



Spring 2023

## Course Information

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**Course Number:** COMM 106 120MI  
**Course Title:** Introduction to Mass Media  
**Semester Credit Hours:** 3.00  
**Department:** Communication  
**Prerequisites:** None

## Instructor Information

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**Instructor:** Daneen Landis-Coover  
**Labette Email:** daneenl@labette.edu  
**Office Phone:** 620-820-1028  
**Office Location:** 1227 Broadway  
**Office Hours:** 8:00am - 4:30pm  
**Virtual Office Hours:**  
Please email for virtual meeting arrangements.

## Required Texts and Materials

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Please visit the [Labette Community College Bookstore](#) for all of your materials needs.



**Media Now**  
Edition: 9th  
ISBN: 9781305950849  
Authors: Joseph Straubhaar  
Publisher: Boston, MA: Wadsworth

## Course Description

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This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media's role in society today. The course will explore the histories of the different forms of media, the evolution of the media's role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems. Students will be asked to keep abreast of the media and current events through reading newspapers, watching television, listening to the radio, surfing the web, and more.

## KRSN Number

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The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents KRSN: COM 1030

## Course Outcomes and Competencies

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Students who successfully complete this course will be able to:

- 1. Demonstrate the ability to access, analyze, and evaluate information in a variety of media.
  - Evaluate how effectively increasingly complex or difficult media texts communicate information, ideas, and opinions, and/or present issues and themes.
  - Analyze increasingly complex or difficult media texts to identify and interpret obvious and implied messages in them.
  - Explain how components in increasingly complex or difficult media texts are designed to fit particular purposes and/or audiences.
  
- 2. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in global society.
  - Evaluate the roles of newspaper, magazine, books, radio, television, and electronic media in society.
  - Analyze how industries such as advertising and public relations play a role in the support of media.
  - Analyze various media messages, e.g., radio, television, photography, Web or print, and describe the impact of the various messages from a personal,

community and national perspective.

- 3. Demonstrate an understanding of the history and current state of mass communications.
  - Recognize and discuss how important historical media events have influenced the way that various media have developed into today.
  - Present an overview of the history of mass communication
- 4. Identify social, ethical, and legal issues in the media.
  - Differentiate among social, ethical, and legal problems in the media.
  - Recognize and explain the basic dynamics of libel laws.

## Important Dates for the Semester

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<b>Date</b>	<b>Event</b>
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1/17	<b>Classes Begin for full semester and First 8 Week Session [Tue]</b>
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1/19	<b>Last day to add First 8 Week Session courses without instructor permission [Thu]</b>
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	<b>Last day to add First 8 Week Session courses with instructor permission [Mon]</b>
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1/23	<b>Last day for a full refund for First 8 Week courses [Mon]</b>
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	<b>Last day to enroll/add full semester courses without instructor permission [Mon]</b>
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1/30	<b>Last day to enroll/add full semester courses with instructor permission [Mon]</b>
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	<b>Last day for full refund for full semester courses [Mon]</b>
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**Date Event**

1/31	<b>Degree/Certificate Check Requests Due to Registrar; Graduation Filing Deadline [Tue]</b>
2/2	<b>Certification Rosters due at 12:00 pm [Thu]</b>
2/6	<b>Last day to pay for classes or make payment arrangements [Mon]</b>
2/17	<b>College Closed--President's Day [Fri]</b>
3/3	<b>Last day to Withdraw from First 8 Week Classes [Fri]</b>
3/10	<b>First 8 Week Session Ends [Fri]</b>
3/13	<b>3/13--3/17 College Closed/Spring Break [Mon-Fri]</b>
3/20	<b>First 8 Week Session Grades Due at noon [Mon] Second 8 Week Session Starts [Mon]</b>
3/22	<b>Last day to add Second 8 Week Session courses without instructor permission [Wed]</b>
3/24	<b>Last day to add Second 8 Week Session courses with instructor permission [Fri] Last day for a full refund for Second 8 Week Session courses [Fri]</b>
3/29	<b>Certification Rosters Due for Second 8 Week Courses at 12:00 pm [Wed]</b>
4/3	<b>Summer/Fall 2023 Enrollment Begins [Mon]</b>
4/7	<b>College Closed/Holiday Break [Fri]</b>
4/28	<b>Last day to withdraw from all courses [Fri]</b>
5/2	<b>Tuesday Evening Finals</b>
5/3	<b>Wednesday Evening Finals</b>
5/4	<b>No Day Classes/Thursday Evening Finals/College Open</b>

**Date Event**

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5/8	<b>5/8--5/11 Finals-Day/Online Classes [Mon-Thu]</b> <b>Monday Evening Finals</b>
5/15	<b>Grades due at noon [Mon]</b>
5/29	<b>College Closed/Memorial Day</b>

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## Course Outline

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<b>Week</b>	<b>Activity</b>
Week 1	Discussion Post due March 24
Week 1	EXAM 1 due March 26
Week 2	Analysis Paper No. 1 due March 28
Week 2	Discussion Post due March 31
Week 2	Mass Comm Proposal due April 4
Week 3	EXAM 2 in class April 6
Week 3	Discussion Post due April 9
Week 4	Discussion Post due April 14
Week 4	Analysis Paper No. 2 due April 16
Week 5	EXAM 3 due April 21
Week 5	Discussion Post due April 24
Week 6	Analysis Paper No. 3 due March 30
Week 6	Discussion Post due March 30
Week 7	Discussion Post due May 7

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<b>Week</b>	<b>Activity</b>
Week 8	Mass Comm Presentation May 4
Week 8	Final EXAM Date TBD

## Methods of Instruction

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This course uses a variety of different methods for instruction which may include but are not limited to the following: lecture, discussion, handouts, textbook readings, out of class assignments or homework, labs, simulations, active and cooperative learning, etc.

### Methods of Instruction

- Class sessions will consist of lecture and discussions (both on campus and online), guest presentations and student presentations.
- Readings will be from the Straubhaar, et.al. text. Other readings may be assigned, and projects will require outside reading and research.
- Tests will cover all course materials. There will be three unit tests, plus a final exam. These will consist of ID, objective and short essay questions.
- Written assignments are designed to expose students to the different types of media and encourage critical thought and reflection regarding their effects. Criteria will be distributed in class.
- Mass media report will require you to do a more in-depth exploration of a particular topic of interested related to mass communication. The project will require an oral presentation. Criteria will be discussion in class and posted to RedZone.

## Methods of Evaluation

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### Methods of Evaluation

Rubrics will be provided for each assignment at the time they are assigned.

## Determination of Grades

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### Determination of Grades

- All work is due on the dates specified in the schedule.
- There is a strict no-late-work policy in this course.
- Written work will not be accepted after the due date.
- Tests, papers, or presentations missed because of skips cannot be made up. If you will be absent for a college approved absence, please be sure to communicate with your instructor 2 days in advance.

#### Grade Distribution

3 EXAMS (drop lowest) 3x100	300 points
Analysis Papers 3x50 (see rubric)	150 points
Online Posts (7 weeks, 1 post each week)	70 points
Mass Communication Report (see rubric)	150 points
Attendance & Participation (5pts each in-class session)	70 points
Quizzes in class (5pts each in-class session)	70 points
TOTAL	810 points

Grade	Points	Percentage
A	729-810	90-100%
B	648-683	80-89.9%
C	567-647	70-79.9%
D	486-566	60-67.9%
F	Below 485	0-59.9%

## Classroom Protocol

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### Classroom Protocol

#### Cell phones, Tablets & Laptops

- Students are expected to attend class each session, be engaged in meaningful discussions and attentive. To avoid distractions to yourself, peers and the professor during class, use of cell phones is prohibited. If students repeatedly use their cell phones, they will be asked to leave for the remainder of the class and will be counted as absent. Students who view the display of their cell phone during an exam will receive a zero for the exam.

- Using laptops or tablets in class to take notes may be helpful to students and is acceptable. Other uses, however, such as surfing the Internet, playing games or checking social media, etc. are not. Students using their laptops for purposes other than those directly relating to the class may be counted absent and may lose the privilege of using them in class going forward. Students must remove ear buds/headphones before class begins. If not, students may be counted absent.

## Attendance Requirements

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### Attendance

Attendance is expected at every class session, and more than three absences will affect your final grade. When absent for a college sponsored activity, turn in any assignments that are due early and get notes from a classmate. If you are absent due to an emergency, contact the instructor as soon as possible with written documentation if needed.

## Online Class Attendance Information

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Online students and hybrid students whose courses meet online during the Add/Drop period must complete the Required Attendance Assignment to certify their attendance in the class. Students who do not complete the assignment during the Add/Drop period will automatically be dropped from the course. For technical assistance with online courses through RedZone:

- [onlinesupport@labette.edu](mailto:onlinesupport@labette.edu) (evenings and weekends)
- (620) 820-1146 (office 8:00 am - 4:30 pm, M-F)

## Communication

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All communication concerning this course or college business will be sent to your LCC student email address, unless you are taking a concurrent course and your school district email can be used. Please check your email on a regular basis.

## Out-of-Class Student Work Expectations

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Students should expect to spend a minimum of two hours on out-of-class student work for every credit hour of their class.

## Students with Disabilities

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If you have problems accessing any material in this course due to a disability, please notify your instructor immediately and steps will be taken to address your needs. You may also contact the ADA Coordinator, by calling the Student Success Center at (620) 820-1182, or by visiting the Student Success Center on the Main Campus. Services for LCC students who have a documented disability from a certified professional are coordinated through the ADA Coordinator in the Student Success Center on the Main Campus in Parsons.

## Continuity of Instruction

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In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to change when necessitated by revised course delivery, semester calendar or other circumstances. Information about changes in the course can be obtained at the RedZone course web page or by contacting your instructor for the course. If the course is not able to meet face-to-face, students should immediately log onto RedZone and read any announcements and/or alternative assignment. Students are also encouraged to continue the readings and other assignments as outlined on the syllabus. Students must adhere to any emergency operations plan created by the college for that incident.

## Final Exam Schedule

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Final examinations will be given according to the schedule of examinations available each semester. All Students are expected to take their final during the scheduled times. Students who have more than three finals scheduled in one day need to contact the Vice President of Academic Affairs.

12-May	FINAL EXAM 10:30-12:30, in class
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