

## HESSER COLLEGE



**Location:** Portsmouth, New Hampshire

### COURSE SYLLABUS

**COURSE NUMBER AND TITLE:** COMM101 - Introduction to Mass Media

**ACADEMIC CREDITS AWARDED:** 3 Semester Credit Hours  
**COURSE PREREQUISITE(S):** None

**INSTRUCTOR NAME:** Andrew J. Manuse

**INSTRUCTOR CONTACT INFO:**

**Phone#1:** (603) 703-8857 Cell  
**Phone#2:** n.a.  
**E-mail:** [amanuse@hesser.edu](mailto:amanuse@hesser.edu)

**Availability/Office Hours:** By appointment. Typically after class will work.

**START DATE OF COURSE:** November 3, 2009 **End Date:** December 22, 2009

**INSTRUCTIONAL CONTACT HOURS: 40 clock hours are provided.**

**Class Starts At:** 5:30p **Ends At:** 8:00p **on** Tue/Thu

**COURSE DESCRIPTION:** This course examines the history, theories, and organization of the communications industry including broadcast, film, recordings, print media, and the Internet. The roles of mass media and its influence on society are evaluated.

**TEXTBOOKS AND MATERIALS:**

"Media & Culture: An Introduction to Mass Communication" **ISBN** 9-780312-543518  
by Richard Campbell, Christopher R. Martin and Bettina Fabos

"Media Career Guide: Preparing for Jobs in the 21st Century" **ISBN** 9-780312-560829  
by James Seguin and Sheri Hope Culver

**ISBN**

**COURSE OUTCOMES/LEARNING OBJECTIVES:** Upon successful completion of the course, the student should be able to:

1. Identify the basic concepts, contexts, principles, and practices related to the study of mass media
2. Describe the relationships between the various mass media and democratic society
3. Identify the origins, development, and trends of the various mass media from historical, social, technological, and economic perspectives
4. Discuss mass media messages, trends, and strategies from a variety of critical perspectives

**TEACHING STRATEGIES AND LEARNING ACTIVITIES:**

- 1. Lessons:** Each class session will include a presentation (PowerPoint, Audio/Video) on text material in order to summarize and clarify material, as well as to highlight essential points. Students are expected to ask questions or participate in class discussions.
- 2. Assignments:** Projects, papers and a demonstration will be assigned to help support and supplement material found in the lessons. These projects will allow students to demonstrate writing and other communication skills as well as understanding of functions learned through use of technology. In-class exercises will stimulate discussion and teamwork. The instructor is available for assistance during all in-class exercises. The class is structured so that these assignments can be completed during class time.
- 3. Quizzes:** Unscheduled quizzes will be administered to help ensure that students remain current with the coursework. There will not be a final exam, so quizzes will be worth a large percentage of the final grade.
- 4. An extra-credit assignment will be available to help students show initiative and make up lost credits from other assignments.**

**REQUIREMENTS FOR THE SUCCESSFUL COMPLETION OF THE COURSE:**

To pass this course, students must receive a final grade of a D or better, but everyone should be shooting for an A. Attendance to all classes is mandatory. If you must miss a class for illness or other emergency, please be sure to get class notes from a colleague or talking points from the instructor. Quizzes will test students grasp of the material as the class moves along. Group in-class exercises will stimulate discussion and help solidify understanding of the material. Four papers, two of them major efforts, and one individual final presentation will comprise the majority of your grade. An extra credit assignment will be available to all students. No final exam.

<b>Assignment</b>	<b>% of Final Grade</b>
Group In-Class Exercises	5
Quizzes (7)	25
Media Awareness Project	10
Topic Review Paper	15
Job Awareness Project	10
Class Participation	5
Final Presentation	15
Final Paper	15
Extra Credit	5
Total	● 105 %

**METHOD OF EVALUATING STUDENTS:**

<b>Letter Grade</b>	<b>Numerical Equivalent</b>	<b>Quality Points</b>
A	95-100	4
A -	90-94.9	3.7
B+	87-89.9	3.3
B	84-86.9	3
B -	80-83.9	2.7
C+	77-79.9	2.3
C	74-76.9	2
C -	70-73.9	1.7
D+	67-69.9	1.3
D	60-66.9	1
F	0-59.9	0

**GRADING SCALE:** See page 32 of the College Catalog for full grading policy.

**ATTENDANCE POLICY:** See page 27 of the College Catalog for the full policy.

**DATE SYLLABUS WAS LAST REVIEWED, EDITED, OR UPDATED:**

November 3, 2009

Introduction to Communications  
COMM 101  
November-December 2009

## **Due Dates**

*(Note: All quizzes will be unannounced. They will be taken and graded in class.  
Additional reading may be assigned that is not listed here.)*

Week 1      *11/3 Tuesday* – First Day of Class.  
Presentation about yourself and your interests  
Review of Chapter 1  
In-Class Exercise

*11/5 Thursday* – Read Chapters 1 & 10  
Review of Chapter 10  
In-Class Exercise  
Media Awareness Project assigned

Week 2      *11/10 Tuesday* – Read Chapters 8 & 9  
**Media Awareness Project due**  
Review of Chapters 8 & 9  
In-Class Exercise  
Assign Topic Review Paper

*11/12 Thursday* – Read Chapters 3 & 4  
Review of Chapters 3 & 4  
In-Class Exercise  
Return Media Awareness Project, discuss

Week 3      *11/17 Tuesday* – Read Chapters 5 & 6  
Review of Chapters 5 & 6  
In-Class Exercise

*11/19 Thursday* – Read Chapter 7  
Review of Chapters 5, 6 & 7  
In-Class Exercise

Week 4      *11/24 Tuesday* – Read Chapter 2  
Review Chapter 2  
In-Class Exercise  
**Topic Review Paper Due**  
Assign Final Paper & Presentation  
Assign Extra credit assignment

*11/26 Thursday* – NO CLASS  
HAPPY THANKSGIVING

- Week 5      *12/1 Tuesday* – Read Chapter 11  
 Review Chapter 11  
 In-Class Exercise  
 Return Topic Review Paper, discuss
- 12/3 Thursday* – Read Chapter 12  
 Review Chapter 12  
 In-Class Exercise  
 Assign Job Awareness Project
- Week 6      *12/8 Tuesday* – Read Chapter 13 & Media Career Guide  
 Review Chapter 13 & Media Career Guide  
 In-Class Exercise  
**Job Awareness Project Due**
- 12/10 Thursday* – Read Chapter 14  
 Review Chapter 14  
 In-Class Exercise
- Week 7      *12/15 Tuesday* – Read Chapter 15  
 Review Chapter 15  
 In-Class Exercise  
 Reminder about final paper and presentation. In-class help.
- 12/17 Thursday* – Read Chapter 16  
 Review Chapter 16  
 In-Class Exercise  
**Extra Credit Assignment Due**
- Week 8      *12/22 Tuesday* – **Final Paper and Presentation Due**  
 Final presentations, discussions  
 Class review and Q&A  
 Return extra credit assignment

Dear student:

I promise to teach you the materials in this class and to help you get the most out of the class, but only if you promise to do all the assignments, participate in class and otherwise work hard to learn.

Sincerely,

\_\_\_\_\_

Andrew J. Manuse  
 Instructor

Signed: \_\_\_\_\_

Print: \_\_\_\_\_  
 Student