



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

Levelland = Tuesday/Thursday 1:00pm – 2:15 p.m. CM 155

**Instructor:** Billy Alonzo

**e-mail:** [balonzo@southplainscollege.edu](mailto:balonzo@southplainscollege.edu) The best way to reach me, other than coming to my office during office hours, is to e-mail me 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.

Tues/Thurs: 11:00am – 12:00pm, Friday 9:30am to 12:00pm

**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:** None, Blackboard

**This course satisfies a core curriculum requirement:**

Yes- Language, Philosophy, and Culture

**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 Blackboard, assignments, and take quizzes & exams. Most of the content from the class will be posted on Blackboard. We will take exams on Blackboard.

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.

**If you are using Google Docs to turn in assignments or any work you need to let me know.** I have a Gmail address: [profbalonzo@gmail.com](mailto:profbalonzo@gmail.com) that makes it easier for me to receive content if you are using Google Docs.

**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

**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.

**Student Evaluation & Grading:** Students' grades in this class will be determined by the following: Points are earned as follows:

Projects (Generations, SWOT, Survey, Book, podcast, etc)	250
Chapter Homework assignments	250
9 Exams	1080
<b>Total: 1580 points</b>	

**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. It is your responsibility as the student to check on any missed assignments or exams.

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 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 date, September 11<sup>th</sup>, will be dropped from the class by the enrollment office.

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, will be administratively withdrawn from that course. If the student does not attend class and decides to drop the class during the semester they will need to fill out a drop form to "W" and it must be done before the final drop date. The instructor will not drop you from the class so if you have excessive absences and not complete the work assigned you will earn a "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.