

COMM 2300: Media Literacy (AFAM) Fall 2023

Course Information

Description

Instructor: Derek Blackwell, PhD
Section # and CRN: P01 10030
Office Location: Hilliard Hall 108
Office Phone: 936-261-3707 (leave a message)
Email Address: drblackwell@pvamu.edu
Office Hours: MW 12:00-4:00pm, F 12:00-1:00pm
Mode of Instruction: Face to Face
Course Location: W. R. Banks 240
Class Days & Times: MWF 9:00-9:50am

Catalog Description: In this course, students will be challenged to think critically about the media content they encounter in their daily lives (e.g., film, television, new media, and social media). Throughout the semester, we will analyze, interpret, and evaluate media texts. We will also examine the forces that drive the media industries and reflection the ways the media influence society and culture. Clips, screenings, and other examples will familiarize students with a variety of cultures and prompt students' consideration of different points of view.

Prerequisites: ENGL 1301 or ENGL 1123

Co-requisites: None

Required Text(s): Potter, W. (2016). *Introduction to media literacy* (1st ed.). Thousand Oaks, CA: Sage Publications.
 Worsnop, C. M. (2007). *Media literacy through critical thinking: Student workbook*.
 Supplementary content on Canvas

Course Learning Objectives:

	Upon successful completion of this course, students will be able to:	Student Learning Outcome # Alignment	Core Curriculum Objective Alignment
1	Write clearly, precisely, and in a well-organized manner	2, 3	2
2	Build critical thinking, reading, and viewing skills	1, 4	1
3	Research, develop, evaluate, and present arguments grounded in research-based knowledge.	1, 2	1, 2
4	Learn and practice more analytical, precise, and elaborated terms and concepts for talking and writing about media and the ways in which they communicate meaning.	1, 2, 3, 4	1, 2, 4
5	Understand how images are constructed via specific formal and technical elements and how those images construct meaning	1, 4	1
6	Expand your experience and understanding of media texts (film, television, etc.)	1, 4	1
7	Communicate and work effectively in teams and groups.	2, 3	2, 3

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirement		Value	Total
1)	Attendance	100 pts.	10%
2)	Participation / Daily Work	150 pts.	15%
3)	Pitch Project	150 pts.	15%
4)	Media Literacy Campaign	150 pts.	15%
5)	Review Quizzes #1-2	150 pts. (75 pts. each)	15%
6)	Midterm Exam	150 pts.	15%
7)	Final Exam	150 pts.	15%
Total:		1000 pts.	100%

Grading Criteria and Conversion:

A = 89.5 – 100%

B = 79.5 – 89.4%

C = 69.5 – 79.4%

D = 59.5 – 69.4%

F = 59.4% or below

If a student has stopped attending the course (i.e. “stopped out”) at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams and performed below the grade level of a D, a grade of FN (failed-non attendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, but performed below the grade level of a D, a grade of F will be assigned for the final course grade.

Detailed Description of Major Assignments:

Assignment Title or Grade Requirement	Description
1. Attendance	Attendance at weekly class sessions
2. Participation / Daily Work	Participate in class discussions and complete in-class exercises. (<i>Note: Must be physically present to receive credit for in-class assignments.</i>) Students are also required to complete a total of five Reading Responses (Homework) over the course of the semester.
3. Pitch Project	Work with a team to develop a pitch for an original TV series that is designed to appeal to Black audiences. Use course knowledge and additional research to develop your idea. Present finished concept to the class.
4. Media Literacy Campaign	Create a concept for a media literacy campaign that is designed to benefit Black communities.
5. Review Quizzes #1-2	Open-book online quizzes that feature content from class discussions, course readings and other assigned materials.
6. Midterm Exam	Timed exam covering content from first half of the semester. (In-Person)
7. Final Exam	Timed, comprehensive final exam. (In-Person)

Course Procedures & Instructor Policies

General Guidelines

All students are expected to:

1. Attend all class sessions, arrive on time, and stay the whole time
2. Read and follow instructions on all assignments
3. Submit all assignments on time – Unless otherwise noted, late work will not be accepted.
4. Complete all required readings
5. Participate in class discussions and in-class activities – your grade depends on it
6. Treat classmates and instructor with respect at all times
7. Keep up with all course-related announcements via PV e-mail and/or Remind app

Grading/Expectations

I have high expectations for your performance in all the work you will do for this class. Assignment expectations and grading criteria will be made very clear; please contact me if you have any questions or concerns about any assignments. In general, when determining grades on assignments, I use the following standards:

Grade	Meaning
A	Clearly superior work going well above the course standards. Mechanically excellent. High levels of thoroughness, thoughtfulness, originality, creativity, and critical thinking evident.
B	Clearly above average/good work. Mechanically clean, though minor errors may be present. Conceptually thorough and engaging.
C	Satisfactory (average) work. Mechanically and conceptually adequate. Assignment minimums are met.
D	Below average/highly problematic work, mechanically and/or conceptually, regardless of effort. Minimum requirements of assignment are not met.
F	Work turned in that does not address/reflect the assignment guidelines, or no work turned in at all.

Writing Assignment Guidelines

Writing, research, and critical thinking are fundamental skills that you are expected to exercise in COMM 2300. As a result, AI Writing tools such as ChatGPT are not allowed for assignments in this class. Using these tools will be considered academically dishonest and a violation of the university's Academic Integrity policies.

Submitting Assignments Online

When turning in assignments online, it is very important to be sure that all parts of the assignment were submitted properly. If a student experiences technical difficulties while trying to submit an assignment online, they should contact the instructor immediately and document the technical problem using computer screenshots and other relevant forms of evidence to demonstrate that the problem actually occurred.

Attendance

In order to achieve excellence in this class, attendance is essential. Missing class not only impacts you, it impacts the people around you, so please make every effort to come to class on time every time. Students who arrive by the scheduled start of class will be marked as 'P' for present and receive full credit (100%) for that day's attendance grade. Students who arrive up to 9 minutes after the scheduled start of class will be marked as 'T' for tardy and receive 75% credit for attendance. Students who arrive 10-20 minutes late will be marked as 'L' for late and

receive 50% credit for attendance. Students who arrive more than 20 minutes late will be marked as 'A' for absent. Students who leave class early without being dismissed will be marked similarly to late arrivals – 'T' (up to 9 minutes early), 'L' (10-20 minutes early), or 'A' (more than 20 minutes early).

Semester Calendar

(Please note that this calendar is provisional. As instructor, I reserve the right to make changes, including the addition/deletion of materials.)

Week	Description
Week One:	Course Introduction
Topic Description	
Readings/Media:	Course syllabus Squires, "Introduction: African Americans and the mass media" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Two:	Understanding Media Literacy
Topic Description	
Readings/Media:	Nielsen, "From Consumers to Creators: The Digital Lives of Black Consumers" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Three:	Media Effects
Topic Description	
Readings/Media:	Rose, "Hip Hop Causes Violence" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Four:	Identifying & Attracting Audiences
Topic Description	
Readings/Media:	Meyers & Morgan, "Targeted Marketing and Af Am Millennial Consumers" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework Review Quiz #1
Week Five:	Constructing Media Content
Topic Description	
Readings/Media:	Tyree, African American Stereotypes in Reality Television Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Six:	Media Realism
Topic Description	
Readings/Media:	Punyanunt-Carter, "The Perceived Realism of Af Am Portrayals on Television" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Seven:	Audience Reception
Topic Description	

Readings/Media:	Utle, "What Does Beyoncé Mean to Young Girls?" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Eight: Topic Description	Midterm Week
Assignment (s):	Midterm Review Midterm Exam
Week Nine: Topic Description	Presentations
Assignment (s):	Homework Pitch Presentations Due
Week Ten: Topic Description	Media Economics
Readings/Media:	Ryzik, "What It's Really Like to Work in Hollywood" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Eleven: Topic Description	Media Representation
Readings/Media:	Fetters, "Where is the Black <i>Blueberries for Sal</i> ?" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Twelve: Topic Description	Media Representation (cont.)
Readings/Media:	Ginnivan, "Media Portrayal of Older People: The Good, the Bad, and the Absent" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework Review Quiz #2
Week Thirteen: Topic Description	Applying Media Literacy
Readings/Media:	Cubbage, "We've <i>Been</i> Fighting: A History of Efforts to Empower 'Black' Audiences Against Racist Media Messages" Clip of the Week
Assignment (s):	Discussions / Daily Work / Homework
Week Fourteen: Topic Description	Final Projects
Assignment (s):	Media Literacy Campaigns Due
Week Fifteen: Topic Description	Finals Week
Assignment (s):	Final Exam Review Final Exam

Student Support and Success

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [Library Website](#) Phone: 936-261-1500

Academic Advising Services

Academic Advising Services offers students various services that contribute to student success and lead toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students connect to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors within Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major on the [advising website](#). Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC and virtually in online sessions. Other support services available for students include Supplemental Instruction, Study Breaks, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pvtutoring@pvamu.edu; [University Tutoring Website](#)

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; [Writing Center Website](#), [Grammarly Registration](#)

Panther Navigate

Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

Student Counseling Services

The Student Counseling Services offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Hobart Taylor, 2nd floor; Phone: 936-261-3564; [Health & Counseling Center Website](#)

Office of Testing Services

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the [OTS – Proctoring Service website](#). Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; [Testing Website](#)

Office of Diagnostic Testing and Disability Services

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](#)

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend classes in the traditional manner. CIITS supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit [CIITS Student Website](#). Phone: 936-261-3283 or email: ciits@pvamu.edu.

Veteran Affairs

Veteran Services works with student veterans, current military, and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; [Veteran Affairs Website](#)

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; [Student Engagement Website](#)

Center for Careers & Professional Development

This center supports students through professional development, career readiness, and placement and employment assistance. The center provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the center website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](#)

University Rules and Procedures

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

Forms of Academic Dishonesty:

1. Cheating: Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. Plagiarism: Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. Collusion: When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. Conspiracy: Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. Multiple Submission: Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

PVAMU's General Statement on the Use of Generative Artificial Intelligence Tools in the Classroom

Generative Artificial Intelligence (GAI), specifically foundational models that can create writing, computer code, and/or images using minimal human prompting, are increasingly becoming pervasive. Even though ChatGPT is one of the most well-known GAIs currently available, this statement includes any and all past, current, and future generations of GAI software. Prairie View A&M University expects that all work produced for a grade in any course, be it face-to-face or virtual, will be the sole product of a student's endeavors to meet those academic goals. However, should an instructor permit their students to use artificial intelligence as a resource or tool, students must not substitute the substance of their original work with the results of using such GAI tools. This clearly violates the [University's Administrative Guidelines on Academic Integrity](#) and its underlying academic values.

Nonacademic Misconduct

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the ability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator, Dr. Zakiya Brown, at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at [Title XI Website](#), including confidential resources available on campus.

Protections and Accommodations for Pregnant and Parenting Students

The U.S. Department of Education's Office for Civil Rights (OCR) enforces, among other statutes, Title IX of the Education Amendments of 1972. Title IX protects people from discrimination based on sex, sexual orientation, and gender identity in education programs or activities that receive federal financial assistance. This protection includes those who may be pregnant and parenting. Title IX states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Students seeking accommodations related to pregnancy or parenting should contact the Office of Title IX for information, resources, and support at titleixteam@pvamu.edu. Additional information and/or support may be provided by the Office of Disability Services or the Office of the Dean of Students.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109, or by phone at 936-261-1744 or 1792.

Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the Internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Makeup Work for Legitimate Absences

Prairie View A&M University recognizes that there are a variety of legitimate circumstances in which students will miss coursework and that accommodations for makeup work will be made. If a student's absence is **excused**, the instructor must either provide the student an opportunity to make up any quiz, exam, or other work contributing to the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. Students are encouraged to work with instructors to complete makeup work before known scheduled absences (University-sponsored events, administrative proceedings, etc.). Students are responsible for planning their schedules to avoid excessive conflicts with course requirements.

Absence Verification Process

All non-athletic absences (e.g., Medical, Death/Funeral, Court/Legal-related, etc.) for which a student seeks to obtain a valid excuse must be submitted to the Dean of Students/Office of Student Conduct, with supporting documentation, for review and verification. Please use the [Online Reporting Forms](#) to access/complete/submit the *Request for a University Excused Absence* form for an excuse. Upon receipt, a staff member will verify the documentation and provide an official university excuse, if applicable. The student is responsible for providing the official university excuse issued by the Office for Student Conduct to the professor(s). Questions should be directed to the Dean of

Students via email: deanofstudents@pvamu.edu or phone: (936) 261-3550 or Office for Student Conduct via email: studentconduct@pvamu.edu or phone: (936) 261-3524.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Technical Considerations

Minimum Recommended Hardware and Software:

- Intel PC or laptop with Windows 10 or later version; Mac with OS Catalina
- Smartphone or iPad/tablet with wi-fi*
- High-speed internet access
- 8 GB memory
- Hard drive with 320 GB storage space
- 15" monitor, 1024 x 768, color
- Speakers (internal or external)
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

Note: Be sure to enable Java & pop-ups in the web browser preferences

* Some courses may require remote proctoring. At this time only Chromebooks, laptops, and desktops running Windows or Mac work with our proctoring solution, but iPads are not compatible. Most other applications will work with Android or Apple tablets and smartphones.

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software (Zoom)

Netiquette (online etiquette)

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

Technical Support

Students should go to [Password Reset Tool](#) if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

Communication Expectations and Standards

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails

should be marked as such. Check regularly for responses.

Discussion Requirement

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

COVID-19 Campus Safety Measures

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.
- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct.
- All students will have access to [TimelyCare](#), a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at timelycare.com/pvamu.
- Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.