fashioned way: with paper and pen/pencil. See the readings provided on the first day of class for the theory behind this concept. Again: ***please refrain from using phones and laptops during class, except on the occasions when a group activity necessitates it.***

Lectures provided in this course are property of the instructor of record (me) and Kennesaw State University. Lectures may not be electronically recorded without my prior permission (and/or that of any guest speaker). No teaching materials provided, including class notes, may be reproduced or distributed in any form or by any means or stored in a database or retrieval system, without the prior written permission of the author.

I'll be providing outlines of my lectures in D2L before each class. It would behoove you to print these outlines out and use them as a guide to take notes each day. Please **do not take pictures of my PowerPoint slides**. That's not good note taking and it infringes on intellectual property rights.

Technology & Tests: During exams, you may not use technology of any kind, unless you have a students with disabilities accommodation form on file with me and student services.

In Case Of Emergency, Weather Crises, Impending Apocalypse, Zombie Attacks, etc.

If you haven't done so already, please make sure your primary phone and email address are updated and registered in Owl Express so you will receive notifications of emergencies and weather situations via KSU ALERT. You can also check kennesaw.edu for weather-related closings and cancellations. If I have to miss class unexpectedly (it's happened once in the past 6 years), I will alert you via Desire2Learn – so it's not a bad idea to check in there before class starts every day.

Scantrons for Exams: Students must purchase these themselves at the KSU bookstore. The forms are 25 cents each and (as of this document) are located at the checkout counters. The required scantron is 8 1/2 x 11 size.

University Policies

Statement of Student Rights and Responsibilities

KSU Student Code of Conduct

A. Plagiarism and Cheating: No student shall receive, attempt to receive, knowingly give or attempt to give unauthorized assistance in the preparation of any work required to be submitted for credit (including examinations, laboratory reports, essays, themes, term papers, etc.). Unless specifically authorized, the presence and/or use of electronic devices during an examination, quiz, or other class assignment is considered cheating. Engaging in any behavior which a professor prohibits as academic misconduct in the syllabus or in class discussion is cheating. When direct quotations are used, they should be indicated, and when the ideas, theories, data, figures, graphs, programs, electronic based information or illustrations of someone other than the student are incorporated into a paper or used in a project, they should be duly acknowledged. No student may submit the same, or substantially the same, paper or other assignment for credit in more than one class without the prior permission of the current professor(s).

This policy is strictly enforced. I reserve the right to randomly select any paper and/or assignment that is turned in for a grade for plagiarism review. If you are found in violation of academic dishonesty, then you will be subject to the enforcement policies and procedures as outlined by the University. Any student caught cheating or plagiarizing will automatically receive a "0" for the assignment and your infraction may be forwarded to the Office of the Judiciary for review, possible additional sanctions, and placement in your academic file. I have the right to fail students for the course based on the severity of the offense.

Any student found to have copied another student's work will be treated as a plagiarist, and BOTH students involved will face the possibility of punishment. Know that the faculty takes academic dishonesty very seriously. If you feel compelled or pushed to commit an infraction or are unsure of an assignment please seek immediate help from me.

Other excerpts from the University's policy on Student Conduct:

Disruption of Campus Life It is the purpose of the institution to provide a campus environment which encourages academic accomplishment, personal growth, and a spirit of understanding and cooperation. An important part of maintaining such an environment is the commitment to protect the health and safety of every member of the campus community. In order to promote these goals, students should be familiar with and abide by the rules against disruption of campus life.

Disruptive and Dangerous Conduct No student shall act in a manner that can reasonably be expected to disturb the academic pursuits of others or infringe upon the privacy, rights, or privileges of others, or the health or safety of him/herself or other persons. **Disruptive Speech** That speech is prohibited which: a) presents an immediate or imminent clear and present danger or b) is disruptive to the academic functioning of the institution.

Disruptive Speech That speech is prohibited which: (a) presents an immediate or imminent clear and present danger or (b) is disruptive to the academic functioning of the institution.

Academic Integrity Statement: The high quality of education at Kennesaw State University is reflected in the credits and degrees its students earn. All assignments must be your own work and original for this course. The protection of these high standards is crucial since the validity and equity of the University's grades and degrees depend upon it. Any student found to have violated any KSU academic honesty regulation after a hearing before a University hearing panel or before the Vice President for Student Success and Enrollment Services (or his/her designee) shall be suspended for at least one semester, unless the student persuades the deciding body that the circumstances of his or her behavior substantially mitigate the gravity of the violation. These regulations are designed to assist students in (1) developing appropriate attitudes about and (2) understanding and following the University's standards relating to academic honesty. The regulations protect students by helping them avoid committing infractions that may compromise the completion of their KSU degrees or damage their reputations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the KSU Student Academic Integrity Policy.

University Policy on Accommodating Students with Disabilities Students requesting accommodation for disabilities must first register with the Office of Disabled Student Support Services at http://www.kennesaw.edu/stu_dev/dsss/dsss.html. The Office of Disabled Student Support Services will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

FERPA The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records once the student has reached 18 years of age (20 U.S.C. § 1232g; 34 CFR Part 99). Under that law we cannot release your student ID number, grades, performance evaluations, or any other personal or academic information to anyone but you, unless you provide written permission to do so.

Global learning Kennesaw State University is a learning-centered institution emphasizing creativity, diversity, global awareness, leadership, ethics, teaching excellence, digital literacy, technological competence, and community engagement. KSU has adopted a Quality Enhancement Plan (QEP), an educational process that enhances one's competencies for participating productively and responsibly in the diverse, international, intercultural, and interdependent world.

Disorderly Assembly No students shall assemble on the campus for the purpose of creating a riot, or destructive or disorderly diversion, or obstructing or disrupting the normal operation of the university, including any teaching, administrative, disciplinary or public service activity, or any other activity authorized to take place on the campus.

Children on Campus According to the KSU Staff Handbook (504.3c Children in the Workplace), the University cannot accommodate children of employees and students on campus during normal operating hours. Children are welcome to make brief visits and to attend scheduled events.

The KSU Student Code of Conduct: http://www.kennesaw.edu/scai/code_of_conduct.shtml

Statement of Student Rights and Responsibilities: Students of Kennesaw State University are entitled to an environment that is conducive to learning and individual growth. To this end, students enrolling at Kennesaw State University assume a responsibility to abide by the policies and regulations expressed in this section. By doing so, students may fulfill their responsibilities and enjoy the exercise of their own rights while also respecting the rights of others. or full policy refer to the following website:

<http://catalog.kennesaw.edu/content.php?catoid=19&navoid=1574>

Getting Technical Help: If you're having technical difficulties, please contact the Student Helpdesk. You can reach them in the following ways:

- Fill out a service form:
http://uits.kennesaw.edu/forms/student_service_request_form.html
- Email: studenthelpdesk@kennesaw.edu
- Call: (470) 578-3555
- Walk in: Burruss Building, Room 475

Steps that will help you meet the technological requirements of the University:

<http://uits.kennesaw.edu/students/gettingstarted.html>

Academic Resources

- Academic Tutoring Services: http://www.kennesaw.edu/stu_dev/alp/academic.shtml
- Disability Resources: http://www.kennesaw.edu/stu_dev/dsss/dsss.html
- Library: <http://www.kennesaw.edu/library/>
- Writing Center: <http://www.kennesaw.edu/writingcenter/index.php>

Student Support and Wellness Resources:

- Career Services Center: <https://careerctr.kennesaw.edu/>
- Counseling and Psychological Services: <http://sss.kennesaw.edu/cps/>
- Center for Health, Promotion, & Wellness:
http://www.kennesaw.edu/col_hhs/wellness/
- Student Health Clinic: <http://studenthealth.kennesawstateauxiliary.com/>

Advising Students are encouraged to work with an advisor to plan their course of study. Declared COM majors with fewer than 60 completed credit hours are advised by the College of Humanities and Social Sciences Undergraduate Advising Center (UAC) located in Willingham Hall, Suite 223. New transfer students should also make an appointment at the advising center. Advising appointments can be made by visiting the Center's website:
<http://www.kennesaw.edu/hssadvising/home.php>

Once COM or PR majors reach 60 credit hours, they are assigned to a faculty member in COM for advising/mentoring. To find your assigned advisor, check Degree Works or your transcript on Owl Express. Contact your faculty advisor directly to make appointments. To find your faculty advisor's contact information, visit
<http://communication.hss.kennesaw.edu/about/faculty-staff/> and click on your advisor's name.

Of course, even after you have surpassed 60 credit hours, you are welcome to continue visiting the UAC for academic planning. For questions regarding graduate school or other post-graduation plans, however, you'll want to visit your faculty advisor.

Understand that, ultimately, advising is a student's responsibility. While faculty advisors are here to assist, course selections are a student's choice. Students are responsible for calculating how their course selections will affect their graduation date. The Registrar Office is the entity that reviews credits for graduation, and the Registrar's response to a student's Petition for Graduation form is the university's official word on graduation status.

COM is now a "GATED" program (effective August 2014).

The process for applying for admission to the Bachelor of Science degree program in Communication changes, effective Fall 2014. COM is now a "gated" program. Here are the steps to take to declare the COM major starting August 15, 2014:

1. FIVE-COURSE array:

Earn an adjusted GPA of 2.5 or higher (an average of your GPA scores) in five core courses:

1. **COM 2020** CSI: COM Sources & Investigations (ONLY for students following the Fall 2014 catalog and later) --OR-- COM 1109 (ONLY for students following catalogs PRIOR to Fall 2014)
2. **COM 2033** Visual Communication
3. **COM 2129** Public Speaking
4. **COM 2135** Writing for Public Communication
5. **COM 2205 Introduction to Organizational Communication --OR-- COM 2230 Introduction to Mass Communication** (depending on concentration: JCM & MS take 2230; OC takes 2205; PR can take either)

2. WRITING TEST:

Beginning Fall 2014, pass a writing test with a score of 79% or higher. Students may take the writing test up to three times.

3. APPLICATION:

Beginning Fall 2014, complete an application, available mid-semester at <http://communication.hss.kennesaw.edu/> or visit SO 5106. There is an anticipated \$50 application fee (\$25 fee for the writing test + \$25 processing fee; additional writing test attempts will result in an additional \$25 per attempt).

Once admitted into the Communication program, all majors must earn grades of "C" or higher in all Communication courses in order to meet graduation requirements for the degree.