

SYLLABUS

COMMUNICATIONS 1307 FALL 2023

BRAZOSPORT COLLEGE

Gail Steele, J.D., Professor

Phones: (979) 292-9442- cell phone; (979) 230-3574--office--can leave a message

Email: through the D2L email or gail.steele@brazosport.edu

Call, text or email me any time of the day or night.

COURSE DESCRIPTION

This is the beginning course for journalism, advertising, public relations or communications majors. Mass Communications covers the different media by which entertainment and information messages are delivered, including newspapers, magazines, television, film, radio, and the internet. It develops and understanding of the role of mass media in society with an emphasis on media functions, structure, support and influence.

This course has been designed to expose students to a very different experience to what they may have had in other courses – in terms of:

- A welcoming environment
- Strong community-building component – including establishing trust with the instructor and clarifying course expectations in a fun, inclusive way
- Connecting the purpose of this course (both for success in this course and overall success in college) with the your personal interests and future direction.

REQUIRED TEXT:

THERE IS **NO** ACCESS CARD TO PURCHASE--JUST THE TEXT!!

Biagi (2017). *Media/Impact: An Introduction to Mass Media*. 12th edition. Boston, MA: Cengage Learning

Available at <http://www.brazosportbookstore.com/home> or telephone (979) 230-3410

As a student of this institution you are not under any obligation to purchase a textbook from the college bookstore. The same textbook is/may also be available from an independent retailer, including an online retailer.

GRADES TO BE DETERMINED AS FOLLOWS:

EXAMS 20%

QUIZZES 20%

DISCUSSION BOARD 40%

PROJECT 20%

A= 90 and above; B= 80 to 89; C= 70 to 79; D= 60 to 69; F= 59 and below

POWER POINTS CAN BE FOUND ON THE D2L

Students are able to access the text book's power points summarizing the main points of each chapter.

DISCUSSION POSTS

Every week students will complete a discussion question on the discussion board. Students have around 10 days or so in which to complete the assignments. No word count is specified for your answers, BUT MAKE SURE YOUR ANSWERS ARE THOUGHTFUL, INTERESTING AND WELL WRITTEN.

WEEKLY QUIZZES--

*Students should take the online quizzes provided every week.

*Note that there are 20 multiple choice questions worth 5 points each.

*Students can take the quiz 5 times and only the highest grade counts.

*Since the quiz questions are pulled from a larger pool of questions, it is advisable to take the quiz several times in order to get a variety of questions.

*Your incorrect answers will be noted so you can go back to the text and correct them.

*You have 45 minutes in which to complete the quiz.

*The quiz questions will be included on the major exams. These quizzes are very important to test your understanding of the subject material.

SPECIAL PROJECT

Students will complete one special project, with details to be provided later.

COURSE ABSENCE POLICY

Students are allowed 4 absences. You may be withdrawn from class if you miss more than 4 times. Please see me if you are having difficulties!

For an online course, if you fail to hand in assignments for 4 weeks, you may be dropped.

Please let me know if you need help! I'm fairly understanding.

- **Title IX Statement:**

Brazosport College faculty and staff are committed to supporting students and upholding the College District's non-discrimination policy. Under Title IX and Brazosport College's policy FFDA (Local), discrimination based on sex, gender, sexual orientation, gender identity, and gender expression is prohibited. If you experience an incident of discrimination, we encourage you to report it. While you may talk to a faculty or staff member at BC, please understand that they are "Responsible Employees" and must report what you tell them to college officials. You can also contact the Title IX Coordinators directly by using the contact information below. Additional information is found on the Sexual Misconduct webpage at www.brazosport.edu/sexualmisconduct.

**Mareille Rolon, HR Coordinator and Title IX Coordinator
Office C-114; 979-230-3303; mareille.rolon@brazosport.edu**

- **Students with Disabilities:**

Brazosport College is committed to providing equal education opportunities to every student. BC offers services for individuals with special needs and

capabilities including counseling, tutoring, equipment, and software to assist students with special needs. For student to receive any accommodation, documentation must be completed in the Office of Disability Services. Please contact Phil Robertson, Special Populations Counselor at 979-230-3236 for further information.

- **Covid-19 Statement:**

At Brazosport College, all of us, including faculty, staff and students, share a common goal this fall semester, to keep our classes running in the safest manner possible and avoid any disruption to your progress in achieving your educational and career goals. To that end, we ask and encourage you to conduct yourself in the following manner while on campus this semester:

- Every day, perform a self-health check prior to coming to campus and stay home if sick.
- To the greatest extent possible, maintain your distance between you and other students, faculty, and staff while on campus.
- Wear a properly fitted face covering over your mouth and nose while indoors on campus. If you do not have a mask, they will be available to you in all classrooms this fall.
- Practice good hygiene, washing your hands regularly and/or using hand sanitizer.
- The most effective way to protect yourself from Covid-19 is through vaccination. The vaccine is readily available and at no cost to you. Vaccine information and availability can be found at <https://brazosport.edu/coronavirus/vaccine/>.

If at any time this semester you begin to experience Covid symptoms, or if you are exposed to someone who has tested positive for Covid-19, please take the following steps:

- Stay home if you're feeling sick and minimize your contact with others.
- Alert the College by completing the Covid-19 Exposure Report Form online at <https://brazosport.edu/coronavirus/report/>. Be sure to provide accurate contact information, including a working phone number that you will answer.
- After submitting the report, you will be promptly contacted by a member of our Rapid Response Team, who will ask you some specific questions about your situation and provide you with guidance moving forward.
- If it is determined that you should not come to class, your instructor will be notified. Please know that your instructor will consider course adjustments and potential make-up work only if your case has been reported to Brazosport College, and they've been notified by our

response team. Your instructor will work with you to determine how to manage any make-up work.

The Community Health Network (CHN) Clinic at Brazosport College (located in BC Central B-Wing) is scheduled to be open from 8 AM to 6 PM Tuesday through Thursday during the Fall 2021 semester. While walk-ins are available, your visit will be easier if you pre-register by creating an account at www.mychn.org. In addition to providing health and behavioral services, CHN also provides COVID vaccinations and testing. All insurance is accepted and healthcare is provided on a sliding scale including no cost for those who need it.

Throughout the semester, please regularly check the College's Covid-19 information page at <https://brazosport.edu/coronavirus/>, where the latest updates and guidelines will be posted. As members of the BC community, all of us share a responsibility to each other to be as safe as possible.

Academic Honesty Policy

Brazosport College assumes that students eligible to perform on the college level are familiar with the ordinary rules governing proper conduct including academic honesty. The principle of academic honesty is that all work presented by you is yours alone. Academic dishonesty including, but not limited to, cheating, plagiarism, and collusion shall be treated appropriately. Please refer to the Brazosport College Student Guide for more information. This is available online at <http://www.brazosport.edu>.

Academic dishonesty violates both the policies of this course and the Student Code of Conduct. In this class, any occurrence of academic dishonesty will be referred to the Dean of Student Services for prompt adjudication, and may, at a minimum, result in 0 in this course. Sanctions may be imposed beyond your grade in this course by the Dean of Student Services.

Student Conduct Statement

The statement below is intended to clarify that students are required to comply with any and all safety requirements implemented on campus, including but not limited to wearing masks, maintaining social distancing, etc. Faculty have the authority to enforce these rules. Please include the following statement in your syllabus, even if you're not teaching a course that meets on campus. Students are expected to be aware of and follow the Brazosport College Student Code of Conduct. Students have violated the Code if they "fail to comply with any lawful directions, verbal or written, of any official at BC." Lawful directions include precautions and requirements taken to prevent the spread of COVID-19 at Brazosport College. Students who do not follow safety requirements, may be removed from class by their instructor and referred to the Dean of Student Services. •

Campus Closure Statement

Brazosport College is committed to the health and safety of all students, staff, and faculty and adheres to all federal and state guidelines. The College intends to stay open for the duration of the semester and provide access to classes and support services on campus in the safest way possible. The College will also comply with lawful orders given by applicable authorities, including the Governor of Texas, up to and including campus closure. It is possible that on campus activities may be moved online and/or postpone if such orders are given. Final Exams

STUDENT RESPONSIBILITIES

Students are expected to fully participate in this course. The following criteria are intended to assist you in being successful in this course:

1. understand the syllabus requirements
2. use appropriate time management skills
3. communicate with the instructor
4. complete course work on time, and
5. utilize online components (such as Desire2Learn) as required.

OTHER STUDENT SERVICES INFORMATION

Information about the Library is available at <http://www.brazosport.edu/library> or by calling 979.230.3310.

For assistance with online courses, an open computer lab, audio/visual services, and study skills, visit Learning Services next to the Library, call 979.230.3253, or visit <http://www.brazosport.edu/learningservices>.

For drop-in math tutoring, the writing center, supplemental instruction and other tutoring including e-tutoring, visit the Student Success Center, call 979.230.3527, or [visithttp://www.brazosport.edu/studentsuccesscenter](http://www.brazosport.edu/studentsuccesscenter).

The Student Services provides assistance in the following:

Counseling and Advising 979.230.3040

Financial Aid 979.230.3294

Student Life 979.230.3355

To reach the Information Technology Department for computer, email, or other technical assistance call the Helpdesk at 979.230.3266.

THE FOLLOWING ARE THE COURSE LEARNING OBJECTIVES AND OUTCOMES

- Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
- Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
- Demonstrate understanding of the business aspects of mass media and the influence of commercialism.
- Demonstrate understanding and evolving media technologies and relevant issues and trends.
- Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
- Demonstrate understanding of globalization of mass media.
- Demonstrate understanding of media effects on society.

OFFICE HOURS: On campus, TTH 10:30-11:30; 12:30 -1:00 or by appointment. For the online office hours, we can set them up on zoom, at a time convenient for students-