



**PRAIRIE VIEW
A&M UNIVERSITY**

SYLLABUS

COMM 1713: Introduction to Mass Communication Summer 2019

Instructor:	Dr. Tammy L. Holmes
Section # and CRN:	P01 32649
Office Location:	Hilliard Hall 010A
Office Phone:	936-261-3702
Email Address:	tlholmes@pvamu.edu
Office Hours:	MTW 4:45pm-6:00pm
Mode of Instruction:	Face to Face
Course Location:	Hilliard Hall 124
Class Days & Times:	MTWR 11:00am – 1:40pm
Catalog Description:	This course is a basic theory course encompassing the history and functions of mass media and the communication process.
Prerequisites:	N/A
Co-requisites:	N/A
Required Texts:	Campbell, R., Martin, C. R., & Fabos, B. (2017). <i>Media & Culture: Mass Communication In A Digital Age</i> (11th ed.). Boston, MA: Bedford/Martin's.

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Critique their own and others' media consumption patterns	1,4	Critical Thinking Written Comm. Oral Comm. Teamwork
2	Evaluate and critique the history of mass communication	2,3	Critical Thinking Written Comm. Oral Comm.
3	Transform into informed producers and consumers of media	1,4	Critical Thinking Civic Engagement Teamwork
4	Explain ethical issues in the media	1,2	Critical Thinking Written Comm. Oral Comm.
5	Define the role of media in culture	1,2,3	Critical Thinking Written Comm. Oral Comm.

Major Course Requirements		
Method of Determining Final Course Grade		
Course Grade Requirement	Value	Total
1) Review Quizzes #1-2	200 pts. (100 pts. each)	25%
2) Careers in Mass Communication Assignment	100 pts.	12. 5%
3) Book Marketing Campaign Assignment	100 pts.	12. 5%
4) Indie Assignment	100 pts.	12. 5%
5) Midterm Exam	100 pts.	12. 5%
6) Final Exam	100 pts.	12. 5%
7) Participation / Daily Work / Attendance	100 pts.	12.5 %
Total:	800 pts.	100%
Grading Criteria and Conversion: A = 90 – 100% B = 80 – 89% C = 70 – 79% D = 60 – 69% F = 59% or below		
Detailed Description of Major Assignments (worth 15% or more):		
Grade Requirement	Description	
Review Quizzes #1-2	Open-book online quizzes that feature content from lecture and course readings	
Careers in Mass Communication Assignment	Interview with a working professional in a mass communication-related field, written report outlining details of career	
Final Research Project	Research paper exploring mass communication industries (specific topic to be selected by instructor)	
Course Procedures		
Taskstream Taskstream is a tool that Prairie View A&M University uses for assessment purposes. One of your assignments will be considered an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.		
Instructor Policies		
Students are expected to:		
1. Attend all class sessions, arrive on time, and leave on time		
2. Read and follow instructions on all assignments		
3. Submit all assignments on time – NO LATE WORK IS ACCEPTED		
4. Complete all required readings on time		
5. Participate in class discussions and in-class activities		
6. Treat classmates, instructor, and facilities with respect at all times		
7. Check PV e-mail daily for class updates		
8. Avoid using cell phones, mobile devices, computers, or headphones for non-class purposes		
9. Avoid talking while the instructor is teaching		
10. Avoid talking while other students are asking questions, contributing to class discussion, and/or giving presentations		

Semester Calendar*

Week 1	July 8-11
Topic	Welcome / Course Overview
	Chapters 1-3 --Introduction to Careers in Mass Comm Assignment
Assignments	<i>Read syllabus, One chapter every day, Quiz at the end of each week. Thinking Thursdays</i>
Week 2	July 15-18
Topic	Introduced Book Campaign Assignment
	Chapters 4-7 Careers in Mass Comm Assign Due. Introduce Indie Assignment
Assignments	<i>One chapter every day, Midterm Quiz, Thinking Thursdays</i>
Week 3	July 22-26
Topic	Media Impact
	Chapters 8-10 Indie Assignment Due. Quiz #3. Thinking Thursdays
Assignments	<i>Read Timeline: Book Insert: Media & Culture Through History</i>
Week 4	July 29- Aug 1
Topic	Chapters 11-16, Chapter everyday, Thinking Thursdays.
	Book Campaigns Due and Presentations.
Assignments	<i>Final Exam</i>

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission "to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service" and to support the University's core values of "access and quality, diversity, leadership, relevance, and social responsibility" through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty.

Center for Academic Support

The Center for Academic Support (CAS) offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Tutoring Center is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library

COMPASS

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Location: Hilliard Hall 121

University Rules and Procedures

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

Academic misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

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 mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic misconduct (See Student Handbook)

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 inability 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. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Attendance Policy

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the second week of class.

It is also important that you arrive to class on time. For this reason, attendance will be taken promptly on the hour when class is scheduled to begin. **Any student who arrives after the scheduled start time of class will be counted tardy. In addition, anyone who comes to class more than five minutes late more than five times over the course of the semester will be counted absent for every subsequent offense.**

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests 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 Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.