

<p style="text-align:center">BERGEN COMMUNITY COLLEGE MASS MEDIA OF COMMUNICATION COM-101</p>
--

Course Overview

This course is a study of the print and broadcast media. The role of media in society, a history of the media, and the legal control of media are explored.

Required Text – Media/Impact: An Introduction to Mass Media by Shirley Biagi, Wadsworth, Boston, MA, 10th Edition

Course Objectives

- ◆ The student will be able to demonstrate knowledge of the history, current status and possible future of newspapers, magazines, film, radio, television, the cable industry and still-emerging forms such as the Internet.
- ◆ The student will be able to describe the role each medium plays in society and be able to critique the performance of each medium relative to its societal function.
- ◆ The student will be able to use critical thinking skills in order to develop a well-organized argument on a controversial mass media issue.

Course Requirements and Methods

- ◆ Lectures/presentations by the instructor
- ◆ Individual/group research and presentations
- ◆ Reading of text and other written materials
- ◆ Regular attendance and a high level of class participation

Exams

Exams may include multiple-choice, true-false, short answer and essay questions. A mid-term and final exam will be given during class.

Class Debates

For each section of the course, focus will be on a few topics for in-depth examination and will use a pro-con discussion/debate format. You will be asked to choose the side you prefer but may be moved to the other side to even the numbers. We will usually spend at least half a class, if not more, debating a topic.

Class Debates (cont'd)

In-class discussion will help you explore background on the topic. These discussions/debates will lead to writing a paper. These essays will be based on the debate topics and are generally to be about 2-3 pages long. Your work will be judged on how well you focus your topic, how clearly and persuasively you present your case and counter your opponents' best arguments, and how professionally your written work is presented. All assignments are to be typed.

Film Viewings

Some of the topics in this course will be introduced through the viewing of a film relevant to the content and serve as a basis for discussion/debate. Reaction papers will be assigned after each viewing and should include concepts studied in this course.

Attendance

The College Policy: *All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.*

Students are expected to exhibit a professional attitude which means being present and punctual for every class. Students are expected to remain in class until you are excused. Students who arrive late, leave early without permission or are absent, will be penalized.

Due to the nature of the class, it is important that you attend each class and arrive on time. Attendance will be taken at the beginning of each class. Your success in this course also depends on your participation. For many of the projects, you will be working with other students in class. Therefore, if you are not in attendance, you will miss participating in activities that will hinder your own improvement. If you are unable to attend class, it is your responsibility to obtain class materials and notes and contact me by e-mail or phone prior to your absence.

The instructor may drop you from the course roster after missing six contact hours. However, students are encouraged to attend EVERY session since attendance and participation are crucial to the learning process and your grade. Arriving late three times will count as an absence. It is your responsibility to sign the attendance sheet if you're late to class. More than three (3) absences results in the lowering of your final grade.

Handouts

Weekly reading assignments, project criteria, and other assignments for class will be distributed to you during class. If you miss a handout because of an absence, *it is your responsibility* to ask me for the handout AFTER class or download one from the web site.

Academic Honesty

Using the work of another and claiming it as your own is inexcusable and will not be tolerated. If you are found to be using another person's work (that also means any form of another person's work), you will automatically receive a grade of "F" for the assignment and may receive a grade of "F" for this course. Plagiarism is a serious offense. Please see the BCC Catalog section on "Academic Integrity" (pages 62 & 63).

Class Behavior

This is a lecture and presentation based class. Therefore, I expect nothing less than your undivided attention, cooperation, and participation during each session.

Cell Phone and Class Disruption Policy

Cell phones, pagers, and other electronic communication devices must be turned off before class begins. Receiving messages in class is unacceptable. You may be asked to leave class for rudeness and class disruption.

Grade Distribution

ASSIGNMENT	POINTS
Group Research Presentation	20
Individual Topic Presentation/Paper	15
Topic Assignments (5 of 9)	10
Debates Reaction Papers (3 of 5)	10
Mid-Term	15
Final	15
Participation	15
TOTAL	100

GRADING SCALE	
A	90 – 100 points
B	80 – 89 points
C	70 – 79 points
D	60 – 69 points
F	0 – 60 points

TENTATIVE SCHEDULE*

WEEK	TOPIC	ASSIGNMENT DUE
1	Mass Communication Introduction	Read Chapter 1
2	Books, Magazines & Newspapers	Chapters 2, 3, 4
3	Books, Magazines & Newspapers (cont'd)	Chapters 5 & 6
4	Recordings & Music Debate: RIAA vs. File Sharing	Chapter 8 Assignment #1
5	Recordings & Music (cont'd)	
6	Movies	Chapter 7
7	Movies (cont'd)	Assignment #2
8	Radio, Exam Review Debate: FCC vs. Free Speech	Chapter 6
9	Mid-term exam, Television Film: Network, Debate Reaction	Chapter 8 Assignment #3
10	Television (cont'd)	
11	Digital Media: Computers and the Internet Debate: Should the Internet be regulated?	Chapter 9
12	Final Project Teams Assigned	
13	Library Research/News	Chapter 12
14	Final Presentations	
15	Final Presentations/Final Exam Review	
16	Final Exam	

*subject to change