

# **COM 150 Introduction to Media Communication**

## **Spring, 2016**

**Instructor: Dr. Alan Hueth**  
**Canvas Website Content**

### **Introduction**

The purpose of this course is primarily to give you a foundation for understanding the history and influences of the different mass media. We will focus on the development and influences of mass media, along with the rights and responsibilities of producers and consumers of mass communication in contemporary society.

This course is also created for the purpose of providing an introductory-level of knowledge, skill, and performance in some of the program learning outcomes that have been established for the students in the mass communication, broadcast journalism, and journalism majors. For the mass com students, this includes acquiring knowledge and understanding of theoretical/historical and ethical critique of the media, and basic scriptwriting and production skills. For the broadcast journalism students, this course will enhance their production skills, and provide them with an understanding of ethical theories and professional codes applied to journalistic dilemmas. For the journalism students, this course will compliment and supplement their research and reporting practices, and their interpretive, analytic, and critical thinking skills. And it will enhance their ability to communicate in ways and techniques that are appropriate to the purpose, medium, and audience.

### **Required Text**

Biagi, S.. *Media/impact: An introduction to mass media* (11<sup>th</sup> Ed.). Belmont, CA: Thomson Wadsworth

This course will also include some supplemental online readings.

### **Learning Outcomes**

At the end of this semester, students shall be able to:

- Identify and articulate the historical development, content and audiences of U.S. media
- Display an understanding of basic mass communication theories applied to real world media messages
- Analyze and critique media messages
- 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.

- Display basic techniques of print-journalism writing OR television/film documentary writing—as noted in the journalism, broadcast journalism, and media communication majors’ “program learning outcomes.”
- Identify and connect media-related skill-sets and aptitudes to specific jobs/careers in the different media, and begin to develop the appropriate skill-sets and aptitudes for one (or more) jobs/careers in the media.

### **Course Activities:**

We’ll achieve the course outcomes through the following course activities:

- Mini-Lectures: most of the content will be based on the textbook—with supplemental material to provide some focus and provide a bit more breadth and depth coverage of the course material. It is expected that the lectures will be peppered with some class or group discussion and Q & A – as questions and interactions arise
- Video Clips (of films, documentaries, video interviews, program excerpts, etc.)—all designed to complement and supplement your understanding of the topics and issues in this course
- Guest Media Professionals (F2F and via Skype)—see the course schedule and descriptions of our planned guests
- Student sharing of “*Stories From the Past*” assignment—this will consist of students reading their news stories (if journalism major) OR short documentary scripts (if media com major) in small groups at the beginning of select class sessions (see Course Schedule for details).
- Online Canvas Quizzes – will include 20 questions based solely on textbook content in each chapter—objective T/F and multiple-choice questions. See detailed description in the “Quizzes and Final Exam” section.
- Field Trip to One America News (OAN)—voluntary (not during class session)—time TBD later

### **Course Assignments**

We’ll also achieve the course outcomes through the following course assignments:

#### **Newspaper Article or Documentary Script: *Understanding the Mass Media* OR *Stories From the Past***

Assignment Objectives: this assignment is designed to accomplish three (3) objectives that relate to the course learning outcomes:

1. *To encourage you to read the assigned textbook chapters in preparation for active involvement in every course session;*
2. *To build your writing skills in your chosen medium—based on your academic major; and*
3. *To reinforce your understanding of each chapter’s content—in preparation for the chapter quizzes and final exam.*

You're required to read every assigned chapter and write either a newspaper story (for journalism majors) OR short documentary script (for media communication and broadcast journalism majors) that reveals that you've read the chapter and that you have understanding of select portions/topics of these chapters. The *Understanding the Mass Media* option-approach should include selected information about the medium/subject matter included in the chapter. The *Stories From the Past* option-approach will focus on historical characters and their inventions and/or roles in the featured medium/subject matter. You must post your stories on Canvas and read them from your laptops. Every student will read their stories in small groups, then each group will select the best one one the group. The student with the best story from each group will then share their story with the entire class. See the chapter deadlines for this assignment on the Course Schedule page.

Assignment Length: the newspaper article must be 1.5 to two (2) pages in length, single-spaced, and written in conventional newspaper style. You must compose this assignment on a Word document and post it as an attachment on Canvas. The short documentary script must also be two (2) pages in length and follow the two-column script convention for broadcast news and documentary. It must include a conversational narration style on the audio side, and shot descriptions for each portion of the documentary on the video side. Please have some fun and be creative with this assignment!

See Print/Newspaper Story Approach Sample (for journalism majors)

See Two-Column Script (for broadcast journalism and media com majors)

### **Online Article Reports**

You're required to read five (5) online articles that are current and relevant to your vocational media interests. You can choose from the list below OR find other online articles to report on. Your report should be 2-3 pages in length (typed, double-spaced) and posted on Canvas. Make sure that you compose the essays on Word docs, then copy and paste them into the Canvas assignment page. Due dates and times are provided on the Course Schedule page.

### **Online Quizzes**

Assignment Objectives: this assignment is designed to accomplish three (3) objectives that relate to the course learning outcomes:

1. *To encourage you to read the assigned textbook chapters in preparation for active involvement in every course session; and*
2. *To reinforce your understanding of each chapter's content.*

You will have fifteen (15) online and in-class Canvas quizzes—based on the content in chapters one through fifteen. Quiz questions will be based on the assigned chapter noted for each day in the course schedule. Each quiz will include twenty (20) questions, and the questions will be based on the “Key Terms” section at the end of each chapter. In chapters where there are less than twenty “Key Terms,”

additional questions on chapter content will be included. You will have 15 minutes to take each quiz, and quizzes will be given during the first or last 15 minutes of the assigned class session -- see the Course Schedule for all of the chapter quizzes. Many quizzes will occur on Wednesdays – after completing the lectures, discussions, and newspaper articles or documentary scripts for each chapter-medium/subject. Some quizzes will occur on Mondays. In any case, **REMEMBER TO BRING YOUR LAPTOP TO CLASS TO TAKE THE QUIZ!** If you don't take the quiz, you lose the points.

### **Online Final Exam**

You will have one exam in this course. The final exam will consist of two components: an objective component and an essay. The objective component will consist of the quiz questions from the previous chapter quizzes already taken in class PLUS lecture content in the various class sessions. A study guide will be provided, but will **ONLY INCLUDE** additional lecture content unrelated to the Key Terms already included in the chapter quizzes.

The essay component will be a “media ethics and professional codes essay.” This will, essentially, be a take home essay that is based on a case study that is provided by the instructor. There will be two different essays that will be assigned (based on your major). There will be one for journalism and broadcast journalism majors, and one for the media communication majors. You will be placed in the position of a professional journalist OR filmmaker OR television producer who is facing an ethical dilemma which calls for a decision. You will be provided with a model (the Potter Box Model) that includes the criteria you'll need to use in order to come to an ethically-principled conclusion. You will also include any relevant codes of professional ethics in your essay. We will practice using this model towards the end of the semester so that you'll understand the criteria and how to use this model. You will post your essay onto Canvas the morning of the final exam. However, I suggest that you complete the exam as soon as possible after regular classes end—and well before the objective portion of the final exam so that you have plenty of time to study. Make sure that you compose this essay in Word and post it on Canvas as Word doc attachment. More information about the essays will be provided later.

Ethics & Professional Codes Essay due date:

**PLEASE POST YOUR ESSAY ON  
BY/BEFORE THURSDAY, MAY 5, 2016, 7:30 A.M.**

Objective Exam date:

**THURSDAY, MAY 5, 2016, 7:30-10:00 A.M.**

### **Attendance Policy & Professional Socialization**

- The communication industry is time sensitive. Professionals in this business succeed or fail depending on their ability to follow instructions, meet deadlines and follow through on their commitments. Now is an excellent opportunity to develop good habits. With this in mind, students are expected to be on time to class. Attendance will be taken in all class sessions.

Entering the room after class has started is disruptive to other students and to the continuity of the session. Attendance is taken promptly at the time class is scheduled to begin. If you are not here when I take attendance, you will be counted as absent.

- For purposes of grading in this course...all students start with 100 points. This is the maximum amount of points that one can receive for perfect attendance in this course. Absences will incur point deductions. You'll be docked ten (10) points for every absence in this course. This can, fairly often, make the difference in your final grade. Since your grade is based on the cumulative total points at the end of classes for the semester, even 10 points off can make the difference between a C+ and B-, or a B+ and A-. Also, please don't send me an email after classes end and you're a lower-borderline grade (and have an absence or two) and argue that you should get the higher grade...I won't be sympathetic to that.
- As noted in the university catalog, students who miss 10% of class sessions (3 sessions) will be reported to the Vice Provost of Academic Administration. Missing 20% of class sessions (6 class sessions) will result in the student being de-enrolled from this course. This rule will be strictly enforced.
- Attendance in class means that you are fully attending to the course. Students who choose to do other things while in class—eg. read the paper, use their cell phones, engage in irrelevant or disruptive conversations, study for their next class, etc...will be confronted and counted as absent for that day. Please don't put me in a position to have to do this.
- In the event that you miss class, **you** will be expected to get notes, handouts (and anything else that you may have missed) from someone in class. You are responsible for missed material and should try to make a friend or two in this class who you can count on.
- It is the student's responsibility to maintain his or her class schedule. Should the need arise to drop this course (due to personal emergencies, poor performance or attendance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university). Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

### **Technology Policy**

Computers are not allowed to be used in class—except for reading your *Understanding the Mass Media* OR *Stories From the Past* assignments, or for in class group exercises or projects. Cell phones are not allowed to be used in class. Also, please set the phone to vibrate or turn off the sound. Students who use their cell phones will be asked to be seen after class—which will be a signal to put it away and see the instructor after class. Making audio or video recordings of class sessions are not allowed. Students may not mass distribute any course materials or content in any form (print or online) without permission of the instructor.

### **Notice to Students with Disabilities**

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation from the Disability Resource Center (DRC)—which is located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the students’ instructor and provide written recommendations for the reasonable and appropriate accommodations to meet the individual learning needs of the student. This policy assists the University in its commitment to full compliance with section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities (ADA) Act of 1990, and ADA Amendments Act 2008, all of which prohibit discrimination against students with disabilities and guarantees all qualified students equal access to and benefits of PLNU programs and activities.

**Academic Dishonesty**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Such acts include plagiarism, copying of class assignments, and copying or other fraudulent behavior on examinations. Essentially, if you turn in work that is another person’s work, without giving credit to the original person, it is plagiarism and is punishable by an automatic failing grade in this class (see PLNU’s Academic Polies for more details).

**FERPA Policy**

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without students’ written permission. This class will meet the federal requirements by distributing all grades and papers individually or posting your score to Canvas. Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. See Policy Statements in the (undergrad/ graduate as appropriate) academic catalog.

**Points and Grading:**

ASSIGNMENT:	POINTS
<i>Understanding Mass Media OR Stories From the Past</i> (16 @ 20 points each)	320
Online Article Reports (5 @ 10 points each)	50
Online Quizzes (15 @ 20 points each)	300
Media Ethics & Professional Codes Essay	100

Professional Socialization	100
Final Exam:	
Objective portion	100
Essay	50
TOTAL:	1020

### Grade Ranges

921-1020	A
900-920	A-
880-899	B+
821-879	B
800-820	B-
780-799	C+
721-779	C
700-720	C-
etc.	

### Course & Assignments Schedule

#### WEEK 1

##### TUESDAY, JANUARY 12, 2016 (MONDAY CLASS SCHEDULE DAY)

Intro to course, activities, assignments, course policies, and introductions

##### WEDNESDAY, JANUARY 13, 2016

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.1 MASS MEDIA... DUE

Introductions (continued)

Mini-Lecture/Discussion/Clips/Exercises

Theory: Diffusion Theory

#### WEEK 2

##### MONDAY, JANUARY 18, 2016—NO CLASS (MLK DAY)

##### WEDNESDAY, JANUARY 20, 2016

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.2 BOOKS DUE

Mini-Lecture/Discussion/Clips/Exercises

Theory: Bullet

CH 1 ONLINE QUIZ

#### WEEK 3

**MONDAY, JANUARY 25, 2016**

CH 2 ONLINE QUIZ

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.3 NEWSPAPERS... DUE

Mini-Lecture/Discussion/Clips/Exercises

Theory: Agenda Setting

**WEDNESDAY, JANUARY 27, 2016**

CH 3 ONLINE QUIZ

Mini-Lecture/Discussion/Clips/Exercises (continued)

Guest speaker: TBA

**WEEK 4**

**MONDAY, FEBRUARY 1, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.4 MAGAZINES... DUE

Mini-Lecture/Discussion/Clips/Exercises

Theory: Framing

**WEDNESDAY, FEBRUARY 3, 2016**

Mini-Lecture/Discussion/Clips/Exercises (continued)

CH 4 ONLINE QUIZ

**WEEK 5**

**MONDAY, FEBRUARY 8, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.5 RECORDINGS... DUE

Mini-Lecture/Discussion/Clips/Exercises

**WEDNESDAY, FEBRUARY 10, 2016**

Mini-Lecture/Discussion/Clips/Exercises (continued)

Theory: Media Uses & Gratifications

CH 5 ONLINE QUIZ

**WEEK 6**

**MONDAY, FEBRUARY 15, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.6 RADIO... DUE

Mini-Lecture/Discussion/Clips/Exercises

**WEDNESDAY, FEBRUARY 17, 2016**

Mini-Lecture/Discussion/Clips/Exercises (continued)

CH 6 ONLINE QUIZ

Guest Speaker--radio

**WEEK 7**

**MONDAY, FEBRUARY 22, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.7 MOVIES... DUE

Mini-Lecture/Discussion/Clips/Exercises

Theory: Cultivation

**WEDNESDAY, FEBRUARY 24, 2016**

CH 7 ONLINE QUIZ

Guest Speakers:

8:05-8:40: Jason Carter (PLNU 2004 media com alumnus)—Present: Senior Program Manager (HoloLens), Microsoft, Seattle, WA; Past: Director of Product and Technology (Webstore Experience) at Zulilly Inc.; Stereoscopic Supervisor (supervisor of 3-D animation) The Walt Disney Studios; Producer, Pirate Toast Games (computer game development); Layout Artist, DreamWorks Animation.

8:45-9:00: Erika Scopelli (PLNU 2011, PLNU media com alumnus)—Assistant Editor, DreamWorks Animation OR Hilary Zeber (PLNU 2015 media com alumnus)-- Producer, DreamWorks Television, Los Angeles

**WEEK 8**

**MONDAY, FEBRUARY 29, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.8 TELEVISION... DUE

Mini-Lecture/Discussion/Clips/Exercises

**WEDNESDAY, MARCH 2, 2016**

CH 8 ONLINE QUIZ

PROJECT PROPOSAL DUE

Guest Speakers:

8:20-8:45--Dean Batali, Television Producer /Head Writer/Writer: *Buffy the Vampire Slayer, That '70's Show, Sabrina: Secrets of a Teenage Witch, Detective McLain: Ties That Bind*, and many others

8:45-9:15--Dan Hyatt, Producer, *Portland Trailblazers Basketball*

**WEEK 9—NO CLASSES (SPRING BREAK)**

**WEEK 10**

**MONDAY, MARCH 14, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.9 DIGITAL MEDIA... DUE  
*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.10 ADVERTISING... DUE  
Mini-Lecture/Discussion/Clips/Exercises

**WEDNESDAY, MARCH 16, 2016**

CH 9 ONLINE QUIZ

CH 10 ONLINE QUIZ

Guest speakers:

8:35-9--Andie Adams (PLNU 2008 broadcast journalism alumnus), Digital Media Producer, NBC-TV, San Diego

9-9:15--Olivia Mowry (PLNU, 2015 media comm alumnus), Video Producer, BuzzFeed

**WEEK 11**

**MONDAY, MARCH 21, 2016**

Guest speakers:

8:05-8:40 a.m.— Mike Longhurst, Sr. VP, Business Development (Europe), McCann World Group, London, England – will be presenting background information about the MasterCard *Priceless* ad campaign

8:45-9:15—Sherene (Ebrahimi) Pistotti (2009 PLNU broadcast journalism alumnus), Marketing Manager, NBC, Chicago

**WEDNESDAY, MARCH 23, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.11 PUBLIC RELATIONS... DUE  
Mini-Lecture/Discussion/Clips/Exercises

**WEEK 12**

**MONDAY, MARCH 28, 2016—NO CLASS (EASTER BREAK)**

**WEDNESDAY, MARCH 30, 2016**

CH 11 ONLINE QUIZ

Guest Speaker Panel—8:15-9:15 a.m.

Nicole Darling (2003 PLNU broadcast journalism alumnus)-- Public Information Officer, City of San Diego; past: News Producer, The CW, San Diego; San Diego Living, XETV San Diego (2004-2015)

Karen Hutchens, CEO & Founder, Hutchens PR, San Diego, CA

Jim Staylor, Senior Specialist-Video Production, Sharp Health Care (200 videos/year), San Diego, CA;  
Founder-CEO, Staylor-Made Communications, San Diego

Laressa (Lacy) Newman (2008 PLNU broadcast journalism major alumnus), Director of Sales, Fox Sports,  
San Diego (2014-present); Director of Sales, ESPN Sports, Los Angeles

### **WEEK 13**

#### **MONDAY, APRIL 4, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH. 12 NEWS & INFORMATION... DUE  
Mini-Lecture/Discussion/Clips/Exercises

#### **WEDNESDAY, APRIL 6, 2016**

CH 12 ONLINE QUIZ

Guest speakers:

8:15-8:45 Christina Lopez (PLNU 2009 broadcast journalism alumnus)—Associate Producer *ABC News & 20/20 (documentary series)*, New York, NY; presently at KGET-TV 17, Bakersfield, CA

8:45-9:15 Doug Downing (PLNU 2003 broadcast journalism alumnus), News Producer, Fox 5 AND  
Greta Wall (PLNU 2015 Broadcast Journalist alumnus), anchor, *One America News*, San Diego

### **WEEK 14**

#### **MONDAY, APRIL 11, 2016**

*UNDERSTANDING THE MASS MEDIA or STORIES FROM THE PAST* CH.13 SOCIETY & POLITICAL ISSUES...  
DUE

Mini-Lecture/Discussion/Clips/Exercises

#### **WEDNESDAY, APRIL 13, 2016**

Mini-Lecture/Discussion/Clips/Exercises (continued)

CH 13 ONLINE QUIZ

### **WEEK 15**

#### **MONDAY, APRIL 18, 2016**

*STORIES FROM THE PAST* CH.14 LAW & REGULATION... DUE

Mini-Lecture/Discussion/Clips/Exercises  
CH 14 ONLINE QUIZ

**WEDNESDAY, APRIL 20, 2016**

*STORIES FROM THE PAST* CH.15 ETHICS... DUE

Mini-Lecture/Discussion/Clips/Exercises

**WEEK 16**

**MONDAY, APRIL 25, 2016**

Mini-Lecture/Discussion/Clips/Exercises--Ethics (continued)

CH 15 ONLINE QUIZ

**WEDNESDAY, APRIL 27, 2016**

*STORIES FROM THE PAST* CH. 16 GLOBAL MEDIA... DUE

Mini-Lecture/Discussion/Clips/Exercises

**FINAL EXAM:** Thursday, May 5, 2016, 7:30-10:00 a.m.