

Syllabus – 8 Weeks – Fall_1st



COMM 230, Introduction to Mass Communication, is an entirely online, asynchronous course. In case you do not know, asynchronous means, in the context of online teaching, that we will NOT meet at regular times as a group. You will find online all the material you need to success in the course. You will have the flexibility to work whenever you can plan it in your schedule. It is, thus, very important that you regularly (at least once a day) log in to Blackboard Learn in order to keep up to date.

Course Contents

This course is a survey of the field of Mass Media Studies.

Note that I am using the term *mass media* in plural (the singular form would be mass medium). When we talk about mass media, we refer to different channels to reach broad audiences, such as cinema, television, radio, newspapers,

Internet, or traditional books. Even if the term is commonly use in singular (mass media is, mass media has, etc), I will consciously and systematically use the term in the plural form (mass media are, mass media have, etc).

The course will start with an in depth discussion on the social functions fulfilled by the media. Students will learn in this section how citizens use media to satisfy different needs. In the different media formats and genres, we look for entertainment, information, or opinion.

Then, we will analyze some theoretical approaches that try to explain the impact of mass media on individuals and society. In this section of the course, we also discuss the interrelations between media, economy and politics.

The course also examines the historical development of specific professional fields and industries related to mass media. You will learn how journalism, filmmaking, advertising or public relations have evolved during their long history and which are the current trends.

Finally, the course scrutinizes the vertiginous shift in the paradigm of mass communication brought about by the new digital communication technologies. Internet weakens the monopoly of large communication corporations, open new ways for delivering and receiving information, and enhances two-way communication processes. Convergence – or converging media – is the name used in this course to designate the new mass communication paradigm. Media contents, genres, formats and platforms are merging in the new channels. The course discusses the impact those radical innovations have on the social and political discourse, as well as their repercussions on the media professions and industries.

Learning Material

COMM 230 is a reading intensive course. We will not work with any particular textbook. You will find in every learning module a variety of learning material: online lectures, book

chapters, articles and, in some cases, also videos. The examinations will cover the whole course contents. Thus, it is important that you consequently work with the contents of every learning module.

Grading Elements

1st Quiz 25%

2nd Quiz 25%

Final Exam 35%

Participation 15%

Grading Table:

A (94-100); A- (90-93); B+ (86-89); B (83-85); B- (79-82); C+ (76-78); C (73-75) C- (69-72); D+ (66-68); D (63-65); D- (60-62); F (0-60)

Examinations

There will be two quizzes and a final exam, which includes the contents of the whole course. The two quizzes will cover material from every week's learning modules indicated in this syllabus – including the corresponding readings.

The exams will be available 24 hours the scheduled day. You will have 1h 30 m to complete the quizzes and 3h to complete the final exam.

Participation

Each Student is expected to participate in the online discussion forums that will appear every week in the course's home page. The participation grade will be based on the regularity of your participation and the quantity and quality of your entries.

General Considerations

The instructor reserves the ultimate right to modify the schedule of contents, assignments and tests for the class as it deems necessary. In addition, the professor reserves his rights to assess the overall ability of the students to meet the expectations of the course and will exercise his right to pass or fail the student accordingly.

Incompletes

The University's policy on the awarding of incompletes is discussed in the catalog and will be followed in this class.

Academic Dishonesty

CCSU has a zero tolerance policy on academic dishonesty. Academic dishonesty includes cheating on homework or exams, and also plagiarism. Plagiarism is basically taking someone else's work and presenting it as your own. Plagiarism can include copying someone else's work (quoting someone else's writing without giving them credit, or buying or downloading someone else's paper from the Internet). Demonstrated cases of academic dishonesty can result in severe penalties including receiving an "F" in the class and being expelled from the University.

Accessibility Accommodations

Central Connecticut State University is committed to providing equal access to its programs, services, and activities in accordance with applicable federal and state laws, including the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act, and Title IX of the Education Amendments of 1972. Students with documented disabilities or significant medical, psychological, or temporary conditions that may warrant accommodations are encouraged to register with the Office of Accessibility Services (OAS) as early as possible.

OAS reviews impairment-related documentation, engages in an interactive process with students, and determines reasonable accommodations when appropriate. Although accommodation requests may be submitted at any time, accommodations cannot be applied retroactively. **To request accommodations, students should contact the Office of Accessibility Services**, located in Willard-DiLoreto Hall, Suite 201, by phone: 860-832-1952 or by email: accessibilityservices@ccsu.edu. Additional information about eligibility, registration procedures, documentation requirements, and services is available at <https://www.ccsu.edu/accessibility/>.

Tentative Course Outline:

Week	Course Contents
Week 1 8/25 to 8/28	Introduction to the Course
Week 2 8/31 to 9/4	Learning Unit 1: Mass Communication Defined Learning Unit 2: Mass Media and Culture
Week 3 9/7 to 9/11	Learning Unit 3: Mass Media Effects First Quiz: Friday 9/11
Week 4 9/14 to 9/18	Learning Unit 4: Print Media
Week 5 9/21 to 9/25	Learning Unit 5: Audio Media

Week	Course Contents
Week 6 9/28 to 10/2	Learning Unit 6: Audiovisual Media Second Quiz: Friday 10/2
Week 7 10/5 to 10/9	Learning Unit 7: Persuasion Industries
Week 8 10/12 to 10/16	Learning Unit 8: The New Communication Paradigm
Final Exam 10/19 to 10/21	Final Exam Available