



Walters State Community College Course Syllabus

Course Information

Course Number and Name: COMM 1010 Intro to Mass Communications

Section ID: 81126.202380

Semester and Year: Fall 2023

Credit Hours: 3

Start Date: August 21, 2023

End Date: December 08, 2023

Course Format: CON - Conventional Methodology

Catalog Course Description: Nature, functions, responsibilities of mass communications media and agencies. Survey of newspapers, magazines, radio, television, film, advertising, public relations, press associations, and specialized publications.

Meeting Details: TR; 11:10AM - 12:35PM; LIB 102

Course Drop Deadline: October 27, 2023

Instructor Information

Name: Matthew Lawson

Role: Associate Professor of Mass Communication and Communication

Office Location: HUM 148D

Office Hours: TBA

Office Phone: 423-318-2332

Email: Matthew.Lawson@ws.edu

Supervisor Name: Marci Nimick

Supervisor Phone: 423-798-7986

Secretary Name: Debbie Wilson

Secretary Phone: 423-585-6947

Required Textbook(s) and Materials

*image
not
available*

Subtitle: Mass Communication in a Digital Age

ISBN: 9781319102852

Authors: Richard Campbell, Bettina Fabos, Christopher Martin

Publisher: Bedford Books

Publication Date: 2019-01-08

Edition: 12th

Supplemental or Optional Materials

None

Student Learning Outcomes/Objectives

- COURSE OUTCOMES

1. To develop the student's basic understanding of mass communication and its processes through a practical, historical and cultural context.
2. To develop the student's understanding of how mass communication systems affect our culture.
3. To develop the student's analytical skills in understanding and describing the mass communication process.
4. To develop the student's writing and presentation skills in the field of communication.

Instructional Approach and Methods

Class time will be used for lecture/discussion on course topics covered in the text and other topics related to the class. Class time will also be used for giving exams. Class discussion and student participation in class activities will be stressed. Class will be taught in person.

1. Students will be evaluated based on their performance on a weekly quiz covering assigned textbook chapter(s) for a particular week.

2. Students will be evaluated based on their performance on exams given at different intervals throughout the course.
3. Students will be evaluated based on their presentations on an approved topic in Mass Communications.
4. Students will be evaluated based on any assignments assigned by the instructor.
5. Students will be evaluated based on their class participation and attendance.

Assessment, Evaluation and Testing Procedures

1. Exams will be drawn from the readings and class notes. Exams will be primarily multiple-choice. All exams will be given online via eLearn unless circumstances require a physical exam.
2. Quizzes will be drawn from assigned readings and will be given online via eLearn.
3. All exams must be taken on the day scheduled. If a student misses an exam due to illness the student should contact the instructor immediately upon his/her return to campus to schedule a makeup exam.
4. No makeup exams will be given except in cases of documented personal illness or emergencies.
5. Makeup exams must be completed within one week.

Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59 or below

Assignments

1. The student should be able to complete original research on a topic in Mass Communication.
2. The student should be able to present original research to an audience.
3. The student should be able to contribute to classroom discussion.

4. The student should be able to understand and explain the historical and cultural impact of mass media.
5. The student should be able to demonstrate an understanding of past and current newsgathering and reporting processes and how these processes influenced and influence our past and modern culture.
6. The student should be able to define the duties of each type of media professional and demonstrate an understanding of the various specific media professions in print and electronic forms.
7. The student should be able to define and understand the U.S. laws, copyright rules, and regulations controlling the mass media.
8. The student should have a general idea of and respect for these current laws, rules, and regulations.
9. The student should be able to express the social effects of mass communication media.
10. The student should be able to articulate and understand the cultural and historical uses of the digital revolution and the Internet as mass media.

Students failing to complete assignments and exams may receive an F for the course.

Class Participation

1. Students are expected to attend all designated classes. Class attendance and participation in class activities are absolutely essential to the student's ultimate success in the course. Failure to attend class and participate effectively in class may result in a failing grade for the course. Attendance, student readings, and out-of-class activities ("homework") are all important. The student will be expected to have read and/or prepared the assigned material, and be able to participate in class discussions.
2. Although class activities missed because of absence cannot be made up, a limited amount of make-up work may be done for excused absences (illness or family emergency). Additional extra-credit work may be approved by the instructor. No makeups will be allowed for unexcused absences. It is the student's responsibility to contact the instructor regarding missed work.
3. Behaviors related to attendance and participation – such as frequent absences or tardiness, distracting or inappropriate class conduct, or the failure to complete assignments and speeches on time – may significantly lower the student's grade.

Course and Class Policies/Procedures

1. Exams will be drawn from the readings and class notes. Exams will be primarily multiple-choice. All exams will be given online via eLearn unless circumstances require a physical exam. All exams must be taken on the day scheduled. If a student misses an exam due to illness the student should contact the instructor immediately upon his/her return to campus to schedule a makeup exam. No makeup exams will be given except in cases of documented personal illness or emergencies. Makeup exams must be completed within one week.
2. All assignments and presentations must be completed on or by the assigned date. A late penalty will be assessed at 25% per day for all work not completed on time. All written assignments must be typed or word-processed.
3. All materials turned in for COMM 1010 become the property of the communication department.
4. All forms of cheating, plagiarism and academic dishonesty are strictly prohibited. All presentations and assignments for the course should be the student's original work according to guidelines governing the presentation or assignment. The penalty for cheating and plagiarism on tests, presentations, or written assignments is a grade of zero and referral to the WSCC administration for any institutional penalties. Repeated violations can result in a grade of 'F' for the course.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity and can order the temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or conduct in violation of the general rules and regulations of the institution. Extended or permanent exclusion from the classroom or further disciplinary action can be effected only through appropriate procedures of the institution.

Classroom Behavior Policy:

Students are expected to be positively engaged in-class lectures and group discussions. Students should show respect to the instructor and to other students. Any behavior which may distract from the learning process should be avoided. The behaviors listed below may affect the student's final course grade:

1. Arriving for class late.
2. Leaving class early.
3. Leaving during class for restroom or water breaks.
4. Eating or drinking during class.

5. Sleeping during class.
6. Attending to a cell phone or laptop computer.
7. Private conversations with classmates.
8. Blurting out comments.

Students exhibiting these behaviors will be given a Classroom Misconduct Report and asked to meet with the instructor.

Cellular phones and digital devices:

Cellular phones and all digital devices **MUST** be turned off during class. If these disrupt the class the owner will be asked to leave. Laptop computers and tablets may be used only with the permission of the instructor.

(See Catalog/Student Handbook)

Online/Web-Enhanced Course Supplementary Information

This course is a conventional course taught in person.

Additional Course Requirements/Details/Information

Office Hours:

1. Office hours will be posted on the instructor's office door, e-mailed to students via eLearn, and announced in class. Students are encouraged to schedule conferences with the instructor throughout the term. Students may ask for clarification of any course topic or assignment. Students should definitely contact the instructor regarding poor academic work or if the student is considering dropping the course.
2. It is the student's responsibility to contact the instructor to schedule any needed makeup work.

Attendance Process and Policy:

Attendance will be noted in this class. Attendance is worth 10% of the overall course grade and is expected and will be recorded. Further information on attendance policy can be found above.

E-mail Response Time:

The instructor will check and reply to eLearn e-mail as quickly as possible. Please allow up to 24-48 hours.

Procedure for Submission of Work:

All work for this class, unless otherwise noted, will be submitted digitally online via eLearn or some other digital method. Students will not be notified if work is not submitted. It is the student's responsibility to submit their work in a timely manner.

Testing Procedures:

All exams will be given online via eLearn unless circumstances require a physical exam.

All weekly quizzes will be given in a digital manner.

Grading and Work Return Procedures and Evaluation Process:

Exams will be worth 50% of the overall course grade and will be graded digitally via eLearn unless circumstances require a physical exam. Students will receive their grade instantly after the completion of their exam online.

Quizzes will be worth 20% of the overall course grade. Digital quizzes through eLearn or in some other manner will be given. Student grades will be loaded into eLearn in a timely manner.

The Mass Communication research presentations for this course are worth 20% of the overall course grade and will be graded based upon a review of the presentations.

Attendance and Participation is worth 10% of the overall course.

Alternate Teaching Plan:

In case of inclement weather or any other event requiring the cancellation of classes, please refer to eLearn for any instructions or assignments related to the class.

NOTE:

THIS SYLLABUS IS SUBJECT TO CHANGE.

Academic Honesty

Faculty expect all students to refrain from acts of academic misconduct including but not limited to:

1. Plagiarism - refers to using another person's ideas or writing without giving proper credit to the original source. Indulging in this type of conduct will subject the student to disciplinary sanctions, which may be imposed through the regular institutional procedures of Walters State Community College as outlined in the Student Handbook. Plagiarism will result in a grade of "0" for the paper/exam/presentation. Student Conduct and Disciplinary Sanctions contained in the college Catalog/Student Handbook apply (see policy 04:18:02 Disciplinary Sanctions).

Plagiarism includes, but is not limited to the following:

- a. Using cut/paste tool from original document with no references given.
 - b. Copying another student's work and submitting it as one's own.
 - c. Forging or otherwise altering signatures.
 - d. Giving or falsifying academic documents or materials.
2. Cheating - construed as attempting to deceive or mislead which includes, but is not limited to the following:
 - a. Utilizing old tests, projects, notes or written papers.
 - b. Providing unauthorized information to a fellow student about exam content.
 - c. Receiving unauthorized aid from any source with quizzes, examinations, or other assignments.
 - d. Seeking information in an unacceptable manner during/preceding an exam or other assigned work (cheat sheet, verbal exchange, looking at another person's paper or electronic device, utilizing headphones, using textbook when the test/quiz is not an open book test/quiz, using textbook test bank etc.).
 - e. Consulting with a classmate or others when taking a computerized test.
 - f. Disregarding other specific policies and procedures outlined for a particular class.

- g. Utilizing unapproved technology/electronic equipment during testing (i.e.: mobile devices such as cell phones, smart devices, or tablets, etc.).
 - h. Using the same Internet Protocol network address (IP address) as another student for testing without approval from the course faculty.
3. The use of any generative artificial intelligence (AI) tool, such as OpenAI's ChatGPT, Google's Bard, or any other pre-trained language model (commonly referred to as "chatbot"), must be cited for any assignment where it has been used and may not be used unless specifically allowed by your instructor. Please see your instructor or the course policies within the syllabus if you have questions.

Student Resources

TUTORING SERVICES

Students in need of tutoring assistance are encouraged to contact the Office of Student Tutoring located as follows:

- Morristown Campus - Student Services Building Room L107 - (423) 585-6920
- Niswonger Campus - GRNV 226 - (423) 798-7982
- Sevierville Campus - MMH Room 210 - (865) 286-2787
- Claiborne Campus - Room 123A - (423) 851-4761

Specific tutoring assistance in mathematics and writing is available in-person and online as follows:

- Morristown Campus - English Learning Lab - HUM 120 - (423) 585-6970

[Walters State English Learning Lab \(opens in new window\)](https://www.walters.edu/academics/humanities/writing-lab)
[ws.edu/academics/humanities/writing-lab](https://www.walters.edu/academics/humanities/writing-lab)

- Morristown Campus - Mathematics Lab - MBSS 222 - (423) 585-6872

[Walters State Mathematics Learning Lab \(opens in new window\)](https://www.walters.edu/academics/mathematics/learning-lab)
[ws.edu/academics/mathematics/learning-lab](https://www.walters.edu/academics/mathematics/learning-lab)

TECHNOLOGY SUPPORT

Students who need assistance with computing and technology issues should contact the IET Helpdesk by phone at Morristown: (423) 318-2742; Niswonger: (423) 798-8186; or Sevierville: (865) 286-2789 or on-line access.

[Walters State Helpdesk \(opens in new window\)](#)
helpdesk.ws.edu

STUDENTS WITH DISABILITIES SUPPORT SERVICES

Students with disabilities must register with Student Support Services each semester in the Student Services Building, Room U134 (phone (423) 585-6892) if they need any special facilities, services, or consideration.

[Walters State Student Support Services \(opens in new window\)](#)
ws.edu/student-services/disability/

SUICIDE PREVENTION STATEMENT

Walters State is committed to and cares about all students. Support services are available for any person at Walters State who is experiencing feelings of being overwhelmed, hopelessness, depression, thinking about dying by suicide, or is otherwise in need of assistance. For immediate help, contact the National Suicide Prevention Lifeline by calling or texting 9-8-8 or the Trevor Lifeline at 1-866-488-7386. Veterans may also contact the Veterans Crisis Line at 1-800-273-8255 (press 1) or Text 838255.

Walters State has a relationship in place with the following community agencies to provide services (may include crisis referral services, prevention screenings, etc.):

- Cherokee Health Systems 423-586-5032
- Frontier Health 423-467-3600

College Policies

STUDENTS HANDBOOK AS OFFICIAL GOVERNING DOCUMENT

This class is governed by the policies and procedures stated in the current Walters State Community College Student Handbook. All students attending Walters State Community College, regardless of the time, location, or format of the class, must abide by the rules and regulations outlined in the current Walters State Catalog/Student Handbook and the current Walters State Timetable of Classes.

[Walters State Catalog \(opens in new window\)](#)
catalog.ws.edu/

[Walters State Timetable of Classes \(opens in new window\)](#)
ws.edu/admissions/registration/

PURPOSE, LIMITATIONS AND MODIFICATION OF SYLLABUS

This syllabus sets forth the expectations for the course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information contained here is subject to change at any time. The instructor reserves the right to modify this syllabus at any time with written notification to the students. Though changes are possible, it is expected that the course will be conducted as described in this syllabus for the semester/year specified in the Course Information section of the syllabus. This syllabus is only valid for the semester/year specified and course requirements are not guaranteed for future semesters.

COURSE GROUND RULES

- Students must attend the first day of on-ground class or contact the instructor prior to the first class. Failure to do this may result in being dropped from the class. Excessive absences may substantially lower the course grade.
- Regular class attendance is a student's obligation for any course regardless of format. (See the Walters State Catalog/Student Handbook). If a student misses class, it is his or her responsibility to contact the instructor regarding missed assignments and/or activities and to be prepared for the next class assignment.
- Students enrolled in web courses must follow the course attendance policy defined for online attendance during the first week of class and throughout the term. Failure to do this may result in being dropped from the class during week one OR may result in the accrual of absences which may negatively impact the student's grade in the course.
- Students who have not paid fees on time and/or are not correctly registered for this class and whose names do not appear on official class rolls generated by the Walters State student information system (MyWS) will not be allowed to remain in class or receive credit for this course.
- Electronic devices must not disrupt the instructional process or college-sponsored academic activity. Use of electronic devices is prohibited unless use of the device is relevant to the activity and use is sanctioned by the faculty member in charge. Electronic devices that are not relevant to the activity or sanctioned by the faculty member in charge should be set so that they will not produce an audible sound during classroom instruction or other college-sponsored academic activity.

FINANCIAL AID

Students receiving any type of financial aid or scholarship should contact the Financial Aid Office before making any changes to their schedule. Schedule changes without prior approval may result in loss of award for the current term and future terms.

All forms of student Financial Aid may be jeopardized or lost due to the lack of Satisfactory Academic Progress in one or multiple courses. Lack of Satisfactory Academic Progress may negatively impact a

student's degree/certificate completion pace and further jeopardize Financial Aid eligibility.

CANCELLATION OF CLASSES AND ACADEMIC CONTINUITY

For information related to the cancellation of classes due to inclement weather or other events, please check the Senators Emergency Text system or the college's Web site at:

[Walters State Homepage \(opens in new window\)](#)

ws.edu/home/

[Walters State Facebook page \(opens in new window\)](#)

<https://www.facebook.com/WaltersState/>

[Walters State Twitter page \(opens in new window\)](#)

<https://twitter.com/waltersstate>

or call the college's student information line, 1-800-225-4770, option 1; the Sevier County Campus, (865) 774-5800, option 7; the Niswonger Campus (423) 798-7940, option 7; or the Claiborne County Campus, 423-636-6200, option 7. Also, please monitor local TV and radio stations for further announcements.

When an event or disaster interrupts the scheduled operations of the college and the ability to proceed with the academic course activities as planned, the college and your instructor may alter the course plan outlined in the syllabus. Should an event occur, students should refer to their course e-Learn pages and/or class materials previously delivered to receive guidance from their instructor. Students should continue to monitor the official college channels of communication listed in the above paragraph. If you would like to sign up for the Senators Emergency Text system, please go to the following Web site:

[Senator Emergency Text System \(opens in new window\)](#)

ws.edu/set/

Dual Enrollment students attending on a high school campus should refer to the high school inclement weather cancellations.

LEARNING MANAGEMENT SYSTEM

Brightspace (commonly known as eLearn or D2L) is the college's Learning Management System (LMS).

Brightspace is committed to accessibility by "deliver[ing] a learning experience that meets the needs of all people, regardless of age or ability." [Brightspace Accessibility Standard \(opens in new window\)](#)

Brightspace is also committed to guarding student data and privacy. [Brightspace Privacy Policy](#) (opens in new window).