

Point Loma Nazarene University
COM150 Introduction to Media Communication
Fall 2014 – Professor Goforth

PLNU Mission Statement

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.

Location & Time

Cabrillo 202; Monday, Wednesday, 8:00-9:25a
Final: Wednesday, December 17, 7:30a-10a

Professor

Stephen Goforth, stephengoforth@pointloma.edu
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Office location: room 126, Bond Academic Center
Office Hours: Monday 1-4pm, Thursday 1-3pm

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.

Class 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.
- Articulate and apply basic mass communication theories to real world situations.
- 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.

Text and Articles

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss. If you miss an in-class exercise for an unexcused absence, you will be given a zero. These quizzes and exercises cannot be made up.

Our text for the class:

Media Shift: Journalism in a Connected World, Stephen Goforth, 3rd Edition (2012).

Criterion for Success

Total points obtained on each of the areas listed in grading will be converted based on the indicated percentage and your final grade will be computed based on the following scale:

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	60 – 69%
F	Below - 60%

Breakdown of Grading Percentages:

Quizzes & Exercises	44%
Three tests	35%
Final	10%
Attendance and Participation	10%
Extra Credit	1%

No grades will be given over the phone or by e-mail.

Participation

This course requires your active involvement. If you want to learn as much as possible, you should come to class ready to initiate ideas, share relevant experiences, reflect on what others say, and discuss the readings, videos, etc. Strive to see other points of view and consider them critically. As a member of this class you are expected to be respectful toward others and their views, even when they radically oppose your beliefs. Listen respectfully to others but don't shy away from expressing your own ideas. Don't be afraid to wade in and soak up all you can.

I'll be asking your opinion on some controversial issues. I don't want you to simply reflect back what you believe I already think. I want to hear your own opinion. Be ready to not only explain but defend your positions.

Attendance

Missing a class means losing points for attendance, participation and in class work. If you must miss a class for a valid reason (illness, family emergency, school activity etc) then documentation will be required.

Tardiness disrupts the class environment and hinders your own learning. If you arrive after the role has been sent around for everyone to sign in, you'll be docked half of an absence. You will also lose half credit for class attendance any day you leave early.

Please read the Class Attendance section of your PLNU Catalog, carefully. If students miss more than 10% of class meetings (approx. 4 for a MWF course and 3 classes for a TTH course), faculty members may file a written report which may result in de-enrollment from the course. If you miss more than 20% of class meetings (approx. 8 for a MWF course and 6 classes for a TTH course), you may be de-enrolled without notice. De-enrollment may have serious consequences on residence, athletic, and scholarship requirements; it may also necessitate a reduction or loss in your financial aid.

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss. If you miss an in-class exercise for an unexcused absence, you will be given a zero. These quizzes and exercises cannot be made up.

Attendance is vital to your success in this class both because of the quizzes you will need to take and the fact that the class discussion will lead to both potential essay topics as well as questions for the final exam.

FERPA

In compliance with federal law, neither PLNU student ID nor social security number should be used in publically posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (each faculty member choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). 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 student catalog.

Academic Accommodations

While all students are expected to meet the minimum academic standards for completion of their courses as established by the instructors, students with special needs may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability

Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center contacts the student's instructors and provides written recommendations for reasonable and appropriate accommodations to meet the individual 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 of 2008, all of which prohibit discrimination against students with special needs and guarantees all qualified students equal access to the benefits of PLNU programs and activities.

Students have the right to appeal decisions regarding academic accommodations. In order to provide prompt and equitable resolution, the student must submit a written or verbal statement to the Director of Academic Advising who will conduct the appeal process in consultation with the Vice President for Student Development.

Academic Honesty

The Point Loma Nazarene University community holds the highest standards of honesty and integrity in all aspects of university life. Any violation of the university's commitment is a serious affront to the very nature of Point Loma's mission and purpose.

Violations of academic honesty include cheating, plagiarism, falsification, aiding academic dishonesty, and malicious interference.

Cheating is the use of unauthorized assistance that results in an unfair advantage over other students. It includes but is not limited to: Bringing and/or using unauthorized notes, technology or other study aids during an examination; looking at other students' work during an exam or in an assignment where collaboration is not allowed; attempting to communicate with other students in order to get help during an exam or in an assignment where collaboration is not allowed; obtaining an examination prior to its administration; allowing another person to do one's work and submitting it as one's own; submitting work done in one class for credit in another without the instructor's permission.

Plagiarism is the use of an idea, phrase or other materials from a source without proper acknowledgment of that source. It includes but is not limited to: The use of an idea, phrase, or other materials from a source without proper acknowledgment of that specific source in a work for which the student claims authorship; the misrepresentation and/or use of sources used in a work for which the student claims authorship; the use of papers purchased online as all or part of an assignment for which the student claims authorship; submitting written work, such as laboratory reports, computer programs, or papers, which have been copied from the work of other students, with or without their knowledge and consent.

Falsification is the alteration of information or forging of signatures on academic forms or documents. It includes but is not limited to: using improper methods of collecting or generating data and presenting them as legitimate; altering graded work and submitting

it for re-grading; falsifying information on official academic documents such as drop/add forms, incomplete forms, petitions, recommendations, letters of permission, transcripts or any other university document; misrepresenting oneself or one's status in the university.

Aiding academic dishonesty is assisting another person in violating the standards of academic honesty. It includes but is not limited to: Allowing other students to look at one's own work during an exam or in an assignment where collaboration is not allowed; providing information, material, or assistance to another person knowing that it may be used in violation of academic honesty policies; providing false information in connection with any academic honesty inquiry.

Malicious intent is misuse of academic resources or interference with the legitimate academic work of other students. It includes but is not limited to: removing books, journals or pages of these from the library without formal checkout; hiding library materials; refusing to return reserve readings to the library; damaging or destroying the projects, lab or studio work or other academic product of fellow students.

A student remains responsible for the academic honesty of work submitted in PLNU courses and the consequences of academic dishonesty beyond receipt of the final grade in the class and beyond the awarding of the diploma. Ignorance of these catalog policies will not be considered a valid excuse or defense. Students may not withdraw from a course as a response to a consequence.

Response Procedure

The following response procedure is recommended to faculty who discover a violation of academic honesty:

1. **Fact-finding:** The faculty member should attempt to speak or otherwise communicate informally with the student as a first step.
2. **Communication of Consequence:** Once the violation is discovered, the instructor should send a written communication to the student regarding the incident and the consequences. Instructors can give students an "F" on a specific assignment or an "F" in the course as a consequence of violations of academic honesty.
3. **Internal Communication:** The instructor should send a report of the incident to the department chair or school dean, the college dean, the Vice President for Student Development and the Vice Provost for Academic Administration. The report should include a description of the violation, the action taken, and evidence of the violation. The official record of the incident is maintained by the Office of the Vice President for Student Development.
4. **Further action:** Prior instances of misconduct under this or other student conduct policies should be considered in determining disciplinary action for a present violation. As the Vice President for Student Development and the appropriate college dean consult, if additional action seems necessary it would be taken after consultation with the reporting instructor and communicated in writing to the student. Depending upon the seriousness of the incident or pattern of incidents, further actions can include probation, suspension or expulsion.

Appeal Procedure

The following appeal procedure should be used by a student who wishes to appeal consequences associated with a finding of academic dishonesty:

1. **Instructor:** The student should present a written appeal of the penalty to the instructor involved. The instructor should respond in writing, with a copy of the response also sent to the department chair.
2. **Department Chair or School Dean:** In the event that satisfactory resolution to the appeal is not achieved between the student and the instructor, the student may submit the appeal in writing to the department chair or school dean, who will review the appeal and send a written ruling to the student and instructor.
3. **College Dean:** Student appeals not resolved at the departmental or school level should be taken to the appropriate college dean for review. The college dean will review the appeal and send a written ruling to the student, instructor and department chair or school dean.
4. **Administrative Committee:** Student appeals not resolved at the college dean level can be submitted to an administrative committee including an academic administrator of the student's choice, the Provost or a designee, the Vice Provost for Academic Administration, and the Vice-President for Student Development or a designee. The appeal decision reached by this committee is final.

Revision based on review academic honesty policies at Purdue University, University of Notre Dame, Wheaton College, Azusa Pacific University and The University of Rochester. Definitions based on those at The University of Rochester and used by permission.

LJML Academic Honesty Policy

The LJML Department deems intellectual and academic integrity critical to academic success and personal development; therefore, any unethical practice will be detrimental to the student's academic record and moral character. Students who present the work of others as if it were their own commit plagiarism. Presenting another's work as one's own includes, but is not limited to, borrowing another student's work, buying a paper, and using the thoughts or ideas of others as one's own (using information in a paper without citation). Plagiarized work will result in a failing grade for the assignment and possibly for the course. In either event, a written report will be filed with the department chair and the area dean. The dean will review the report and submit it to the Provost and the Vice President for Student Development. It will then be placed in the student's academic file.

Maintaining Class Schedule via Online Registration

Students must maintain their class schedules. Should a student need arise to drop a course, they are responsible to drop the course (provided the drop date meets the stated calendar deadline established by the university) and to complete all necessary

official forms (online or paper). Failing to attend and/or to complete required forms may result in a grade of F on the student's official transcript.

Flexibility

The aforementioned requirements, assignments, policies, evaluation procedures, etc., are subject to change. Students' experiences and needs, as well as emerging knowledge, will be considered in modifying this course syllabus.

Disclaimer

This syllabus is subject to change at the discretion of the instructor and does not constitute a contractual agreement between the student and the instructor or Point Loma Nazarene University.