



South Plains College  
Intro to Mass Communication

Spring 2022 Syllabus/COMM 1307.001 and .002

**Course Number:** COMM 1307

**Available Formats:** Face-to-Face, Online

**Campuses:**

Levelland = Monday/Wednesday 9:30am – 10:45 p.m. This is a face-to-face class.

Levelland = Tuesday/Thursday 11am – 12:15 p.m. This is a face-to-face class.

**Instructor:** Billy Alonzo

**Office:** CM 153 Levelland Campus **Phone:** (806) 716-2436

**e-mail:** [balonzo@southplainscollege.edu](mailto:balonzo@southplainscollege.edu) The fastest way to reach me, other than coming to my office during office hours, is to e-mail at the above address. I should respond within 24 hours unless you e-mail me on a Friday. In that case, it may be Monday before I can respond to you. Please do **NOT** e-mail me using the Blackboard system.

**Office Hours:** I can be available online during my office hours so email me if you want to meet online over Zoom.

Mon/Wed 11am – 12noon, Monday 1:15 to 2:15pm, and 4:15 – 5:15pm

Tues/Thurs 1:15p.m. – 2:15p.m., Friday 9am to 11:30am

**Prerequisites:** None

**Credit:** 3 semesters hours

**Course Description:** Survey of basic content and structural elements of mass media and their functions and influences on society & cultures.

**Supplies Needed:** Notebook or folder in which to keep syllabus, schedule, handouts, returned assignments, and notes you will take.

**Required Textbook:** Media & Culture Mass Communication in a Digital Age by Campbell, Martin and Fabos, 11th Edition 978-1-319-05851-7

The text is available in the SPC bookstore and they do price match so you may check the policy with the bookstore. The book will be used with the chapter handouts so get the book as soon as possible.

**Technical Requirements:** It is in your best interest to have reliable access to Internet service and a computer so that you can send and receive e-mail, access lectures and assignments, participate in online video sessions, and take exams. In the event that the school is forced to go fully online sometime during the semester, you must try to find access to a remote computer without relying only on a smart phone. There will be WiFi hotspots on the SPC campuses.

Please see: <http://www.southplainscollege.edu/emergency/wifi-resources.php>

The student needs to have access to the following to be successful in the class:

- Desktop or laptop computer
- High speed internet access
- SPC E-mail
- Microsoft Office
- Adobe Reader (download from [Adobe.com](http://Adobe.com) )

**Please visit with me about computer issues!** I can't help you if I don't know what your issues are.

**Please avoid using Google Docs to turn in assignments.**

**Technical Skill Requirements.** Be comfortable with the following:

Microsoft Word or a word processor that can save Word compatible files (.docx)

Using email for communication, attaching documents

The ability to download video files, or to stream files

The ability to take digital photographs and upload them as .jpg files into Blackboard

**This course satisfies a core curriculum requirement:**

Yes- Language, Philosophy, and Culture

**Core Objectives addressed:**

- Communication skills- to include effective written, oral, and visual communication
- Critical thinking skills- to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information (REASON)
- Social Responsibility- to include intercultural knowledge and competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national and global communities
- Personal responsibility skills- to include the ability to connect choices, actions, and consequences to ethical decision-making. Understanding that all choices and actions have consequences.

**Student Learning Outcomes:**

Upon successful completion of this course, students will:

1. Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
2. Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
3. Demonstrate understanding of the business aspects of mass media and the influence of commercialism.

4. Demonstrate understanding of evolving media technologies and relevant issues and trends.
5. Demonstrate understanding of mass media effects on values, ethics, laws, and industry guidelines.
6. Demonstrate understanding of globalization of mass media.
7. Demonstrate understanding of media effects on society.

**Course Evaluation:** Students' grades in this class will be determined by the following: Points are earned as follows:

Class Blog		80 points,
{2 original Blog posts about an assigned topic worth 40 points each}		
Podcast		50 points
Projects (Generations, SWOT, Books, etc)		250 points
Chapter Homework assignments		100 points
4 Exams	130 points each =	520points
<b>Total: 1000</b>		

**Sometimes the final number of points available for the course may not reach the mark or it will exceed it. If either is the case, the scale will be recalibrated and you will be notified.**

Please do NOT assume that I will contact you to tell you about missed work. In response to Covid concerns, all class materials will be available on Blackboard so you can keep track of all materials week by week. You can find the information inside the Week Folders in Blackboard.

The assignments in this class will be deadline driven. You must keep track of deadlines and submit work when it is due. Do NOT assume that I will move deadlines for you unless you contact me.

There will be multiple reasons for class absences this semester such as quarantine, isolation, and/or illness. But all class material is available online through Blackboard, so you can access all assignments on your own.

**If you do not participate in class, in any form, for a minimum of 2 weeks without any communication, and you are earning a solid "F", you may be administratively withdrawn from the class. You may contact me by phone, or e-mail. But you must stay in contact with me.**

Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first-class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the

course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of “X” or “F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.

It is the student’s responsibility to verify administrative drops through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award may be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

**Deadlines-** ALL homework and projects will have deadlines. While some of these may change because of Covid, the goal is to work within them. Late assignments may or may not be accepted depending on the assignment and the reasons for missing the deadlines. Due dates for missed deadlines will need to be discussed with the professor.

**SPC Face-to-Face Class Covid Policy:**

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills • Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell
- ***Consistent with the latest CDC recommendations, we have revised our guidance for students, faculty, and staff who have a known exposure or have tested positive. Anyone with a known exposure should wear a mask for 10 days and should seek a COVID-19 test on day five after exposure. If you test positive or develop symptoms, you should immediately self-isolate and seek a COVID-19 test. Please immediately notify your instructor, supervisor, and DeEtte Edens, Associate Director of Health and Wellness, any time you test positive for COVID-19. Anyone who tests positive is required to self-isolate for five days. Following the five-day isolation period, if you are asymptomatic or your symptoms are resolving, you may return to work or class but should wear a mask for five additional days. If you are still symptomatic, please contact DeEtte Edens at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu) or 806-716-2376 prior to your return date.***

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at [dedens@southplainscollege.edu](mailto:dedens@southplainscollege.edu) or 806-716-2376.

### **Disabilities Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) at 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **Equal Opportunity, Harassment, and Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

### **Title IX Pregnancy Accommodations Statement (updated 6/2019)**

If you are pregnant, or have given birth been within six months, under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or e-mail [cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

**Campus Concealed Carry Statement-** Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the SPC policy at: ([http://www.southplainscollege.edu/human\\_resources/policy\\_procedure/hhc.php](http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.php))

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

**Diversity Statement-**In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about

ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

**Civility Code:**

As future professionals, you are to communicate with each other in a professional and civil manner. Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.