

	Communication Com 1050 Introduction to Media Communication 3 Units
Spring 2021	

Meeting days: M/W	Kelly Togerson "Mrs. T"
Meeting times: 1:30-2:45	Phone: N/A
Meeting location: Ryan Learning Center 101 (RLC 101)	Email: KellyTogerson@pointloma.edu
Final Exam: Mon June 7th @ 1:30	Office location and hours: By appt only via Zoom
We will begin the semester online	

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

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.

COURSE 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.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

You will not need to buy a textbook for this course. It will be embedded in the course modules.

Must have internet, computer access, radio, and cable TV access. High speed internet access preferred.

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. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

COURSE SCHEDULE AND ASSIGNMENTS

Assigned Chapter Reading and Discussion Board Due Dates

Chapter 1	+	DB #1	Due Sunday 3/7	by 11:59pm
Chapter 2	+	DB #2	Due Sunday 3/14	by 11:59pm
Chapter 3	+	DB #3	Due Sunday 3/21	by 11:59pm
Chapter 4	+	DB #4	Due Sunday 3/28	by 11:59pm
Chapter 5	+	DB #5	Due Sunday 4/4	by 11:59pm
Chapter 6	+	DB #6	Due Sunday 4/11	by 11:59pm

Chapter 7 & 8 +	DB #7/8	Due Sunday 4/18	by 11:59pm
Chapter 9 +	DB #9	Due Sunday 4/25	by 11:59pm
Chapter 10 +	DB #10	Due Sunday 5/2	by 11:59pm
Chapter 11 +	DB #11	Due Sunday 5/9	by 11:59pm
Chapter 13 +	DB #13	Due Sunday 5/16	by 11:59pm
Chapter 14 +	DB #14	Due Sunday 5/23	by 11:59pm
Chapter 15 +	DB #15	Due Sunday 5/30	by 11:59pm
Chapter 16+	DB #16	Due Sunday 6/4	by 11:59pm

ASSIGNMENTS AT-A-GLANCE

The table below lists our assignments and their due dates. This will change if we move to a face to face delivery in the classroom. Then, assignments will be handed in - in class.

Media Hype	Due Sunday 3/21	by 11:59pm
Jimmy's World	Due Sunday 4/4	by 11:59pm
Faking It	Due Sunday 4/18	by 11:59pm
TV Stereotypes	Due Sunday 5/2	by 11:59pm
Touch Up Reaction	Due Sunday 5/30	by 11:59pm
The Social Dilemma	TBA	

Additional points will be earned for in-class assignments and participation. Those points will go into the Assignments category.

Assignments, Discussion Board posts, and quiz grades are weighted as follows:

Assignments - 50%

Discussion Boards - 30%

Quizzes - 20%

All assignments must be typed, double spaced, and turned in on time. You may use APA or MLA style. I do not accept late work. Plan accordingly so if something comes up at the last minute you are not stuck. Incompletes will only be assigned in extremely unusual circumstances

Detailed feedback may not be given on every written assignment. I will usually explain if you need help with grammar or content on your first assignment. After that I will not be pointing out every grammatical error.

All assignments must be submitted on **Canvas**.

You may not e-mail them to me.

All papers need to be sent in Microsoft Word.

Discussion Board: Part of being in an online classroom community is participating in a timely manner on the weekly discussion board. Therefore, late posts or replies will not be given points. There is an automatic 5 point deduction if you don't reply to classmate's posts.

E-mail Communication: Please address me as Ms. Togerson or Ms. T. Please always include your first and last name and course section number you are in **each** time you e-mail me. Make sure in the e-mail subject box you put something pertaining to this course, so your e-mail does not go into Spam.

Standard Grade Scale Based on Percentages

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

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.

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 PoliciesLinks to an external site.](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all synchronous class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 PoliciesLinks to an external site.](#) 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 Links to an external site.](#)

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* [Links to an external site.](#) information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.