Department of Mass Communication
MCM 101.001 Introduction to Mass Media
Spring 2016

Class Meeting Time: MWF 10am-10:50am Location: BO 104
Instructor: Sherry Williford Phone: 468-1278
Office: Boynton 301D E-mail: swilliford@sfasu.edu
Office Hours: MWF 9a-10a and TR 9:30a-12p, 1p-2p
Others by Appointment


COURSE DESCRIPTION: This is an introductory course designed to acquaint the student with the process of mass media. Students must complete MCM 101 with a grade of C or higher before advancing in the major.

COURSE SYNOPSIS: Introduction to Mass Media is designed as a primer course within the discipline. Topics covered in this course include: the history of the media’s development and evolution; a basic overview of the media’s role in society; an understanding of the functions and organization of mass media; and an overview of modern news process.

PROGRAM LEARNING OUTCOMES (PLOs):

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.

2. Gather, organize and analyze discipline-appropriate research and communicate information about it.

3. Understand the role of media in society.

4. Comprehend legal and ethical principles relating to media.

5. Demonstrate the application of media technology, terminology and techniques.

STUDENT LEARNING OUTCOMES (SLOs):

1. Understand the history of the media’s development and evolution.
2. Comprehend media’s role in society.

3. Understand the functions and organization of mass media.

ACADEMIC INTEGRITY (4.1): Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

DEFINITION OF ACADEMIC DISHONESTY:
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Food and Beverages in Academic Areas: Consumption of food or beverages is prohibited in all indoor classrooms and laboratories.

ACCEPTABLE STUDENT BEHAVIOR:
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is
appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

STUDENTS WITH DISABILITIES (6.1):
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ATTENDANCE: You are expected to attend every class. Absences from the course which equal or exceed 25% (on the seventh (7) absence) of the class meetings will result in automatic failure of the course. If you have perfect attendance, you will be credited with a bonus 2 pts. Added to your overall grade. It is your responsibility to sign the attendance sheet each class period to show attendance. Attendance sheets will be available at the BEGINNING of the class.

The use of cell phones for any reason other than class participation will not be tolerated.

COURSE REQUIREMENTS:

GRADING:

During this course you will take five tests designed to evaluate your understanding of the material. Tests will not be cumulative but rather will test material covered in sections. Attendance will affect overall grade, and bonus points may be given during the semester at the instructor’s discretion to students in attendance.
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Test #1  20%  Grade Scale: 90-100 = A
Test #2  20%  89-80 = B
Test #3  20%  79-70 = C
Test #4  20%  69-65 = D
Test #5  20%  Below 65 = F

TENTATIVE SCHEDULE: Let me stress...this is a tentative schedule and the instructor may at anytime readjust the schedule according to the pace of the class.

01/20 – 01/22  Introduction-Mass Media  Chapter 1
01/25 – 01/29  Books & Newspapers  Chapter 2 & 3
02/01 – 02/05  Test #1 Review & Test #1
02/08 – 02/12  Magazines & Recordings  Chapter 4 & 5
02/15 – 02/19  Radio & Test #2 Review  Chapter 6
02/22 – 02/24  Test #2 & Movies  Chapter 7
02/29 – 03/04  Television  Chapter 8
03/07 – 03/11  Digital Media & Test 3 Review  Chapter 9
03/21 – 03/23  Test #3 & Advertising  Chapter 10
03/30 – 04/01  PR & News  Chapter 11 & 12
04/04 – 04/08  Society & Test #4 Review  Chapter 13
04/11 – 04/15  Test #4 & Media Law  Chapter 14
04/18 – 04/22  Media Law
04/25 – 04/29  Media Ethics  Chapter 15
05/02 – 05/06  Global Media & Test #5 Review  Chapter 16

FINAL EXAM:  Monday, May 9, 2016  10:30a-12:30p