

**South Plains College Intro to Mass Comm**  
**Fall 2021 Syllabus COMM 1307.151**

**Course Number:** 1307

**Available Formats:** **Online** (This section is Online Only)

**Instructor:** Margaret Kirby    **Office:** CM 154 **Levelland Campus**    **Phone:** 716-2451

**e-mail:** [mkirby@southplainscollege.edu](mailto:mkirby@southplainscollege.edu) The fastest way to reach me, other than coming to my office during office hours, is to e-mail me. I should respond within 24 hours unless you e-mail me on a Friday. In that case, it may be Monday before I can respond to you.

**Office Hours:** Face to face hours are held in my Levelland office or in the Reese classroom. Virtual meetings are on Collaborate.

- Mondays 830 – 1030 a.m. virtual and face-to-face in Levelland
- Tuesdays 830 – 930 a.m. virtual and face to face at Reese campus
- Thursdays 830 – 930 a.m. virtual only
- Fridays 9 a.m. – 12 p.m. face to face only in Levelland and 12 – 1 p.m. virtual

**Prerequisites:** None

**Credit:** 3 semesters hours

**Course Description:** Survey of basic content and structural elements of mass media and their functions and influences on society.

**Recommended Supplies:** I recommend that you take notes when you read, watch, and/or study course modules. You will need a spiral notebook or notebook paper for that.

**Recommended Textbook:** Media & Culture Mass Communication in a Digital Age by Campbell, Martin and Fabos, 11th Edition 978-1-319-05851-7  
There is a copy of the 9<sup>th</sup> edition on reserve at the circulation desk at both the Levelland and Reese campus libraries.

**Technical Requirements:** You **must** have or have access to a smart phone with a camera for your TikTok assignment this semester. It is also in your best interest to have reliable access to Internet service and a computer so that you can send and

receive e-mail, access lectures, submit assignments, participate in Collaborate sessions, and take exams. Several students who have tried to complete this course relying on a smartphone only, have not succeeded.

**Please visit with me about computer issues!** I can't help you if I don't know what your issues are.

**Technical Skill Requirements.** Be comfortable with the following:

Microsoft Word or being able to save Word compatible files (.doc); an alternative is to convert assignment files to .rtf or .pdf

Using email for communication, attaching documents

The ability to download video files, or to stream files

The ability to take digital photographs and upload them as .jpg files into assignment windows on Blackboard

**This course satisfies a core curriculum requirement:** Yes- Language, Philosophy, and Culture

**Core Objectives addressed:**

- Communication skills- to include effective written, oral, and visual communication
- Critical thinking skills- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- Social Responsibility- to include intercultural knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities
- Personal responsibility skills- to include the ability to connect choices, actions, and consequences to ethical decision-making.

**Student Learning Outcomes:**

Upon successful completion of this course, students will:

1. Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
2. Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
3. Demonstrate understanding of the business aspects of mass media and the influence of commercialism.

4. Demonstrate understanding of evolving media technologies and relevant issues and trends.
5. Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
6. Demonstrate understanding of globalization of mass media.
7. Demonstrate understanding of media effects on society.

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

948 points are available for the final grade.

854 – 948 = A

759 - 853 = B

664 – 758 = C

569 – 663 = D

568 and below = F

Points are earned as follows:

- Class Blog - 100 points {5 original posts about an assigned topic worth 20 points each}
- Media Diary – 100 points
- Short Story vs. Movie – 100 points
- TikTok Project – 100 points
- Various Classwork Assignments - 248 points
- 3 Exams at 100 points each = 300 points

**Sometimes the final number of points available for the course will not reach the 948 mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.**

### **Instructors Expectations of the Student**

- You will be expected to log into the Blackboard course **daily** to be aware of possible announcements/reminders and to pace your progress in the course.

· Higher institutions recommend that students plan to spend 2 hours of outside study for every 1 hour of in class time. For a 3 credit-hour, face-to-face course that means a total time investment of nine hours per week, or 135 hours per semester, in a 15-week course. Expectations for time investment are no less rigorous for online courses at SPC. According to this guideline, you should expect to invest 9 hours per week in this course, during a spring or fall semester; more in a summer course.

### **Lost/Corrupt/Disappeared Files**

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., Blackboard server crash or virus infection, students own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I do not receive it (lost in cyberspace) or it is corrupted when I open it, you need to resend it to me, corrected, with little or no “downtime” in regard to the timeline for submission.

### **Missed Work**

Please do NOT assume that I will contact you to tell you about missed work. Course materials will be available on Blackboard so you can keep track of all materials week by week. You can expect a new class module each week.

The assignments in this class will be deadline driven. You must keep track of deadlines and submit work when it is due.

Do NOT assume that I will move deadlines for you unless you contact me and offer very good and documentable reasons why you cannot meet deadlines that are in place.

***If you do not participate in class, in any form, for a minimum of 3 weeks without any communication, and you are earning a solid “F”, you may be administratively withdrawn from the class. You may contact me by phone, e-mail, or Collaborate. But you must stay in contact with me about reasons for absence.***

Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have “Never Attended” by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of “X” or “F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.

It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

**Deadlines**- ALL projects will have deadlines. You need to get used to deadlines that exist in the working world. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines. **In the event that you miss an exam, you must notify me within 48 hours about why. You may or may not be able to “make up” the missed exam. If you miss an exam due to COVID-19, you will take the exam the day you return.**

### **COVID-19**

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19:

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu) or 806-716-2376

Students who believe they have been exposed or may be COVID-19 positive, must contact Health Services, DeEtte Edens, BSN, RN at (806) 716-2376 or [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu)

### **Kirby Face Covering Policy**

In all likelihood, I will continue to wear CDC-compliant face covering/mask throughout the semester.

### **Disabilities 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 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) at 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **Equal Opportunity, Harassment, and Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

### **Title IX Pregnancy Accommodations Statement (updated 6/2019)**

If you are pregnant, or have given birth been within six months, under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations, you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or e-mail [cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

**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.

**Civility Code:**

As future professionals, you are to communicate with each other in a professional and civil manner. Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

**Plagiarism and Cheating:** Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and cite them; or

4. Missing in-text citations.

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.