



COM 1050 Introduction to Media Communication

Communication Studies Department

Spring 2022 ◊ 3 Units ◊ T/TH 1:30 p.m.-2:45 p.m. ◊ C202

Dr. Melissa Newman

Cabrillo 200 ◊ mnewman@pointloma.edu ◊ 619.849.2561

Office hours: zoom appointments or phone calls upon request

PLNU Mission

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Catalog Description

Explores the development and influences of mass media (books, newspapers, magazines; film; radio, television, and internet) in contemporary society. Considers the rights and responsibilities of producers and consumers of mass communication.

Course Learning Outcomes

Students who successfully complete this course will:

1. Identify and articulate the historical development, content and audiences of U.S. media
2. Display an understanding of basic mass communication theories applied to real world media messages
3. Analyze and critique media messages
4. Identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.
5. Identify and connect media-related skill-sets and aptitudes to specific jobs/careers in the different media, and begin to develop the appropriate skillsets and aptitudes for one (or more) jobs/careers in the media.

Required Texts

Introduction to Mass Communication: Media Literacy and Culture, by Stanley J. Baran. Please select the 11th Edition of the text.

Assessment and Grading

Below you will find the assignments for the semester. Your grade will be calculated by dividing the number of points you earn by the total number of points at the end of the semester. Course assignments and scheduling are subject to change due to the nature of the course. All changes will be made orally in class, provided in writing and posted on Canvas.

1. **Lecture Notes (points vary)** students will take notes on each chapter of the textbook.
2. **Exams:** Three exams over course material. (100 points each)

3. **Timeline Project** (50 points)
Students will research and write a timeline for an assigned medium, create an infographic and present to the class.
4. **Media Deprivation Assignment** (50 points) Students will do a deprivation period and journal reflection. More details will be provided in class and on Canvas.
5. **Digital Citizenship Assignment** (50 points) Students will write and present on digital citizenship. More details will be provided in class and on Canvas.
6. **Case Studies/Self-Assessments/Article Reviews/Participation** (points vary) Students will complete various activities to support experiential learning of course material.

Grade Scale

A- = 90-92%; A = 93-100: Excellent (*exceptional, superlative presentations, engaged in class lecture and discussion, attendance, posture, interest, etc. Comprehensive excellence is needed for a superlative grade in this course.*)

B- = 80-82%; B = 83-87%; B+ = 88-89%: Above average

C- = 70-72%; C = 73-77%; C+ = 78-79%: Average (*mediocre, passable, fair, midpoint between extremes of excellence and failure.*)

D- = 60-62%; D = 63-67%; D+ = 68-69%: Below average

F = 59% and below: Failure (*omission or lack of satisfactory performance of action or task, inadequate, impassable, etc.*)

Method of Instruction

The course is taught through lecture, discussion, class activities, and a semester project all designed to help you develop critical thinking abilities as they relate to organizational life. Lectures will often introduce material beyond that which is covered in readings and will assume information supplied in the text. Lecture and text should complement, not substitute for each other. It is your responsibility to come to class ready to think, challenge, analyze, and apply the material covered.

Additional norms include the following:

1. Due to our current pandemic conditions, our class will follow all of the PLNU policies related to Covid-19. Please see the [PLNU Covid-19 website](#), the Covid-19 Canvas course, and the [PLNU catalog](#) for the most current policies.
2. Students will answer the questions on the Campus Clear app each day before coming to class. All of us, including me, can show our respect and care for each other by not coming to class if we don't pass the Campus Clear app or have any covid symptoms.
3. During our in-person class we will all wear well-fitting face masks (over the mouth and nose) and maintain as much distance as possible.
4. If I (or a member of my household) must quarantine, our class will meet remotely for that time. Please check your PLNU email before coming to class in case there is a last-minute change in the modality of class.
5. If you are quarantined, please follow the syllabus, complete the work on Canvas (if any) and get missed notes from a classmate.
6. Students are expected to attend class and be on time. Failure to make presentations on schedule will result in a failing grade for that presentation. In the event of absence students seek missed information/notes from classmates and/or Canvas.
7. PLNU allows up to 25% of course work to be completed in Canvas so we will utilize it throughout the semester. Canvas will have your assignments listed with due dates set and all the materials needed for the course beyond the textbook. Students should set their Canvas user preferences to get daily reminders for assignments due. All written work must be typed, and attention should be paid to form (including grammar, punctuation, spelling, APA formatting and general appearance) as well as content. Late work will receive an automatic point deduction unless there is EAC accommodation for illness.
8. Integrity is of great importance. Plagiarism of any sort will not be tolerated and will result in a grade of "F" for the project and possibly the course. See university notifications below for specifics.
9. Classroom disruption by cell phones or other electronic devices (i.e. text messaging) is prohibited. All laptops, cell phones and similar electronic devices must remain turned off and out of sight for the

duration of class unless we are using them for course work. A student may face a zero and/or failure in the class if an electronic device is used for cheating during a test.

10. Please be super considerate of our learning process. Please do not walk in/out of the classroom during lecture. Also, please do not carry on side conversations while the professor is lecturing.
11. This syllabus serves as the contract between the students and professor. Your continued enrollment in the course serves as agreement to abide by the policies and information set forth here within.

Course Schedule

Please note: Due to the nature of this course, the schedule is subject to change. All changes will be posted on Canvas and announced in class.

Date	Plan for the Week
Session 1 Week of Jan 11	Course Intro Introduction to Communication Course Information
Session 2 Week of Jan 17	Chapter 1: Mass Communication, Culture, and Media Literacy
Session 3 Week of Jan 24	Chapter 2: Convergence and the Reshaping of Mass Communication Media usage inventory
Session 4 Week of Jan 31	Chapter 3: Books Timeline presentation
Session 5 Week of Feb 7	Chapter 4: Newspapers Timeline presentation Exam 1 Feb 10
Session 6 Week of Feb 14	Chapter 5: Magazines Timeline presentation
Session 7 Week of Feb 21	Chapter 6: Film Timeline presentation
Session 8 Week of Feb 28	Chapter 7: Radio, Recording, and Popular Music Timeline presentation
March 7-11 Spring Break	
Session 9 Week of March 14	Chapter 8: Television, Cable, and Mobile Video Timeline presentation Exam 2 March 17
Session 10 Week of March 21	Chapter 8: Television, Cable, and Mobile Video Timeline presentation
Session 11	Chapter 9:

Week of March 28	Video Games Timeline presentation
Session 12 Week of April 4	Chapter 10: Internet and Social Media Timeline presentation
Session 13 Week of April 11	Chapter 11: Public Relations Chapter 12: Advertising Timeline presentation
	April 14-18 Easter Break
Session 14 Week of April 19	Chapter 13: Theories and Effects of Mass Communication/ Media Freedom & Global Media April 21 Exam 3
Session 15 Week of April 25	Digital Citizenship & Media Literacy
	Final Exam: Tuesday, 5/3, 1:30 pm

University Notifications

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the due date. Late work will receive a reduction in points. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation.

In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).