



South Plains College
Intro to Mass Communication
Spring 2024 Syllabus/COMM 1307.002

Course Number: COMM 1307 **Format:** Face-to-Face

Campuses:

Levelland = Tuesday/Thursday 11am – 12:15 p.m. This is a face-to-face class.

Instructor: Billy Alonzo

Office: CM 153 **Levelland Campus** **Phone:** (806) 716-2436

e-mail: balonzo@southplainscollege.edu The fastest way to reach me, other than coming to my office during office hours, is to e-mail at the above address. 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. Please do **NOT** e-mail me using the Blackboard system.

Office Hours: I can be available online during my office hours so email me if you want to meet online over Zoom.

Mon/Wed: Monday 1:15 to 2:15pm, and 4:30 – 5:30pm

Tues/Thurs: 1:15pm – 2:15pm, Friday 9:30am to 3:30pm

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 & cultures.

Supplies Needed: Notebook or folder in which to keep syllabus, schedule, handouts, returned assignments, and notes you will take.

Required Textbook: Media & Culture Mass Communication in a Digital Age by Campbell, Martin and Fabos, 11th Edition 978-1-319-05851-7

The text is available in the SPC bookstore and they do price match so you may check the policy with the bookstore. The book will be used with the chapter handouts/packets so get the book as soon as possible.

Technical Requirements: It is 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 and assignments, and take exams.

The student needs to have access to the following to be successful in the class:

- SPC E-mail/Blackboard
- Microsoft Office

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

Please avoid using Google Docs to turn in assignments.

Technical Skill Requirements. Be comfortable with the following:

Microsoft Word or a word processor that can save Word compatible files (.docx)

Using email for communication, attaching documents

The ability to download video files, or to stream files

The ability to get into 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 (REASON)
- 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. Understanding that all choices and actions have consequences.

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 effects on 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: Points are earned as follows:

Podcast
Projects (Generations, SWOT, Books, etc)
Chapter Homework assignments
9 Exams

Total: 1000

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

Please do NOT assume that I will contact you to tell you about missed work. In response to Covid concerns, all class materials will be available on Blackboard so you can keep track of all materials week by week. You can find the information inside the Weekly Folders on Blackboard.

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.

There will be multiple reasons for class absences this semester such as quarantine, isolation, and/or illness. But all class material is available online through Blackboard, so you can access all assignments on your own.

If you do not participate in class, in any form, for a minimum of 3 weeks without any communication, and you will earn a "F", you may be administratively withdrawn from the class. You may contact me by phone, or e-mail. But you must stay in contact with me.

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 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 may 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. While some of these may change for whatever reason, the goal is to work within them. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines. Due dates for missed deadlines will need to be discussed with the professor.

SPC Face-to-Face Class Covid Policy:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test 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 or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.

Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation.

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 for assistance.

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.