

Fayetteville State University
College of Humanities and Social Sciences
Department of Performing and Fine Arts
Semester: Fall – 2007

I. Locator Information:

Instructor: Mr. Joseph Ross

Course # and Name: COMM 210 Intro to Mass Comm. Office Location 209 Telecom Center

Semester Credit Hours: 3 Office hours: MWF 11 -10, 2 -4 TR 10 - 11

Day and Time Class Meets TR 9:30-10:50 Office Phone: 672-2030

Total Contact Hours for Class: 3

Email address: jross@uncfsu.edu

The following statement should appear on the first page of each course syllabus:

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. Course Description:

A survey of the role of mass media in modern society. The process, functions, responsibility and effects of various forms of mass communication will be analyzed.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Textbook:

Biagi, S. (2005). *Impact: An Introduction to the Mass Media*. Seventh Edition. Belmont, Calif.: Wadsworth Publishing, 2006.

V. Student Learning Outcomes –

Upon completion of this course, it is anticipated that the student will be able:

- To generally trace the evolution of mass communication from its earliest beginnings to the modern age.
- To understand and appreciate the roles and responsibilities of two mass media, i.e., the press, business.
- To distinguish among several media forms and relate them to several media content.
- To compare the mass media of various times and various societies.

VI. Course Requirements and Evaluation Criteria -

Success in this course will be based upon several factors, including:

- a. Possessing textbook.
- b. Attending classes regularly and punctually.
- c. Participating in class discussion.
- d. Performing satisfactorily on quizzes and exams.
- e. All assignments must be typed (double spaced).
- f. Grade Distribution

Five Quizzes	50%
Class Presentation, using technology And Diversity:	20%
Two Exams:	20%
Class Participation:	10%

The University Grade Scales will be followed.

A= 92 – 100 B= 83 - 91 C= 73 - 82 D= 64 - 72 F = Below 64

If Student assignments are evaluated using letter grades, the following conversion will be used.

A+ = 99	A = 96	A- =93
B+ = 91	B = 88	B- = 84
C+ = 81	C = 78	C- = 74
D+ = 71	D = 68	D- = 64

This course adheres to the University's undergraduate policy. For additional information, please refer to the Fayetteville State University Undergraduate Catalog.

This course subscribes to the university policies on plagiarism and academic integrity in the student handbook

Please note: If these evaluation criteria must be revised because of extraordinary circumstances, the instructor will distribute a written amendment to the syllabus.

If faculty wish to state expectations regarding classroom decorum or behavior, they should be stated here. The inclusion of such behavioral expectations will not be appropriate for all classes and is OPTIONAL.

SAMPLE: Student Behavior Expectations: -The instructor will respect all students and will make every effort to maintain a classroom climate that promotes learning for all students. Students must accept their responsibility for maintaining a positive classroom environment by abiding by the following rules:

1. Students are expected to arrive to class on time, remain in class until dismissed by the instructor, and refrain from preparing to leave class until it is dismissed.
2. Student/teacher relationships, as well as relationships among peers, must be respectful at all times.
3. Students are not permitted to wear headphones or other paraphernalia that may be distracting to the classroom environment.
4. Students must refrain from any activity that will disrupt the class; this includes turning off cell phones and pagers.
5. Students are not permitted to use profanity in the classroom.
6. Students will not pass notes or carry on private conversations while class is being conducted.

Consequences for Failing to Meet Behavioral Expectations: The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates the guidelines, the instructor may deduct as many as twenty points from the student's next exam grade. If a student violates the guidelines three times, the instructor will report the student to the Dean of Students for disciplinary action according to the FSU Code of Student Conduct.

VII. Academic Support Resources –

Chestnutt Library
Telecommunicaton Center (CCTV)
Public Radio WFSS
Student Radio WFSB
Telecommunication Center's Computer Editing Lab

VIII. Course Outline and Assignment Schedule

(Note: Reading should be read before the days under which they are listed)

Week 1 Course Introduction

Definition of Terms
Assigned: Media Log

Week 2 You in The New Information Age

Read: Ch. 1

Week 3 Newspaper

Read: Ch. 2

*Due: Media log; bring calculator

Week 4 Magazines

Read: Ch. 3

Week 5 Books

Read: Ch. 4

Week 6 Radio

Read: Ch.5

Week 7 Radio (continued)

Week 8 Recording

Read: Ch. 6

Broadcast Television

- Read: Ch. 7**
- Week 9** Broadcast Television (continued)
- Week 10** Review for Exam I
Exam I
Due: Reading Report
- Week 11** Broadcast Media Advertising
Read: Ch. 10
- Week 12** Broadcast Media Advertising (continued)
- Week 13** Public Relations
Read: Ch. 11
- Week 14** Mass Media and Social Issues
Read: Ch. 12
- Week 15** Mass Media Law and Regulation
Read: Ch. 14
- Week 16** Global Media
Read: Ch. 16
Review for Exam II

IX. Teaching Strategies

Teaching strategies include

- Lectures
 - Discussions
 - Student Presentations
 - Panel discussions
 - View, review, and analysis
1. Bibliography (The bibliography should be reviewed each year to ensure currency.)
Melvin L. DeFleur and Everette E. Dennis, **Understanding Mass Communication, 2nd ed.** (Boston: Houghton Mifflin, 1986)
 2. Lauren Kessler, **The Dissident Press** (Beverly Hills: Sage, 1996)
 3. Shirley Baigi, **News Talk 1** (Belmont, Calif.: Wadsworth, 1998)
 4. Lewis A. Coser, Charles Kadushin, and Walter W. Powell, Books: **The Culture & Commerce of Publishing** (New York: Basic Books, 1994)
 5. John R. Bittener, **Broadcast Law and Regulation** (Englewood Cliffs, N.J.: Prentice-Hall, 1982)
 6. R. Serge Denisoff, **Solid Gold** (New Brunswick, NJ: Transaction Books, 1989)
 7. Jeff Greenfield, Television: **The First Fifty Years** (New York: Abrams, 1996)
 8. Jack C. Ellis, *A History of American Film*, 2nd ed. (Englewood Cliffs, N.J.: Prentice Hall, 1985)
 9. Stephen Fox, *The Mirror Makers: A History of American Advertising and Its Creators* (New York: Morrow, 1990)
 10. Scott M. Cutlip, Allen H. Center and Glen M. Broom, *Effective Public Relations*, 6th ed. (Englewood Cliffs, N.J.: Prentice-Hall, 1985)
 11. Kpsjia <eurpwotz. *No Sense of Place* (New York: Oxford University Press, 1985)
 12. Ralph L. Holsinger, *Media Law* (New York: Random House, 1987)
 13. L. John Martin, "Africa," *Global Journalism: Survey of International Communication*, 2nd ed. (New York: Longman, 1991)

REFERENCES

Recommended Viewing

All local and network news programs, especially CNN's Media Circus and Science This Week. Students should also try to watch the cable American Movie Channel (AMC), Arts and Entertainment channel (A&E) and the Discovery Channel (DISC). In additions, students are encouraged to view films shown in local theaters and on campus. Feel free to introduce these topics into classroom discussions. This class only works if you participate and ask questions.

RECOMMENDED READING

In order to truly get everything out of this course, daily reading of newspapers and magazines is imperative. Feel free to bring in clippings to discuss in class as it pertains to the topics. In addition, I strongly recommend the following newspapers, magazines and books to broaden understanding of the media and its interaction with our culture.

Newspapers

Fayetteville Observer-Times (daily)
Raleigh News-Observer (daily)
New York Times (daily)
Washington Post (daily)
Wall Street Journal (daily)

Magazines

Broadcasting and Cable (weekly)
Time (weekly)
Newsweek (weekly)
Advertising Age (weekly)