



FAÑOMNĀKAN SEMESTER 2024 - 25

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**CO106 – INTRODUCTION TO MASS COMMUNICATION, SECTION 01**  
**COURSE SYLLABUS AND CALENDAR**

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Office Hours/consultation: via email, phone or by prearranged skype/zoom appointment over the internet

**CATALOG DESCRIPTION**

*This course is a survey of the history, theory, and practice of mass media in Guam, in the United States, and in the world. Prerequisite: EN110 Placement*

**COURSE DESCRIPTION**

As an introductory course to the study of mass communication, CO106 surveys the history, structure, organization, and cultural role of the major forms of mass media. By taking a close look at the media's historical development, cultural influence, aesthetic qualities, and future developments, students are expected to become more critical consumers of media and to gain an understanding of its increasingly important role in shaping individuals, societies, and cultures.

*The course will focus on three primary elements:*

- 1. Theories:** How information is processed, perceived, and communicated; how information impacts individuals and societies.
- 2. Media:** The history, structure, organization, distribution, and control of individual media: print, electronic and digital.
- 3. Influences:** How media are consumed and how they impact society and its institutions.

**ADDITIONAL INFORMATION**

A student should spend at least 45 hours per credit hour in learning activities. Since CO106 is a 3-credit hour course, you should plan to spend a minimum of 135 hours in learning activities for this course.

## TEXTBOOK

Baran, Stanley J. (2023). Introduction to Mass Communication: Media Literacy and Culture (12th edition). McGraw Hill.

Texts can be purchased at the UOG Bookstore or Ebook is available through publisher online.

## STUDENT LEARNING OUTCOMES

*At the end of this course, students should*

1. Acquire an understanding of the impact and influence of the major forms of mass communication on American culture, society, and the individual.

Assessed through performance on homework, quizzes, discussion, exams and media diary.

2. Develop media literacy and a critical perspective of the way in which mass communication is consumed by individuals and society.

Assessed through performance on homework, quizzes, discussion, exams, project assignment and media diary.

3. Demonstrate familiarity with and comprehension of research on mass media effects.

Assessed through performance on homework, quizzes, discussion, exams, project assignment and media diary.

4. Identify emerging trends in mass communication, technologies, audiences.

Assessed through performance on homework, quizzes, discussion, and exams.

## EVALUATION

*Grades in this course will be based on*

2 exams (25% each)	50%
Quizzes (15, 1% each)	15%
Media literacy project	15%
Media diary assignment	5%
Homework	5%*
Discussion Participation	<u>10%</u>
TOTAL	100%

*\*Homework includes but not limited to the terms/ definitions and Questions for Review 1-10 at the end of your text chapters and may include other activities (if it includes activities, the first section of definitions and questions is worth 75% and the activity is worth 25% of the homework grade); please note that the homework prepares you for the quizzes. The evaluation of coursework except for the project and diary assignment is objective, numerical assessment. The Media Literacy Project Assignment and the Media Diary Assignment are assessed with the use of rubrics that are provided with the assignment descriptions.*

Your final grade is based on the following grade scale and points value:

90-100%

Outstanding Honors-level performance with superior quality and extraordinary distinction)

A+ 4.00 98- 100%

A 4.00 93-97%

A- 3.67 90-92%

80-89%

Good Solid accomplishment, indicating a substantial mastery of course materials and a good command of skills required by the course.

B+ 3.33 87-89%

B 3.00 83-86%

B- 2.67 80-82%

70-79% Level C (C+ 2.33, C 2.00)

Adequate - Students have achieved the level of competency needed for advancing to a subsequent course which has this course as pre-requisite.

C+ 2.33 77-79%

C 2.00 70-76%

60-69%

Deficient - Minimal passing, but not adequate to take a subsequent course which has this course as prerequisite.

D 1.00 60-69%

Below 60%

Failure – Inadequate to receive credits.

F 0.00

P Pass

I Incomplete

NC No Credit

### Lesson Learning Activities

Please note that each week corresponds to a lesson based on a chapter in the textbook; there is the weekly required reading of the textbook chapter, a written homework submission based on the chapter, an online discussion with a minimum of two required entries and a weekly quiz (see schedule below).

## CLASS CALENDAR

WEEK	TOPIC/ACTIVITY	READING ASSIGNMENT**
		Homework: End of chapter terms/definitions; Questions 1-10
Week 1	Lesson 1 - Overview	Chapter 1
	Mass communication, culture, and media literacy	
Week 2	Lesson 2 - Media convergence	Chapter 2
Week 3	Lesson 3 - Books	Chapter 3
Week 4	Lesson 4 - Newspapers	Chapter 4
Week 5	Lesson 5 – Magazines (MEDIA DIARY)	Chapter 5
Week 6	Lesson 6 - Film	Chapter 6
Week 7	Lesson 7 - Radio	Chapter 7
Week 8	Lesson 8 – Broadcast, Cable TV, Mobile Video (MIDTERM EXAM to be scheduled)	Chapter 8
Week 9	Lesson 9 – Video Games	Chapter 9
Week 10	Lesson 10 – New Media, Internet, WWW	Chapter 10
Week 11	Lesson 11 – Public Relations (MEDIA PROJECT)	Chapter 11
Week 12	Lesson 12-Advertising	Chapter 12
Week 13	Lesson 13 – Mass Communication Theories	Chapter 13
Week 14	Lesson 14 – Media Freedom, Regulations, and Ethics	Chapter 14
Week 15	Lesson 15 – Global Media (FINAL EXAM to be scheduled)	Chapter 15

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***\*\*Note: Schedule may be changed due to circumstances beyond control. If there is a typhoon and access to the internet is interrupted, then due dates and coursework may be rescheduled. Please check for any announcements.***

***PLEASE NOTE THAT THERE IS A FAÑOMNÁKAN SEMESTER BREAK MAR 17 - 22. No coursework or deadlines will take place during this time.***

## **OTHER REQUIRED INFORMATION**

### Communication

Because this is an online course and I am not available for a face to face meeting, I encourage you to e-mail me if you have any questions or concerns. Please note that this is an asynchronous distance course and does not have a specific meeting time or place to meet.

If you email, do not use the mail inside the online course as I do not always see the message and I cannot reply directly also. Please use lkerry@triton.uog.edu; put "CO106" followed by your specific concern/topic on the subject line, e.g. "Co106 – Topic for media literacy project." Do not use vague or general words like "question," "concern" or "feedback." Please make sure to use your name and identify yourself in the email.

I usually try to respond as quickly as I can to email, but expect a minimum of a 24-48 hour turnaround time, as a general rule and 48 hours over the weekend. If you do not get a confirmation email, then I may not have seen your email. If you have an urgent concern, call the department office phone and leave a message.

You are responsible for keeping up with the class schedule – also if you contact your classmates, make sure you verify the information that you receive. Do not hesitate to ask me questions if you have any doubts about the discussion or do not understand the assignments or other coursework. Please check the gradebook to make sure that you have received credit for work that you have done appropriately. Do not wait until the last minute. Please note that the grading is progressive for work completed.

### **ATTENDANCE AND PARTICIPATION**

Attendance for online activities and participation are essential to the nature of this course. Assignments based on these activities cannot be made up. If there are any technical difficulties that impede participation, then it is the responsibility of the student to report them immediately to Moodle Support for resolution.

### **CIVILITY and NETIQUETTE**

Civil behavior enhances the learning environment and is expected at all times. The academic environment welcomes a difference of opinion, discourse, and debate within a civil environment. All members of the class are expected to follow rules of common courtesy in all communications (including email messages, discussion, and chats).

### **PLAGIARISM**

Respect for intellectual property and documentation of sources are required in coursework. Refer to the UOG Student Handbook for general guidelines and specific instructions for documentation. Follow APA or MLA guidelines for citing all forms of material, including online sources. Plagiarized material will result in a failing grade and may be referred to the Student Discipline and Appeals Committee.

## EEO/ADA STATEMENT

The University is committed to providing an inclusive and welcoming environment for all members of our community. Federal and local laws protect the University community from any act of sex discrimination. Such acts violate the essential dignity of our community members. If you need assistance with EEO (Equal Employment Opportunity) and/or Title IX concerns, please contact the Director of EEO/ADA & TITLE IX Office at 671-735-2244, 671-735-2971, TDD 671-735-2243 or [eeo-ada@triton.uog.edu](mailto:eeo-ada@triton.uog.edu).

For individuals covered under the ADA {Americans with Disabilities Act}, if you are a **student** with a disability requiring academic accommodation(s), please contact the Student Counseling and Advising Service Accommodations Office to discuss your confidential request. Please provide an accommodation letter from the Disability Support Services/Student Counseling and Advising Service Accommodation counselor. To register for academic accommodations, please contact or visit the Student Center, Rotunda office #6, [disabilitysupport@triton.uog.edu](mailto:disabilitysupport@triton.uog.edu) or telephone/(TDD) 671-735-2460.

For **applicants or employees** with a disability requiring employment or workplace accommodation(s), please contact the Director of EEO/ADA and TITLE IX Office to discuss your specific needs. Please provide documentation concerning your disability and the need for employment or workplace accommodation. Our office is located at the Iya Hami Hall, Dorm 2, right side entrance, first floor, Room 104 and our contact numbers are indicated above.

### **No Unauthorized Recording:**

Only the instructor may record class sessions. Unauthorized recording of online class meetings is not allowed, to include screen shots that include identifiable information of any person in the session. Not only is the delivery of course content the intellectual property of the instructor, but students enrolled in the course have privacy rights. Unauthorized recording and distribution of online courses may violate federal law.