



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Introduction to Mass Communication
Course Number: COM126

Required Materials

Textbook(s): Understanding Media and Culture: An Introduction to Mass Communication is adapted from a work produced and distributed under a Creative Commons license (CC BY-NC-SA) in 2010, University of Minnesota Libraries Publishing through the eLearning Support Initiative.

Required Readings: None

Additional Materials: Reliable Internet connection, access to Brightspace; video and audio recording device; display for required PowerPoint visual aid (e.g., large computer monitor, TV, or projector). Acceptable file formats are as follows: .doc, .docx, .pdf. Failure to supply working files will result in late penalties or potentially failure of the assignment.

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16 Week Calendar

Week	Chapter/Topic/Lab
1	Section 1 Chapter 1 Chapter 2 Media and Culture Media Effects Ch 1. Student Activity Ch 2. Student Activity Media Challenge 1 Section 1 Quiz
2	Section 1 Chapter 1 Chapter 2 Media and Culture

Week	Chapter/Topic/Lab
	Media Effects Ch 1. Student Activity Ch 2. Student Activity Media Challenge 1 Section 1 Quiz
3	Section 2 Chapter 3 Chapter 4 Books Newspapers Ch 3. Student Activity Ch 4. Student Activity Short Paper/Video Presentation 1 Section 2 Quiz
4	Section 2 Chapter 3 Chapter 4 Books Newspapers Ch 3. Student Activity Ch 4. Student Activity Short Paper/Video Presentation 1 Section 2 Quiz
5	Section 3 Chapter 5 Chapter 6 Magazines Music Ch 5. Student Activity Ch 6. Student Activity Media Challenge 2 Section 3 Quiz
6	Section 3 Chapter 5 Chapter 6 Magazines Music Ch 5. Student Activity Ch 6. Student Activity Media Challenge 2 Section 3 Quiz
7	Section 4 Chapter 7 Chapter 8 Radio Movies Ch 7. Student Ch 8. Student Activity Short Paper/Video Presentation 2

Week	Chapter/Topic/Lab
	Section 4 Quiz
8	Section 4 Chapter 7 Chapter 8 Radio Movies Ch 7. Student Ch 8. Student Activity Short Paper/Video Presentation 2 Section 4 Quiz
9	Section 5 Chapter 9 Chapter 10 Television Electronic Games and Entertainment Ch 9. Student Activity Ch 10. Student Activity Media Challenge 3 Section 5 Quiz
10	Section 5 Chapter 9 Chapter 10 Television Electronic Games and Entertainment Ch 9. Student Activity Ch 10. Student Activity Media Challenge 3 Section 5 Quiz
11	Section 6 Chapter 11 Chapter 12 The Internet and Social Media Advertising and Public Relations Ch 11. Student Activity Ch 12. Student Activity Short Paper/Video Presentation 3 Section 6 Quiz
12	Section 6 Chapter 11 Chapter 12 The Internet and Social Media Advertising and Public Relations Ch 11. Student Activity Ch 12. Student Activity Short Paper/Video Presentation 3 Section 6 Quiz
13	Section 7 Chapter 13

Week	Chapter/Topic/Lab
	Chapter 14 Economics of Mass Media Ethics of Mass Media Ch 13. Student Activity Ch 14. Student Activity Media Challenge 4 Section 7 Quiz
14	Section 7 Chapter 13 Chapter 14 Economics of Mass Media Ethics of Mass Media Ch 13. Student Activity Ch 14. Student Activity Media Challenge 4 Section 7 Quiz
15	Section 8 Chapter 15 Chapter 16 Media and Government The Future of Mass Media Ch 15. Student Activity Final Paper/Video Presentation Ch 16. Student Activity Section 8 Quiz
16	Section 8 Chapter 15 Chapter 16 Media and Government The Future of Mass Media Ch 15. Student Activity Final Paper/Video Presentation Ch 16. Student Activity Section 8 Quiz