



2. Demonstrate an understanding of the concept of media literacy
3. Understand basic history of common media forms such as radio and television; demonstrate ability to relate past to present
4. Demonstrate a understanding of blogging
5. Identify and analyze the function of various communication theories as they apply to advertising
6. Identify the impact and relevance of social media
7. Understand the concepts of public relations
8. Understand issues related to a current definition of news and journalism
9. Understand concepts of ethics as they pertain to mass media; demonstrate ability to balance factors and concerns

### **Course Requirements:**

From Lecture:

- a. Attend class and listen to all lectures
- b. Read the assigned chapters in the textbook
- c. Take notes in class
- d. Participate in class discussions
- e. Participate in blogging/Podcast assignments
- f. Complete assigned outside reading material and homework
- g. View audiovisual materials on selected topics
- h. Prepare for quizzes and exams
- i. Complete the exams on the assigned dates

**Course Evaluation:** Students' grades in this class will be determined by the following:

1100 points are available for the final grade.

1000 – 1100 = A

875 – 999 = B

770 – 874 = C

660 – 769 = D

Below 660 = F

Points are earned as follows:

Participation/Attendance - 100 points (See grid)

Blogging/Podcast - 75 points

{3 original posts about an assigned topic worth 25 points each}

Media Diary – 50 points

Classwork and Homework assignments - 325 points

3 Exams at 130 points each = 390 points

Possible extra Points = 10

Final Exam and Paper = 150

**Sometimes the final number of points available for the course will not reach the 1100 mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.**

**Attendance and Tardiness Policy:** Attendance in this class is required. There is a lot of classwork in this class that counts toward your final grade. Some of it cannot be made up. In the event that a makeup exam is allowed, the highest grade available on it will be an 89.

Regardless of the reason for your absence, it is your responsibility to find out what work you missed, ask whether it can be made up, and if so when it will be due. ***Students with more than 4 absences in a row will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes \*throughout the semester\*, I consider that number to be “excessive” and reserve the right to drop the student with an X or an F.***

### **ADA Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

**Campus Concealed Carry Statement-** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at:

([http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php))

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

**Diversity Statement-** In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Deadlines-** ALL deadlines are absolute. You need to get use to deadlines that exist in the working world. All assignments are due at the beginning of each class unless specifically told otherwise. Late assignments will be penalized or not accepted at all.

### Civility Code:

- As future professionals, you are to communicate with each other in a professional and civil manner. At all times we will treat each other with dignity and respect. That means no profanity or conversations that I feel are inappropriate. As the professor for the class, I have the final say for what may be considered “inappropriate”. If there are problems in this area, you may be asked to leave.
- Disruptive behaviors such as cell phones ringing, leaving and returning to class while in session, arriving late to class, talking with others during lectures/discussions, checking your email or Facebook, sending/receiving text messages, eating during class, etc... may result in a request that such students leave the class. Cell phones must either be turned off or put on vibrate only.

### Academic Dishonesty:

Academic dishonesty includes plagiarism and other forms of cheating behavior.

Academic dishonesty is unacceptable. Students committing acts of academic dishonesty will be penalized with failing grades on assignments and/or for the entire course, depending upon the instructor’s evaluation of the severity of the dishonest act.

### CLASS PARTICIPATION

You are expected to contribute to class discussions. Mere attendance is not enough. Basic grading criteria:

| Attendance (Missed Classes for semester) | Class Contributions                                 | Grade Range |
|--|---|-------------|
| 0-2                                      | Frequent contributions; well considered comments    | 90-100      |
| 0-2                                      | Infrequent contributions or ill-considered comments | 80-90       |
| 0-2                                      | Rare or no comments                                 | 70-80       |
| 2-3                                      | Frequent contributions; well considered comments    | 70-80       |
| 2-3                                      | Infrequent contributions or ill-considered comments | 60-70       |
| 2-3                                      | Rare or no comments                                 | 50-60       |
| 3-4                                      | Frequent contributions; well considered comments    | 50-60       |
| 3-4                                      | Infrequent contributions or ill-considered comments | 40-50       |
| 3-4                                      | Rare or no comments                                 | 30-40       |
| More than 4                              |   | 30          |