COURSE TITLE: Survey of Mass Communication
COURSE NUMBER: MMC 1000

COURSE DESCRIPTION (with prerequisites):
A survey of the technology, methods, and functions of mass communications media: newspapers, magazines, books, radio, television, film, and computers—with emphasis on evaluation of the impact of mass media on society.
3 semester hours credit.

NAME(S) OF INSTRUCTORS:
Bryan Craven, Ed.D.

EFFECTIVE ACADEMIC YEAR:
2011-12

REQUIRED TEXTBOOKS AND INSTRUCTIONAL SUPPLIES:
Mass Media/Mass Culture, An Introduction
Wilson and Wilson
2001, Fifth edition
McGraw Hill
ISBN 9780072314625

GRADING POLICY:
The standing of a student in each course is expressed by one of the following letters and corresponding grading system:
A – 90 – 100
B – 80 – 89
C – 70 – 79
D – 60 – 69
F – 59 or less
The Chipola Catalog provides policies and procedures regarding the grading system. A student’s Grade Point Average is derived from the grading system/quality point scale.

ATTENDANCE AND WITHDRAWAL POLICIES:
Chipola College expects regular attendance of all students. Students who are absent from classes for any reason other than official college activities must satisfy the instructor concerned that the absence was due to illness or other clearly unavoidable reasons. Otherwise, the student may suffer grade loss at the discretion of the instructor. Chipola policy allows each instructor to specify in the Instructor First Day Handout whether or not an absence is excusable and what affect the absence or tardy may have on the grade.
A student is allowed to repeat a course a maximum of three (3) times. **On the third attempt a student (1) must bear the full cost of instruction (unless waived by Student Services), (2) cannot withdraw, and (3) must receive a grade.**

**MAKE-UP POLICY:**
Chipola allows each instructor to specify in the Instructor First Day Handout the makeup policy.

**ACADEMIC HONOR CODE POLICY:**
Students are expected to uphold the Academic Honor Code. Chipola College’s Honor Code is based on the premise that each student has the responsibility to (1) uphold the highest standards of academic honesty in his/her own work; (2) refuse to tolerate academic dishonesty in the college community; and (3) foster a high sense of honor and social responsibility on the part of students. Further information regarding the Academic Honor Code may be found in the Chipola Catalog, Student Governance section.

**STUDENTS WITH DISABILITIES POLICY:**
Chipola College is committed to making all programs and facilities accessible to anyone with a disability. Chipola’s goal is for students to obtain maximum benefit from their educational experience and to effectively transition into the college environment.

Students with disabilities are requested to voluntarily contact the Office of Students with Disabilities to complete the intake process and determine their eligibility for reasonable accommodations.

**LIBRARY AND ON-LINE REFERENCE MATERIALS:**
The library is a comprehensive learning resource center providing information in print, electronic, and multimedia format to support the educational objectives of the College. On-line catalogs, e-books and electronic databases can be accessed by using the LINCCWeb icon on the Chipola Library website at [www.chipola.edu/library](http://www.chipola.edu/library). If you have questions about database usage consult the “How to Use the Chipola Databases” on the Library website or call the Library at 850/718-2274 during regular hours. Library hours are posted each semester at the building entrance and on the Library website.

See your Instructor First Day Handout for individual instructor recommendations and resources.

**TECHNOLOGY RESOURCES:**
The Information Technology Center, located in the library, is equipped with computer workstations. Lab hours are posted each semester at the building entrance and on the Library website. The ACE Lab, located in Building L, is available for tutoring and is equipped with computer workstations. Lab hours are posted each semester at the room entrance. The college’s learning management system is Desire 2 Learn (d2l). Classes become available on d2l on the first day of the semester. It is the student’s responsibility to log onto the d2l system the first day of class to establish the first day of attendance and to check announcements. For further information, contact your instructor or the Director of Online Learning.
**ELECTRONIC DEVICE USAGE:**
All electronic devices such as cell phones, beepers, pagers, and related devices are to be silenced prior to entering classrooms and/or laboratories to avoid disruption. Should it become necessary for a student to leave his/her “device” on to send or receive an emergency call and/or text message, the student must inform the instructor prior to class. If the student finds it necessary to send and/or receive an emergency call and/or text message during class/lab time, he/she is instructed to take all books and belongings and step outside the classroom to deal with the situation. To minimize classroom disruption and the distraction to classmates, the student will not be permitted to reenter the classroom during that class period. Any time a test is being administered, all such devices must be turned off and put away. If a device is seen or heard during an exam, a score of zero will be given for that exam. Initial and repeated infractions may result in disciplinary action.

**DISCIPLINE SPECIFIC COMPETENCIES / LEARNING OUTCOMES:**
The purpose of a social and behavioral science component in the core curriculum is to increase students’ knowledge of how social and behavioral scientists discover, describe, and explain the behaviors and interactions among individuals, groups, institutions, and events and ideas. Such knowledge will better equip students to understand themselves and the roles they play in addressing the issues facing humanity.

**SS-1** Identify theories and research that behavioral scientists use to explain and investigate behaviors and social trends.

**SS-2** Use appropriate social, historical and psychological methods to analyze contemporary issues in public policy.

**SS-3** Identify behavioral, historical, social, political and economic issues from the global perspective.

**SS-4** Describe the social, behavioral, historical, political and economic sciences as interrelated disciplines.

**SS-5** Explain personal, social and historical implications of technology.

**SS-6** Identify ways to promote understanding of differences and commonalities within diverse cultures.
**Assessment Codes**


**LINKING COURSE-LEVEL STUDENT LEARNING OUTCOMES WITH DISCIPLINE-SPECIFIC COMPETENCIES, ASSESSMENT METHODS, AND ARTIFACTS**

**COURSE-LEVEL STUDENT LEARNING OUTCOMES FOR MMC 1000**

- Develop culture and communication: An overview of the basic definitions and concepts necessary to establish the foundation for a study of media and culture.
- Learn the development of the Print Media: An overview of the origin, purpose and impact of books, newspapers, magazines.
- Study the development of the electronic media: An overview of the origin, purpose and impact of motion pictures, radio, recorded music, and television.
- Use media shapers and manipulators: An overview of the industries that use mass media to deliver their messages and shape our culture.
- Understand Media Controls, Concerns, and Consequences: An examination of the legal ramifications of media operations, the ethics of the media and their effects and consequences.
MEANS OF ACCOMPLISHING STUDENT LEARNING OUTCOMES:
Your grade will be determined by how much you learn in this course, as demonstrated on the exams, assignments and final exam. You are expected to do any or all of the following as necessary, in order to insure that you have mastered the course objectives:

- Read and study assigned sections of the texts;
- Attend and participate in class;
- Complete and understand assignments;
- Complete and understand skill assessment exams;
  Pursue independent study using available resources, such as books and periodicals in the library, videos, textbook supplements, software manuals, etc.

ASSIGNMENT AND/OR COURSE OUTLINE

Final grade will be based on 100 possible points:

1. Four exams—25 points each for your three highest scores = (75 points)
   Your lowest test score, or any missed test, is dropped.
2. Attendance/participation—three points off for each absence and 15 points for participation (three assignments) = (25 points)

Total (100 points)

See your Instructor First Day Handout for individual instructor assignment schedule.