

Welcome to COM 1050 Introduction to Media Communication

If you're able to access this website, it means that you are officially enrolled in this course. Be sure to read all of the course information contained in this site, as it is critical to your success in this course.

I look forward to our Monday & Wednesday 1:30-2:45 class sessions in Ryan Learning Center - RLC 101 this semester! Be sure to click on the "Modules" and "Assignments" links on the left--and read about all that we're going to do and learn together!

See you in class,
Dr. Hueth

Here's the [Master Media Prayer Calendar](#) we'll be using throughout the semester.

Dr. Alan C. Hueth

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619-849-2358

Office Location Cabrillo 203

Office Hours M & W, noon-1 p.m.

I do have an overload and projects to work on this semester, so it's best to email me for an appointment. Just send me time frames of days and times you're available, and I'll pick a time that works for both of us!

Introduction

The purpose of this course is primarily to give you a foundation for understanding the history, influences, and systems 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 media communication and multimedia journalism majors. This includes acquiring knowledge and ability to conduct theoretical/historical and ethical critiques of the media.

Required Text

Biagi, S.. *Media/Impact: An introduction to Mass Media* (11th Ed.). Belmont, CA: Thomson-Wadsworth

YOU MUST PURCHASE THIS ONLINE...buy it used and save big \$\$! The university bookstore might have some used books--but not guaranteed.

This course will also include some supplemental online readings dealing with current issues and topics in the mass media that are relevant to your Media Expert Presentation assignment--titles and links to be added later.

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.
- 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 learning 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 of 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) sharing their preparation, knowledge, wisdom, and professional journey in the media...see the course schedule and descriptions of our planned guests
- Student research and sharing their knowledge of specific people/topics/ issues in the media
- Online in-class Canvas quizzes for chapters 1-15, and will include 20 questions for each chapter -- based solely on textbook content in each chapter. The quizzes will consist of objective T/F and multiple-choice questions. See detailed description in the “Quizzes and Final Exam” section.

Online Quizzes

Assignment Objectives: this assignment is designed to accomplish two (2) 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 the content of each chapter.*

You will have fifteen (15) in-class, online Canvas quizzes—based on the content in chapters one (1) through 15. Each quiz will be based on the assigned chapter 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 last 15 minutes of the assigned class session -- see the Course Schedule for all of the chapter quizzes. **REMEMBER TO BRING YOUR LAPTOP OR SMART-PHONE TO CLASS TO TAKE THE QUIZ!** If you don't take the quiz during the class-time allotted, you lose the points.

Online Final Exam

This is the only exam in this course. The final exam will consist of two components: an objective component and an essay. The objective component will consist of 150 quiz questions (and 150

points) from the previous chapter quizzes AND questions about the media theories presented and discussed in class. You should have access to your correct and incorrect answers to all of the past quizzes on the Canvas website to help you focus your study for the exam.

The essay component will be a “media ethics and professional codes essay” (50 points). 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 multimedia 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 must post your essay onto Canvas the last Friday of classes. 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 BY/BEFORE
FRIDAY, MAY 1, 2020, 10 P.M.

Objective Exam date:
WEDNESDAY, MAY 6, 2020, 1:30-4

Points and Grading:

ASSIGNMENT:	POINTS:
Chapter Quizzes (15 @ 20 points each)	300
Media Expert Presentation	200
Final Exam: Objective Portion	150
Final Exam: Essay--Media Ethics Case Study	50
Professional Socialization (attendance & participation)	100
TOTAL:	800

Grade Ranges

- 738-800 A
- 721-737 A-
- 705-720 B+
- 657-704 B
- 640-656 B-
- 624-639 C+
- 576-623 C
- 559-575 C-
- 543-558 D+
- 496-542 D
- 479-495 D-