CMMN A100
Introduction to Mass Communication
Loyola University New Orleans
School of Mass Communication

Dr. Y. Cal
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CM 308 Ext. 3291

Office hours,
MWF 2:00 – 3:30;
CM 308 Ext. 3291

TR 11-12; and by appt.

“The medium is the message. This is merely to say that the personal and social consequences of any medium / that is, of any extension of ourselves / result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology.” --Marshall McLuhan

CMMN A100, Introduction to Mass Communication, is designed to give you an overview of the media of mass communication in the United States—what they are, their historical background, their role in the political society, their functions, their effects, their limitations, ethical and legal concerns, and current issues. It will also introduce you to the faculty of the School of Mass Communication and the content of the fields taught in the school and, thus, prepare you for advanced courses.

Values and competencies. On completing the course, you should a) have an understanding of, and be able to apply principles and laws of freedom of speech and press; b) demonstrate an understanding of the history and role of the media of mass communication; of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications; and of the professional ethical principles that inform the work of media professionals; c) think critically, creatively and independently; d) conduct research and evaluate information by methods appropriate to communications professions; e) write correctly and clearly in forms and styles appropriate for the communications professions; and f) critically evaluate your own work and that of others accuracy and fairness, clarity, appropriate style and grammatical correctness.

The text for the course is Introduction to Mass Communication, 7th ed. by Stanley J. Baran

Attendance is important. When you’re absent from class, you will miss vital discussion for the day, any details about future assignments, and possible extra credit opportunities that may adversely affect your final grade. You are expected to be here at the start of class and considered late if you arrive after I call the roll.

The course has a site on Blackboard.com. The instructor will post additional course materials on the site from time to time, and students and instructor can use it to discuss course matters. To get to the site, enter through the Loyola home page or the Monroe Library home page. You will find a quick link to Blackboard on the right side of each home page and instructions on the Blackboard entry page.

CLASSROOM ETIQUETTE
A few rules for classroom decorum are necessary so that no one will be distracted from the work we are doing:

• Please be in your seat at the beginning of class.
• DO NOT surf the web, check e-mail or work on other projects, etc. during class lecture or presentations by your peers. Computers are allowed in class for you to take notes, but if I
happen to see you on YouTube or Facebook or any other site, you will be asked to leave.

- Cell phones are strictly forbidden in class. This includes texting. If you have a cell phone, turn it off before you enter the classroom. Do not check for missed calls or text messages during the class period. I don’t want to see or hear them. If I do, you will be asked to leave class that day. Everyone gets once to forget to turn phones to silent, if it rings twice, you’re out the door.
- Common courtesy is also expected between the student and the instructor as well as among your peers.

Netiquette. Your messages must be signed with your full name (I must be able to identify the Sender). Make sure your emails have full names in headings, e.g. busybody@hotmail.com doesn’t explain who Jane Smith really is. Students must use their full name, CMMN 310, and proper subject label in their email to the instructor. There are too many e-mails that contain viruses and therefore all poorly identified e-mails may be deleted without reading. You must practice effective business communications by using proper netiquette; NO ALL CAPS (shouting), no all lower case (lazy), use emoticons sparingly :-(, no chat room abbreviations (LMAO, etc.); and no flaming (on blackboard or email).

**SPELLING, GRAMMAR & PRESENTATION**

Spelling, grammar and neatness will be considered in the evaluation of all forms of communication and assignments. Your computer’s spelling and grammar checker will not catch all problems, so you should read your emails, papers and other assignments carefully to catch any spelling or typing errors.

**PLAGIARISM**

All work must be your own. Please review the University’s policy on “Integrity of Scholarship and Grades,” in the 2009-2010 Undergraduate Bulletin [http://2009bulletin.loyno.edu/undergraduate/academic_regs/contents.php#integrity]

**DISABILITIES POLICY OF THE UNIVERSITY**

A student with a disability that qualifies for special accommodation should contact Sarah Mead Smith, director of Disability Services at 865-2990 (Academic Resource Center, Room 405, Monroe Hall). A student wishing to receive special accommodation (e.g., extended test time) should provide the instructor with an official Accommodation Form from Disability Services at the beginning of the course.

**EMERGENCY PREPAREDNESS**

Loyola University maintains a web page with current information on emergency procedures and, during an emergency this page provides updated information on the university’s status. It is available at http://www.loyno.edu/emergency/.

Changes to the university calendar, if necessary, will be announced as soon as practicable on the Loyola Web page and will be sent to students, faculty, and staff at their Loyola e-mail address. (http://www.loyno.edu/studentaffairs/ hurr_brief.htm)

**ASSESSMENT**

You will be assessed throughout the semester, through individual and team assignments, and two exams – one at midterm and one at the end of the course. Below are some details of the assignments you will complete during the course.

**Campus Events**

4 events worth 25 points each = 100 points

Choosing from a list of eligible events posted on Blackboard, attend a media-related event held on campus. (You will attend four during the semester). Events will include plays, concerts, readings,
films, speakers, activities and other opportunities to learn more about communication and society. **One of the events must be** a professional development activity. **One of the events must be** attendance at another Mass Communication class. After attending an appropriate event, complete one of the Campus Event Reports about your experience. Report forms can be found on Blackboard. Deadlines are set throughout the semester. You may hand in a report as soon as you have attended an event, but you must turn in at least one report by each due date.

**Exams**  
2 exams worth 100 points each = 200 points  
You will have TWO exams during the semester. The first will cover material from the first half of the semester, the second will cover material from the second half of the course. Exams will cover information from textbook readings, lectures, class discussions, speakers and presenters, pop quiz information, outside assignments and any other aspects of the class.

**Individual Projects**  
2 worth 50 points each = 100 points  
You will complete one individual project before midterm, the other in the second half of the semester. As well as producing written work, students will present their projects to the rest of the class. There will be a choice of assignments - you can find the list of assignments, grading details and deadline dates on the full calendar, posted on Blackboard.

**Team Projects**  
2 worth 100 points each = 100 points  
You will be assigned to a team early in the semester. With your team members you will work on numerous projects. All members of the team will receive the same grade on the project. Team members should work together collaboratively on each team assignment. The objective is to work towards consensus; all members of the team should provide equal input. Avoid splitting up assignments and having individual team members work separately without final approval/editing from each member of the group. If team members work separately and part of the assignment is incomplete, late, or not turned in, the entire team will be penalized. As well as producing written work, teams will present their projects to the rest of the class. There will be a choice of assignments - you can find the list of assignments, grading details and deadline dates on the full calendar, posted on Blackboard.

**GRADING SUMMARY**  
Campus Events 4 x 25 = 100  
Exams 2 x 100 = 200  
Individual Projects 2 x 50 = 100  
Library  
Random  
Group Projects 2 x 100 = 200  
TV show  
Magazine  
TOTAL POINTS FOR THE SEMESTER 600

**FINAL GRADE BREAKDOWN**

Grade Points %  
A 91-100  
B 81-90  
C 71-80
DATES & DEADLINES
Late assignments receive a 50% reduction in points. Further details of assignment due dates will be given once class begins.

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>1/10</td>
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<tr>
<td>1/12</td>
<td>Part One: Laying the Groundwork</td>
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<td>1/17</td>
<td>MLK DAY No Class</td>
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<td>1. Mass Communication, Culture, and Media Literacy</td>
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<td>2. Convergence and the Reshaping of Mass Communication</td>
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<td>Part Two: Media, Media Industries, and Media Audiences</td>
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<td>3. Books</td>
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<td>4. Newspapers</td>
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<td>6. Film</td>
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<td>7. Radio, Recording, and Popular Music</td>
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<td>8. Television, Cable, and Mobile Video</td>
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<td>10. The Internet and the World Wide Web</td>
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<td>Part Three: Supporting Industries</td>
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<td>11. Public Relations</td>
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<td>Part Four: Mass-Mediated Culture in the Information Age</td>
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<td>13. Theories and Effects of Mass Communication</td>
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<td>14. Media Freedom, Regulation, and Ethics</td>
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<td>15. Global Media</td>
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<td>FINAL EXAM Thursday, May 4 9:00</td>
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