POINT 1902 LOMA
NAZARENE UNIVERSITY

School of Humanities, Arts, and Public Engagement

COM1050 Introduction to Media Communication | 3 Units

Fall 2026

Information	Specifics for the Course
Meeting Days & Times:	MWF | 11:00 -11:55 a.m.
Meeting Location:	Cabrillo 202
Final Exam:	Friday, 12/18, 10:30 a.m. – 1 p.m.
Instructor title and name:	Guimel Sibingo, Assistant Professor of Journalism
Office Phone:	619-849-3099
Email:	gsibingo@pointloma.edu
Office location and hours:	**Monday:** 8:30 – 9:30 a.m. | 1-4 p.m. **Tuesday:** 8:30 – 10:30 a.m. | 1-2 p.m. **Thursday:** 8:30 – 10:30 a.m. | 1-2 p.m.

PLNU Mission

To Teach ~ To Shape ~ To Send

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 is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Course 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.

Program and Course Learning Outcomes

By the end of this course, you should be able to:

Outcome	Assessment
Identify and articulate the historical development, content and audience of U.S. media.	Quizzes Timeline Reel YouTube Videos
Display an understanding of basic mass communication theories applies to real world media messages.	Quizzes Industry Research Media Fast
Analyze and critique media messages.	Discussion Consumption Logs & Reflections
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.	Discussion Consumption Logs & Reflections YouTube Videos
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.	Industry Research Content Creator Report

Required Text

Introduction to Mass Communication: Media Literacy and Culture, 12th ed. 2024. Baran.

Students are responsible for having the required course textbooks prior to the first day of class.

Course Credit Hour Information

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 15 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

Assessment and Grading

Grades will be based on the following:

A	A-	B+	B	B	C+	C	C-	D+	D	D-	F
93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	Less than 59

Final Examination Policy

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Traditional Undergraduate Records: Final Exam Schedules site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

Content Warning

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In this course, all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of Media Communication, and I will support you throughout your learning in this course.

Incompletes and Late Assignments

All assignments are to be submitted/turned in by the beginning of the class session when they are due.

Assignments submitted after the deadline will receive a **10% deduction for each calendar day late,** up to a **maximum penalty of 50%.** Incompletes will only be assigned in extremely unusual circumstances.

Example: *An assignment submitted 1 day late will lose 10%, 3 days late 30%, and 5 or more days late will lose 50% (maximum).*

This means you can still receive credit for your work even if it's significantly late, but the highest deduction applied will not exceed 50% of the assignment grade, except for in an unusual circumstance.

Canvas may automatically mark the late assignment as zero. **Please do not be alarmed if this happens.** I will go through each assignment later and change the grade to reflect the 50% maximum penalty.

I understand that life happens, and unexpected situations may arise. Please communicate with me as early as possible if you anticipate not being able to turn in the assignment on time.

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 you have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the Office of Spiritual Life and Formation.

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.

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 Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, Grammarly Go, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

PLNU Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 619-849-2533). Once a student's eligibility for an

accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

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. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

Sexual Misconduct and Discrimination

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office

at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

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 withdrawal date or, after that date, receive an "F" grade.

Loma Writing Center

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see Loma Writing Center webpage or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: https://plnu.mywconline.com/
- Website: https://www.pointloma.edu/centers-institutes/loma-writing-center
- Email: writingcenter@pointloma.edu

Assignments At-A-Glance

See Canvas for deadlines and assignment details.

Chapter Quizzes (300 points): Open book reading quizzes will be conducted outside of class across chapters in *Introduction to Mass Communication: Media Literacy and Culture*, 12th ed., 2023. Baran. Quizzes will be assessed for a total of 30% of the final grade.

Participation (150 points): In-class engagement, Canvas discussions and participation in group projects are expected. Participation will be assessed for 15% of the final grade.

YouTube Videos (150 points): Students will produce a series of YouTube Videos. Two individual YouTube videos on a topic or theme of choice and two group videos on topics discussed in class. The projects will be assessed for 15% of the final grade.

Timeline Reel (100 points): Students will work in groups to produce a vertical video using the genre conventions of Instagram, YouTube Shorts or Tik Tok about the historical timeline for a particular medium. This project will be assessed for 10% of the final grade.

Media Consumption & Reflections (100 points): Students will track their own media consumption and respond with a written reflection. These assignments will be assessed collectively for 10% of the final grade.

Industry Research (75 points): Students will select a job within a media-related profession and identity skills, experiences and aptitudes needed to be considered for a particular role. Students will conduct peer reviews of these submissions and reflect on what they've learned. This work will be assessed collectively for 7.5% of the final grade.

Content Creator Report (75 points): Students will identify an influencer or content creator and report on various aspects of their work. Students will conduct peer review of these submissions and reflect on what they've learned. This work will be assessed collectively for 7.5% of the final grade.

Media Fast (50 points): Students will identify an area of media consumption to remove from their daily diet for an allotted amount of time. Written reflections on the experience will be assessed for 5% of the final grade.

Final Exam (100 points): Students will take a final exam at the end of the semester with questions covering chapter readings and lecture materials.

Lomabooks Instructions for Students:

This course is part of our course material delivery program, **LomaBooks**. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials. For more information about **LomaBooks,** please go: HERE.