

# McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

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## **COURSE SYLLABUS AND INSTRUCTOR PLAN**

**NOTE: This is a 16-week online course.**

*Introduction to Mass Communication*

*COMM 1307.088*

*Professor Leslie A. Henderson*

### **COVID 19 Notice:**

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

**Course Description:**

Study of the media by which entertainment and information messages are delivered. Includes an overview of the traditional mass media: their functions, structures, supports, and influences.

**Prerequisites and/or Corequisites:**

There are no official course prerequisites at this time. However, you will need college level writing skills for completing assignments, college level reading skills for reading a college text and responding to tests and discussion questions. The student will also be expected to apply critical thinking skills including comparison and contrast, analysis, and synthesis.

**Course Notes and Instructor Recommendations:**

**All students will need to check their MCC email, Brightspace announcements, and Brightspace assignments daily.** All communication between student and instructor will be sent through the MCC email. No outside emails are accepted. Each student will need to have a USB drive (or equivalent) that must be used to save all class work submitted. This will help ensure your assignments are saved and that you have a copy in the event the assignment is lost.

**Instructor:** Professor Leslie A. Henderson  
**Office Phone #:** (254) 299-8936  
**MCC E-mail:** [lahenderson@mclennan.edu](mailto:lahenderson@mclennan.edu)  
**Office Location:** FB 102  
**Conference Hours:** Online or by appointment.

**Required Text & Materials - is part of a program where course materials are included in a course charge or tuition. You do not need to make any additional purchase.**

Title: Introduction to Mass Communication: Media Literacy and Culture  
Author: Stanley J. Baran  
Edition: 12<sup>th</sup> edition  
Publisher: McGraw-Hill Companies, Inc.  
ISBN: 9781265033033 [eBook].  
Format: BryteWave Format

**Sending your instructor emails:**

How you email me your questions is very important. I welcome your emails and questions - I really, really don't mind! I would rather you ask than guess at something and have that effect your grade. Following these simple rules will help me respond to you more quickly and effectively. It is a win-win situation!

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1. **Always send emails through your MCC student email account.** MCC has a strong filter that often throws outside emails to the junk folder. MCC student emails do, however get in. (If you don't know how to use your student email address, just ask).
  2. **In the subject heading always put your class and your section number and your full name.** For example, if you were in section 000 you would put: **COMM 1307.000\_John Doe** in the subject heading. This is absolutely necessary to be able to respond to you in a timely manner.
  3. If I don't acknowledge your email within 24 hours then resend it to make sure it was received. Emails sent after 8:00pm are likely not to be returned until the next day.

### **Methods of Teaching and Learning:**

This online course will use chapter on readings from the text, augmented with online readings and/or videos. Students will participate in weekly discussion boards and worksheets centered on their readings, as well as chapter reading quizzes. This course also has 4 unit exams and a research paper.

### **Course Objectives and/or Competencies:**

Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

- **Critical Thinking (CT)** -- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communications Skill (COM)** -- to include effective development, interpretation and expression of ideas through written, oral and visual communication
- **Teamwork (TW)** -- to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Personal Responsibility (PR)** -- to include the ability to connect choices, actions, and consequences to ethical decision-making.

### **Online Student Technology Requirements:**

The online student should have knowledge of using a web browser, computer, a MCC student email account, the ability to create, copy, and save documents, the ability to send and receive electronic documents (attachments), and the basic use of Internet and search skills. The course uses the Brightspace Learning platform and the student is required to become proficient in these skills through the course orientation. The student should also have a general understanding of online technologies and appropriate online behavior.

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### **Hardware requirements:**

1. You need an Internet connection (at least 56k, but High Speed connection is recommended).
2. Brightspace recommends using a monitor that supports resolution of 1024x768 or higher.
3. **Students are expected to maintain regular & reliable access to a computer with a stable broadband Internet connection.** If your computer is older than 4 years old, it may not have the processing power to work with Brightspace or current versions of the required software.

### **Software requirements:**

1. You need a web browser to access Brightspace. We recommend an up-to-date version of Mozilla Firefox. I strongly recommend Brightspace students use the latest version of [Mozilla Firefox](#) for Windows and Mac because it is the browser that Brightspace supports.
2. The word processing software of MS Office is required. If you don't own a copy of MS Word, as a matriculated MCC student you can use Office 365 for free which will give you the most used tools.
  - a. To view a video tutorial for signing up for and installing Office 365 [Click here.](#)
  - b. To sign up and get started now [Click here.](#)
  - c. Please do not hesitate to contact the MCC Help Desk by calling [254-299-8077](#) or emailing [helpdesk@mclennan.edu](mailto:helpdesk@mclennan.edu) if you require further assistance.
3. Many Brightspace functions require Java Run Time Environment. Java technology allows you to work and play in a secure computing environment. Upgrading to the latest Java version improves the security of your system, as older versions do not include the latest security updates. Java may be downloaded using the link found at [Free Java Download at http://java.com/en/download/](http://java.com/en/download/).
4. Here are some additional helpful links for the new Brightspace Learning Platform:
  - a. D2L System Check [D2L System Check at https://community.desire2learn.com/d2l/systemCheck](https://community.desire2learn.com/d2l/systemCheck)
  - b. Browser Support for desktop, tablet, and mobile devices [Browser support at https://documentation.brightspace.com/EN/brightspace/requirements/all/browsersupport.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browsersupport.htm)
  - c. Brightspace Technical Assistance at MCC [MCC Technical Assistance at http://www.mclennan.edu/brightspace-students/](http://www.mclennan.edu/brightspace-students/)
5. **Chromebook Users Beware**
  - a. Most every worksheet or written assignment to be downloaded is in an rtf format (Rich Text File). You will need to student download/save the RTF file, rather than just double click to open it. You should then be able to open it (using a TXT app) or can [open it using Google Drive.](#)
  - b. In your **Google Docs** files go to **File**, then **Download**, then choose **Microsoft Word** (docx) or **Rich Text File** (.rtf).
  - c. Do not submit an assignment in Google Docs.

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**6. Instructions for MacBook Pro**

- a. After completing assignment click the blue share button at the top right corner of the screen.
- b. A popup screen will appear and then click the copy link at the bottom left hand corner of the popup.
- c. Another popup will appear and from there just click the blue copy button. From there you can just copy and paste it into Brightspace and click submit.
- d. Click [here](#) for the PDF of instructions.

**Course Outline or Schedule:**

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**Tentative Weekly Agenda for FA 2022**

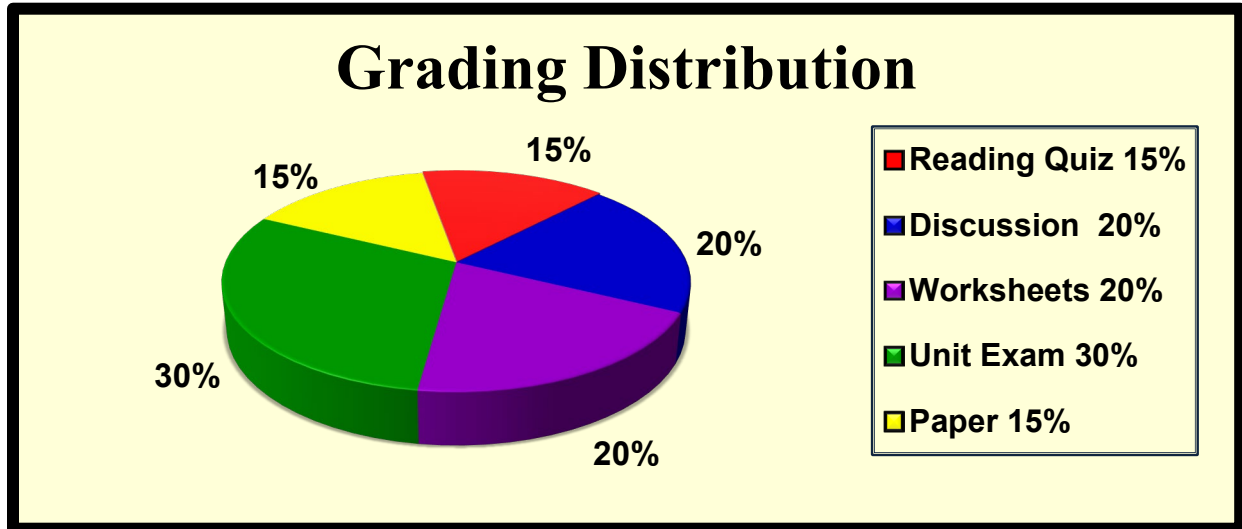
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Week	Materials Covered
Week 1	Course Orientation
Week 2	Chapter 1: Mass Communication, Culture, and Media Literacy
Week 3	Chapter 2: Convergence and the Reshaping of Mass Comm.
Week 4	<b>UNIT EXAM #1</b>
Week 5	Chapter 3: Books
Week 6	Chapter 4: Newspapers
Week 7	Chapter 5: Magazines
Week 8	<b>Research Paper Topic &amp; UNIT EXAM #2</b>
Week 9	Chapter 6: Film
Week 10	<b>Research Paper Sources</b> & Chapter 7: Radio, Recording, & Popular Music
Week 11	Chapter 8: Television, Cable, and Mobile Video & <b>UNIT EXAM #3</b>
Week 12	<b>Research Paper Due</b>
Week 13	Chapter 10: The Internet
Week 14	Chapter 11: Public Relations
Week 15	Chapter 13: Theories and Effects of Mass Communication
Week 16	<b>UNIT EXAM #4</b>

*\* I reserve the right to change the schedule at any time. Any changes will be announced on Brightspace.*

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**Course Grading Information:**



**Reading Quizzes: 15% of Grade**

- You will have an orientation quiz on all of the readings for the course orientation.
- Reading Quizzes on the chapter objectives are due at the end of every chapter. These quizzes will serve as a preview/pretest to the unit exams. You may take these quizzes as many times as you want up to the deadline. After the deadline only your highest score will be recorded.
- **There is no time limit on taking the reading quizzes. You just may not take it past the deadline without prior professor approval and a documented excuse.**

**Discussion Board Participation: Total of 20% of Grade**

- Participation in discussion board activities are worth a maximum of 100 points. You are responsible for an original thread posting and at least 2 replies to other student's posts.
- **Your original post is always due before the 2 replies.** Most of the time (check your daily calendar for specific deadlines) the original post is due on Thursdays, and the 2 replies are due the following Sunday.
- Your original post must be a **minimum of at least 300 words**.
- Each response to your classmate's posts should be a minimum of three sentences that reflect on what they posted. Please don't just agree with the statement, but comment on it.
- Your discussion board post should demonstrate your understanding of the material. Because of the reflective nature of a discussion board, your postings should be well thought out and contain depth. Both your post and two responses (will be graded according to the DB Grading Rubric).
- **See DB Grading Rubric on the next page.**

### Discussion Board Grading Rubric

Criteria: DB Rubric	Level 4 (20 points)	Level 3 (15 points)	Level 2 (10 points)	Level 1 (5 points)	Level 0 (0 points)
<b>Quality of Answers</b>	Answers all of the questions with original thought & analysis & applies their answer to previous course materials.	Answers most questions with thought & analysis & applies their answer to previous course materials.	Answers some of the questions adequately & does not apply to previous course materials.	Answers some, but not all of the questions, with no application to previous course materials.	Does not answer any of the questions.
<b>Supportive Evidence</b>	Uses original examples to support their points and cites outside sources.	Uses examples to support their points.	Some examples used to support their answers, but lacked outside source citation.	Lacks support of all questions with no examples or cited sources.	Clearly plagiarizes classmates or online sources.
<b>Timeliness of Original Post</b>	Original post was made by the specified due date.	Original post was made one day late of specified due date.	Original post was made two days late of specified due date.	Original post was made three days late of specified due date.	No original post.
<b>Quality of Responses to Classmate's posts</b>	Very detailed feedback that directly addresses their classmate's posts.	Some feedback that addresses their classmate's posts.	Little feedback & uncreative responses such as "I agree with ..." statement."	Responds to one classmate's post only.	Does not respond to any classmate's posts.
<b>Word Count &amp; Mechanics</b>	Word Count was 300 or above and free of all spelling & grammar errors.	Word count was 300 and free of most spelling & grammar errors.	Word count is less than 300 and has a few spelling & grammar errors.	Word count is less than 300 and has numerous grammar and spelling errors.	Word count is way below 300 and has too many spelling & grammar errors.

### Worksheets: Total of 20% of Grade

- Worksheet assignments, in the form of chapter worksheets, are due for most chapters.
- These worksheets provide the student a more hands on approach to the topics.
- **All documents must be saved and attached in a Rich Text Format or a Microsoft Word format**
- Worksheets must be formatted correctly (according to the worksheet format video) to be accepted.
- See worksheet grading rubric on the next page.

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### Worksheet Grading Rubric

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Criteria: DB Rubric	Level 4 (20 points)	Level 3 (15 points)	Level 2 (10 points)	Level 1 (5 points)	Level 0 (0 points)
<b>Format &amp; Appearance</b>	All 4 formatting requirements are met.	3 of the 4 requirements are met.	2 of the 4 requirements are met.	1 of the 4 requirements are met.	None of the requirements were met.
<b>Knowledge of Topic</b>	Shows in depth understanding of the material.	Shows a good understanding of the material.	Shows a fair understanding of the material.	Shows little understanding of the material.	Shows no understanding of the material.
<b>Answers to Questions</b>	Answers all questions with detailed answers.	Answers most questions with detailed answers.	Some answers lack detail.	Not all questions were answered.	Most questions were not detailed nor answered correctly.
<b>Supportive Evidence</b>	Supports all answers with examples and relates it to the course materials.	Supports most answers with examples and relates some of it to the course materials.	Supports all answers with examples but does not relate it to the course materials.	Lacks supports for most answers.	Does not support answers with evidence.
<b>Writing Mechanics</b>	No spelling or grammar mistakes are evident	At least 5 spelling or grammar mistakes are evident.	At least 5-10 spelling or grammar mistakes are evident.	Has numerous spelling and grammar errors.	Too many mistakes are evident.

### Format & Appearance Requirements

1. Correct Heading (name and title)
  2. Name & Section #
  3. Spaces between Question & Answers
  4. Margins Aligned/ Professional Appearance
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### Research Paper: 15% of Grade

- The student will be responsible for researching and writing a 5-page research paper on a Mass Media approved topic citing a minimum of 5 approved sources.
- These papers should follow the APA format for source citations. This format can be found on the MCC library homepage at [MCC Library at http://www.mclennan.edu/library](http://www.mclennan.edu/library)



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**Exams: Total of 30% of Grade**

- There are 4 unit exams worth 30% of your overall grade.
- You will have one opportunity to take each of the four exams. Each unit exam will have 50 questions (multiple-choice and true/false). You will be allowed 2 hours to complete the exam.
  - *I will reset for technical reasons one time only during the semester.*
  - **No make-up exams without a documented excuse.**

**Using Respondus LockDown Browser:**

- We have access to a software product, Respondus LockDown Browser, which is software designed to help with security and reliability of tests in Brightspace courses. You will use Respondus LockDown Browser for the orientation quiz and all the unit exams.
- By using LockDown Browser you **will not** be able to:
  - Print
  - Access other programs
  - Use Instant Message programs
  - Capture screen content
  - Accidentally exit the test
  - Use search engines
- To download the software, which is specific to MCC, click this [download link](#).
  - Ensure that you have installed the browser. It is also always located in the Orientation. To access it Brightspace click on Table of Contents (in your Brightspace). Then select Unit 1: Laying the Ground Work > Course Orientation > Respondus LockDown Browser.
  - You only need to do this ONCE. If you are using an iOS device, download LockDown Browser then log into Brightspace, then Navigate to the test and begin.
  - If you are using an **iPad** to take the quizzes and examples, you will need to download that app from **iTunes**. [Click here](#) to read instructions on how to do this.
  - **To watch an introductory video on Respondus LockDown Browser please click the following link - <https://youtu.be/XuX8WoeAycs>**
  - **If you can't get the video to play, you might want to update your plugins at: [https://www.mozilla.org/en-US/plugincheck/?utm\\_source=firefox-browser&utm\\_medium=firefox-browser&utm\\_campaign=plugincheck-update](https://www.mozilla.org/en-US/plugincheck/?utm_source=firefox-browser&utm_medium=firefox-browser&utm_campaign=plugincheck-update)**

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**The Percentage Breakdown of the Final Grade is as follows:**

- **Reading Quizzes (15%)**
- **Discussion Board (20%)**
- **Worksheets (20%)**
- **Unit Exams (30%)**
- **Research Paper (15%)**

**Grading Scale: A = 100-90 B = 89-80 C = 79-70 D = 69-60 F = 59-0**

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### **Late Work, Attendance, and Make-up Work Policies:**

- **I really do not like late work!** However, I realize that life happens and sometimes it gets in the way of deadlines.
  - I will allow two make-up assignments (free passes) per student, per semester. These can only be a DB, worksheet, or chapter quiz.
  - I will keep track of number of allowances per student.
- **I do not allow make-ups on Unit Exams or the Research Paper without prior notice and a documented excuse.**
  - Students will be permitted to make up class work and assignments missed due to absences caused by **(1)** authorized participation in official College functions, **(2)** personal illness, **(3)** an illness or a death in the immediate family or **(4)** 2 of 5 McLennan Community College observance of a religious holy day.
- Please contact me immediately if there is a conflict with meeting any deadline.
  - If you know you will have a conflict meeting a deadline, it is always better to complete it early or discuss this with me ahead of time.
- Because this is an online class, your weekly discussion board activities, worksheets, and quizzes account for attendance.
  - **Failure to complete six consecutive assignments is evidence that you do not intend to complete this course and will result a drop from the course.**
- I do not drop students after the last day for student-initiated drops (**Tuesday, October 25, 2022**) without a compelling reason. A failing grade in the course is NOT a compelling reason.

### **Student Behavioral Expectations or Conduct Policy:**

- Students are to engage in appropriate online behavior according to Online [Rules of Netiquette.pdf](#).
- Students are responsible for all due dates. When in question, work ahead in the course.
  - I believe in protecting students grades who turn their work in on time and have already sacrificed time with family/friends/work to reach their due dates.
  - **Forgetting that an assignment is due is not a documented excuse. Print your calendar and place it where you can see it daily.**
  - **I am a stickler about this!**
- Students are responsible not only for their work and due dates, but for their technology as well. In taking an online class, it is your responsibility to have all of the hardware and software listed above. Always have a backup plan.
- Students will communicate in a polite and respectful manner with both the instructor and classmates at all times.

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**[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)**

**(<https://www.mclennan.edu/highlander-guide/policies.html>)**

Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.



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## ACADEMIC RESOURCES/POLICIES

### **Accommodations/ADA Statement:**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit [www.mclennan.edu/disability](http://www.mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

Room 319, Student Services Center

### **Title IX:**

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at [www.mclennan.edu/titleix/](http://www.mclennan.edu/titleix/). It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

**Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto:SuccessCoach@mclennan.edu). Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

**MCC Foundation Emergency Grant Fund:**

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at [https://www.mclennan.edu/foundation/docs/Emergency\\_Grant\\_Application.pdf](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity) for information about academic integrity, dishonesty, and cheating.

**Minimum System Requirements to Utilize MCC's D2L|Brightspace:**

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

**Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

**Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

**Email Policy:**

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to [www.mclennan.edu/student-email](http://www.mclennan.edu/student-email).

**Instructional Uses of Email:**

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

**Email on Mobile Devices:**

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email [Helpdesk@mclennan.edu](mailto:Helpdesk@mclennan.edu) for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us>)
- [Email Setup for Androids](https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us>)

**Forwarding Emails:**

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email [helpdesk@mclennan.edu](mailto:helpdesk@mclennan.edu).

**Disclaimer:**

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.