

Syllabus
Communication 210
Mass Communication and Society
Spring 2008

Class Meets: Mondays, Wednesdays and Fridays: 11:30-12:30 p.m.
Aultman Science Building, Room 201

Assistant Professor: Dr. Richard S. Koonce
Office: 018 Aultman Science Center
Office Hours: Wed. & Fri., 10:30 –11:30 a.m.; or by appointment on Tuesday and Thurs.
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Learning Outcomes:

This course will acquaint students with fundamentals of mass media history, organization, theories and research. It is a foundational course that will prepare students for further studies in mass communication. Students completing this course will develop a perspective promoting informed analysis and critical thought about mass media and their influence on society and individuals.

Required Text: *Introduction to Mass Communication, 5th Edition*, Stanley J. Baran

Grading Breakdown:

*Exam #1 =	20 percent
*Exam #2 =	20 percent
*Exam #3 =	20 percent
*Chapter topic essay #1 =	10 percent
*Chapter topic essay #2 =	<u>10 percent</u> 20 percent
*Homework, in-class	
<u>Assignments</u>	20 percent
*Total	100 percent

Grading Scale:

A 95-100 A- 90-94 B+ 87-89 B 83-86 B- 80-82 C+ 77-79
C 73-76 C- 70-72 D+ 67-69 D 63-66 D- 60-62 F Below 60

Grading:

***Examinations (3):**

The examinations are intended to test students' knowledge and understanding of material and ideas presented in class that are relevant to meeting the course objectives. Students are expected to complete assigned readings in preparation for class meetings. Nothing will appear on a test that has not been covered in class. However, everything presented in class (discussions, videos, handouts, etc.) may be used for exams. It is each student's responsibility to secure notes and materials from classes that are missed due to illness or other reasons. Exam questions may take a variety of forms including the following: True/False, Multiple Choice, Matching, Short Answer and Essay. Each of the three exams will be worth 20 percent of a student's grade in this course. Combined, these three exams are worth 60 percent of a student's grade. Generally, these tests will be given every four to five weeks during the semester.

***Essays (2):**

Each student in this class is required to write two Chapter Topic essays. The requirement for each essay is at least three pages, double-spaced, and typed. This three-page requirement does not include a cover page. The essay should be no longer than four pages. Again, this does not include a cover page. If the paper is less than the three pages required or longer than the maximum of four pages, 10 points will be deducted from the assignment. Additional instructions will be given after the first week of class regarding the choice of topics from each chapter and the questions to be answered within the essay.

Class Schedule

Students will be given a more detailed class schedule during the second week of classes this semester. Students also are required to sign a statement during that time indicating they understand the course syllabus and to confirm they received the detailed class schedule.

Attendance and Plagiarism:

Plagiarism—presenting someone else's work or ideas as your own—is a form of cheating and can result in an “F” for an assignment or for the entire course. Don't do it.

Excessive unexcused absences from class will drastically affect a final grade. In-class assignments missed due to unexcused absence cannot be made up. Also, the knowledge and information base in this course builds progressively from week to week, and students who miss a class meeting have the responsibility to find out what they missed including class notes, readings, or writing assignments.