

**COURSE INFORMATION SHEET (SYLLABUS)**  
**COM101 Introduction to Media (3 credits)**  
D5008 12:30-1:50

**Dr. Christina M. Knopf ("Dr. K")**

Email: to be announced

Phone: 292-2000 **EXT. 6592** (this is a voice mail box number only)

Office Hours: Tuesday and Thursday, by appointment only AFTER 1:50 P.M.

Required Text:

Mass Communication: Living in a Media World, Hanson, R.E.

(Text should be available at the college's bookstore or through online sources.)

**Course Description:** An introduction to communication theory and practice, the history of mass media, and an examination of the business of the American mass media. Additional topics will include media support industries, such as advertising and public relations. Three class hours. Fulfills the MCC requirement for a Humanities course.

**Grading:**

*Mini Tests* (4): 40% (10% each)

There will be one test given after every 3 units/chapters. These tests will be about 15 questions in length, and will be in multiple-choice format. Each test will also consist of 1-2 bonus questions, which will be short-answer.

*Homework:* 50% (5% each)

Ten homework assignments will be given throughout the semester and will consist of worksheets and short written assignments.

*Short research paper:* 5%

A 3-5 page paper will be due in place of a final exam. This paper will be assigned in detail during the first half of the semester and can (and should) be worked on throughout the semester.

*Participation & attitude:* 5%

You are expected to positively contribute to class discussions and work.

I am guided by the following grade system:

A = 95-100	A- = 90-94	B+ = 87-89	B = 83-86	B- = 80-82	C+ = 77-79
C = 73-76	C- = 70-72	D+ = 67-69	D = 63-66	D- = 60-62	F = 59-0

**Homework:** Homework is due the day specified, no exceptions. All homework must be typed in 12 point Times New Roman or Courier font, printed in black. Assignments must be written in complete sentences. **All homework must be double-spaced and have 1-inch margins.** If homework turned in does not meet these standards *it will not be accepted.* Homework is not accepted via email except under extenuating circumstances and a hard-copy must be turned in at some time.

**Grade Changes:** If you ever are unsatisfied with the grade you get back on an assignment and feel that I perhaps erred or missed something when grading it, you may submit the assignment for reconsideration. To do this, you must type up to a 1-page explanation and description of why you believe the grade you received is not the grade you earned. Be aware, however, that in reconsidering the grade I may find that I was too hasty or too lenient and gave you a grade that was too high and ultimately decide to lower the original mark, so be sure you are confident in the validity of your assessment.

**Attendance:** ***Attendance in class is mandatory.*** Much of the learning takes place in class and so you need to be there. Late arrivals are also counter-productive; they disrupt the flow of the class, cause you to miss valuable information, and distract your classmates. You are allowed two (2) unexcused absences without penalty. Also, two (2) late arrivals will count as an absence. For each absence beyond two, your course grade will drop by one-half step (A- to B+, C to C-, etc.). Considerations and exceptions may be made in the event that I receive official documentation verifying that your absence was unavoidable. *If you miss a class, you are responsible for getting the assignments and notes you may have missed.*

Attendance and punctuality are mandatory on exam days. **IF YOU MISS A CLASS IN WHICH A TEST IS BEING GIVEN, YOU WILL ONLY BE GIVEN A CHANCE TO PRESENT THAT SPEECH AND RECEIVE A GRADE IF I RECEIVE DOCUMENTATION REGARDING YOUR ABSENCE.**

**Class Etiquette:** Cell phones, beepers, and alarm watches **MUST** be turned off before coming into class (unless you can provide proof of a medical reason that warrants their use). These are distracting to me and to your fellow classmates. If I hear one of these devices go off during class, you will be asked to leave class. If I see you using one for games, texting, etc. I will confiscate the device and hold it until class is over. If you are guilty of this crime 2 or more times, it will impact your class participation grade

Finally, I ask you to be civil and polite to me and to your fellow classmates. Rudeness and other displays of a bad attitude will not be productive for the class or for me and may ultimately be counterproductive for you.

**Plagiarism/Cheating:** These are serious offenses and will be handled immediately and directly. If a student is guilty of plagiarism or cheating in my class, s/he will receive an F for the assignment, which may also mean an F in the course. Please refer to the college's policy on Academic Honesty in the MCC Catalog & Student Handbook, available in the Admissions Office.

**Learning Center Referral Statement:** MCC has a number of Learning Centers at Brighton, for example – Math, Psychology, Writing, the Electronic Learning Center, and Foreign Languages, and at Damon (the Integrated Learning Center). Learning Centers are staffed with instructional personnel and may be equipped with computers to assist students. Students may use these centers to get additional help with concepts learned in the classroom. Information is available online or a brochure with details is available at Brighton's Learning Center, Bldg 11, Room 106, or Damon's Integrated Learning Center in 4-130 and the Student Services Office on the Fifth Floor.

**Emergency Closings and Class Cancellations:** If the college is closed due to inclement weather or some other emergency, all Rochester area radio and television stations will be notified no later than 5:30 a.m. The homepage on the MCC website ([www.monroecc.edu](http://www.monroecc.edu)) will display a message indicating the college is closed. Class cancellation information is available daily on the web or by telephone. Simply go to MCC's website, and under "Quick Links," click on "Class Cancellations." Information is also available by dialing 292-2066 and pressing 1 for the Brighton Campus.

If this class is cancelled at a time when the college is otherwise in session, the Visual and Performing Arts Department will be notified and usual procedures will be followed. *In addition*, a mass email will be sent to all students prior to the start of class notifying you of any changes.

**Concerns:** I am always ready and willing to help you through any problems you may be having in the class. If you are having trouble keeping up, if you want help studying for tests, if you want me to look at drafts of your term paper, don't like my teaching style, or if you are finding some concepts difficult to understand – PLEASE SEE ME! I am very glad to help you through or discuss any problem and would prefer that you spoke to me before things got out of hand and the problem became worse.



**Tentative Class Schedule:** You are expected to keep up with the readings and to be prepared for class activities and discussions.

Each major chapter has been broken down into 2 or more parts for reading and discussion. On the first day of each chapter, we will discuss the historical aspects and development of the medium; on the following days we will discuss the societal impacts and influences related to the medium.

Tuesday	Thursday
9/6 -Introduce class	9/8 -Living in a Media World Chapter 1
9/13 –Media Business Chapter 2: 34-57	9/15 -Media Business Chapter 2: 57-65
9/20 -Books Chapter 3: 68-78	9/22 -Books Chapter 3: 78-92
9/27 -Magazines Chapter 4: 94-113	9/29 -Magazines Chapter 4: 113-119
10/4 -Newspapers Chapter 5: 122-130	10/6 -Newspapers Chapter5: 130-147
10/11 -Radio Chapter 6: 150-166	10/13 -Radio Chapter 6: 166-175
10/18 -Music Chapter 7: 176-190	10/20 –Music Chapter 7: 190-202 <b>*TEST CH. 4-6*</b>
10/25 -Movies Chapter 8: 204-224	10/27 -Movies Chapter 8: 224-230
11/1 – Movies No reading	11/3 – Movies No reading
11/8 – T.V. Chapter 9: 232-243	11/10 –T.V. Chapter 9: 243-261
11/15 -No class meeting. -The Internet Chapter 10: 264-272, Outside activities	11/17 –No class meeting. -The Internet Chapter 10: 272-278, Outside activities
11/22 -The Internet Chapter 10: 278-291 <b>*TEST CH. 7-9*</b>	11/24 –Happy Thanksgiving!
11/29 -Advertising Chapter 11: 294-302	12/1 -Advertising Chapter 11: 302-314
12/6 -Advertising Chapter 11: 314- 320	12/8 -Advertising No reading due.
12/13 -Public Relations Chapter 12: 322-330	12/15 -Public Relations Chapter 12: 330-346 <b>*TEST CH. 10-10*</b>

*I want this class to be both productive and fun. I can't achieve this without your full cooperation. I want to see everyone do well. Again, I need your cooperation. I can't guarantee that you'll like everything about the class or about me, but by following the guidelines of the syllabus and the calendar, I can make the class a little less painful for you. Your continued attendance to class will indicate that you have understood and accepted the conditions in this syllabus. Thanks. I hope you have a great semester.*