COURSE DESCRIPTION
This class is designed to criticize and analyze the function, role and responsibility of the mass media in modern society from the consumer perspective. The course covers the ethical problems and issues facing each media format and the effect of political, economic, and cultural factors on the operation of the media. Students will study the media influence throughout history on the formation of governments and private sector organizations. The course will explore the enrichment as well as negative consequences that media have brought to society.

LEARNING OUTCOMES
1. Develop and communicate alternative explanations for contemporary social issues.
2. Apply mass media culture theories to the student’s belief systems.
3. Analyze the effects of historical, social, political, economic, global, and cultural (aesthetic/artistic/creative) forces as they relate to world-wide media processes.
4. Analyze, critically assess, and develop creative solutions to public policy problems.
5. Recognize and assume responsibility as a citizen in a democratic society by learning to think for oneself, by engaging in public discourse, and by obtaining information through the news media and other appropriate information sources about politics and public policy.
6. Use a word processor to create works done according to a professional format.
7. Navigate the Internet effectively for enrichment in and continuing study of Social and Behavioral Sciences.
8. Understand the different persuasive effects that electronic, print, and other media forms have on the political and cultural landscape.

Course Goals/Objectives
Upon successful completion of the course the student will:
1. Acquire a working understanding of commercial communications work environment.
2. Work responsibly in internship arrangement with local media/communications entity.
3. Study basic communication theory and professional work ethics and etiquette.

REQUIRED TEXTS AND MATERIALS (Text may vary)
STUDENT CONTRIBUTIONS AND COURSE POLICIES

Class activities and assignments:
Students will be expected to:
1. Participate in scheduled field trips and seminar presentations.
2. Complete assigned readings and quizzes.
3. Attend all seminar sessions.
4. Complete full schedule of internship/work sessions.
5. Participate in six interview sessions.

General Instruction: Instruction involves a variety of issues-based assignments, lecture notes, Web-site references, audio-visual presentations, guest speakers, assigned readings and other assorted resources.

Make-Up Work: Missed tests and writing assignments turned in after deadlines will only be made-up or accepted at the discretion of the instructor with possibility of one letter grade reduction for each late assignment.

Absence Policy: Students are required to come to class, arrive on time and stay the entire class. Excessive tardiness and/or absences will adversely affect semester grades. Students are responsible for initiating their own withdrawal from class if they get behind in course work. Students must inform the instructor of unexcused absences as soon after they occur as possible.

Course Ethics: Students must be seriously attentive to providing the instructor with original work. Most assignments involve a degree of personal examples and course-specific information that will alert the instructor to any plagiarism (copy and paste of website or other source material not properly credited) or other attempts to misrepresent your work. Such work will receive a “0” grade. All students must treat the instructor and other students with courtesy and professionalism.

EVALUATION OF STUDENTS

Grading Policy: The semester grades will be based on these point totals:

1. Article reviews are two-page, typed summaries of periodical segments assigned by instructor.
2. The research paper is a minimum of eight, typed pages with at least six cited sources (only two of which may be from the Internet) on topics assigned by the instructor.
3. Exams are a combination of multiple-choice, true/false and essay questions on textbook and lecture material. Long Scantrons and pencils are required.

   Article Reviews.............................................................15%
   2 Exams........................................................................40%
   Research Paper.............................................................15%
   Case Study Responses......................................................5%
   Attendance/Participation...............................................5%
   Final Exam..................................................................20%
   Total............................................................................100%

Note: Instructor will reduce by one letter grade any late assignments. Grades will be assigned as follows: 90-100=A; 80-89=B; 70-79=C; 60-69=D; 59 and below = F. W’s will be given at the discretion of instructor. Each letter grade is converted to numeric grades as follows: A+, 95; A, 90; A-, 90; B+, 89; B, 85; B-, 80; C+, 79; C, 75; C-, 70; D+, 69; D, 65; and F’s, 59 and below. Some assignments start out with letter grades, but all grades are recorded in numeric form in grade book.

DROP / WITHDRAWAL

The student is responsible for initiating a drop or withdrawal, not the instructor.

Withdrawal from course: The instructor is not able to withdraw a student from the course after the census date. A student wishing to withdraw must fill out the withdrawal form (Links to an external site) online.

2018-2019 WITHDRAWAL DATES

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<tr>
<td>Fall</td>
<td>November 16</td>
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<td>Fall First 8-Week Session</td>
<td>October 5</td>
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<td>Fall Second 8-Week Session</td>
<td>November 30</td>
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<td>December Mini-Semester</td>
<td>December 28</td>
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<td>Spring</td>
<td>April 12</td>
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<tr>
<td>Spring First 8-Week Session</td>
<td>February 22</td>
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<td>Spring Second 8-Week Session</td>
<td>April 26</td>
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<td>May Mini-Semester</td>
<td>May 23</td>
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<td>Summer I</td>
<td>June 27</td>
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<td>Summer II</td>
<td>August 6</td>
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ACADEMIC RESEARCH

For Research information, tutorials, library information, web links and more, access the Distance Learning Webpage for the Midland College Fasken Learning Resource Center (Links to an external site).

Academic Database Access

EBSCO (Links to an external site)
User name: mc72cc
Password: mc#chaps1mc

For the Gale Database use this username/password combination:
User name: txshracd2528
Password: chaps

TECHNICAL SUPPORT

If you experience technical difficulties with Canvas, click the Help link at the bottom of the Canvas login page (Links to an external site), or in the top-right green toolbar from any page within Canvas, select Report a Problem, provide details, and submit the ticket. Your request will automatically be sent to the Midland College information technology support center. Check your email for support updates.

FREE ACCESS TO MICROSOFT 365

All Midland College students have a free Microsoft Office 365 account via the Midland College website https://www.midland.edu/audiences/current-students/office365.php. Students should go to that website for instructions for accessing their account to create Word, Excel, and other Microsoft documents.

INSTITUTIONAL ACCESSIBILITY STATEMENT

ADA Statement-- The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow
the full participation of students with disabilities in the same programs and activities available to nondisabled students.
Midland College provides services for students with disabilities through Student Services. In order to receive accommodations, students must place documentation on file with the Counselor/Disability Specialist. Students with disabilities should notify Midland College prior to the beginning of each semester. Student Services will provide each student with a letter outlining any reasonable accommodations. The student must present the letter to the instructor at the beginning of the semester.

Phone, Midland College Special Needs Counselor: 432-685-5598
Midland College Disability Services (Links to an external site)
Microsoft Accessibility (Links to an external site)
Canvas Accessibility (Links to an external site)
Turnitin Accessibility (Links to an external site)
Adobe Reader Accessibility (Links to an external site)
Google Reader Accessibility (Links to an external site)

ACADEMIC SUPPORT SERVICES

Academics and Student Services (Links to an external site)

Phone, Midland College Testing Center: 432-685-4735

Phone, LanguageHub, Midland College On-Campus Writing Center: 432-685-4811, 182 TC
Language Hub Online (available to all students in Canvas)

STUDENT RIGHTS AND RESPONSIBILITIES AND DUE PROCESS
Midland College Student Rights and Responsibilities (Links to an external site)

PRIVACY POLICIES
The below privacy policies apply to this course, as they are applicable to your conduct on this online platform.

Midland College Website Privacy Policy (Links to an external site)
Canvas Privacy Policy (Links to an external site)
YouTube Privacy Policy (Links to an external site)
Canvas Student Guide (Links to an external site)
Turnitin Privacy Policy (Links to an external site)
Instructor Information:
Instructor Name: 
Email: 
Office Location: 
Office Phone: 
Office Hours: 

Fine Arts and Communications Division Dean: Dr. William Feeler 
Secretary: Ms. Lula Lee 
Division Office: 141 AFA 
Phone: 432/685-4624 
Division Office hours: 8-5, M-F

NON-DISCRIMINATION STATEMENT

Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies:

Tana Baker
Title IX Coordinator/Compliance Officer 
3600 N. Garfield, SSC 242 
Midland, Texas 79705 
(432) 685-4781 
tbaker@midland.edu

Or

Natasha Morgan
Human Resources/Payroll Director 
3600 N. Garfield, PAD 104 
Midland, Texas 79705 
(432) 685-4534 
nmorgan@midland.edu

For more information on notice of non-discrimination, visit the Office of Civil Rights website for the address and phone number of the office that serves your area, or call 1-800-421-3481.

UPDATED AUGUST 2018