



## **COM 200 Course Syllabus**

3140 Waiālae Avenue - Honolulu, HI 96816

[www.chaminade.edu](http://www.chaminade.edu)

**Course Number:** COM 200

**Course Title:** Introduction to Mass Communication

**Department Name:** Communication

**College/School/Division Name:** School of Business and Communication

**Term:** Fall 2016

**Credits:** 3

**Instructor Name:** Dr. Hans Chun

**Email:** hans.chun@chaminade.edu

### **University Course Catalog Description**

Survey of the history and purpose of mass communication. Examination of the various career areas (advertising, broadcasting, journalism and public relations) is done through practical, cross-media projects. Prerequisites: COM 101 and EN 102.

### **WASC Core Competencies**

1. Written communication
2. Oral communication
3. Quantitative reasoning
4. Information literacy
5. Critical thinking

### **Marianist Values**

1. Educate for formation in faith
2. Provide an integral quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

### **Chaminade Levers of Success**

1. Enhance educational excellence
  - a. Build academic quality
  - b. Known for fully prepared, competitive graduates
  - c. Develop capacity to support excellence
2. Partner for the common good
3. Expand level of international engagement
4. Use tech to achieve pedagogical advantage

### **Program Learning Outcomes**

1. An understanding of and the ability to apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. An understanding of the history and role of professionals and institutions in shaping communication;
3. An understanding of the diversity of groups in a global society in relationship to communication to target audiences;

4. An understanding of concepts, theories and applications in the use and presentation of images and information;
5. An understanding of professional ethical principles and the ability to work ethically in the pursuit of truth, accuracy, fairness and diversity;
6. An understanding of the processes of client and media relations;
7. The ability to evaluate research by methods appropriate to the communication professions for which they are preparing;
8. The ability to write correctly and clearly in forms and styles appropriate for the various communication professions, audiences and purposes they serve;
9. The ability to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. The ability to apply tools and technologies appropriate for the communications professions in which they work; and
11. An understanding of the connections between academic work and real-life situations as a result of the Service-Learning experiences.

### Course Learning Outcomes

After the learning experience, through case studies, critical thinking opportunities, active learning activities, collaborative presentations, project-based scenarios, and examination, students should be able to:

1. Explain the concepts of communications media and information societies and its economic, political and social implications.
2. Illustrate the process and effects of media convergence, communications media on the individual, social institutions, and societies.
3. Interpret mass media mediums such as newspapers, magazines, books, radio, television, films, music, cable, telephone, Internet, social media, computers and information services.
4. Examine various career areas in communication.
5. Explore and analyze media ethics from differing viewpoints.

CL O	Knowledge	Skill	Disposition	Program LO	CUH LS	WASC Core Competency	Marianist Values
1	I	D	C	1, 2, 3, 4, 5, 6	1a, 1b, 4	1, 2, 4, 5	2, 5
2	I	D	C	1, 2, 3, 4, 5, 6	1a, 1b, 4	1, 2, 4, 5	2, 5
3	D	D	D	1, 2, 3, 4, 5	1a, 1b, 4	1, 2, 4, 5	2, 5
4	D	D	M	2, 5, 6	1a, 1b	1, 2, 4, 5	2, 5
5	D	C	M	1, 5, 6	1a, 1b, 4	1, 2, 4, 5	2, 5

(I= Introduced to the concept; D= Developing; C= Competent; M= Mastered)

### Learning Materials

- Straubhaar, J., LaRose, R., & Davenport, L. (2016). *Media Now*. 9th ed. Cengage Learning. ISBN: 978-1-305-08035-5
- Other open education resource readings and video links will be provided.

**Assessment**

Assignments	Max Points	Your Points
Projects x 3 (10 points each)	30	/ /
Critical thinking opportunities x 3 (5 points each)	15	/ /
Participation/Active learning activities	40	/40
Mid-term Exam	7.5	/7.5
Final Exam	7.5	/7.5
<b>Total</b>	<b>100</b>	<b>/100</b>

May be subject to change based on the dynamics of current events.

**Grading scale**

100-90%	A
89-80%	B
79-70%	C
69-60%	D
59-0%	F

**Academic Honesty**

Violations of the Honor Code are serious. They harm other students, your professor, and the integrity of the University. Alleged violations will be referred to the Office of Judicial Affairs. If found guilty of plagiarism, a student might receive a range of penalties, including failure of an assignment, failure of an assignment and withholding of the final course grade until a paper is turned in on the topic of plagiarism, failure of the course, or suspension from the University.

Violations of Academic Integrity: Violations of the principle include, but are not limited to:

- Cheating: Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials.
- Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:

- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work.
- Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

### **Title IX Compliance**

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. Should you want to speak to a confidential source you may contact the following:

- Chaminade Counseling Center| 808-735-4845.
- Any priest serving as a sacramental confessor or any ordained religious leader serving in the sacred confidence role.

### **Disability Access**

The University is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students who need accommodations must be registered with Student Disability Services. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from the Counseling Center by the end of week three of the class, in order for the instructor to plan accordingly. Failure to provide written documentation will prevent your instructor from making the necessary accommodations. Please refer any questions to the Dean of Students.

### **One-on-One Tutoring**

Student Support Services and the Academic Achievement Program offer free, one-on-one tutoring for all undergraduate students at Chaminade University. Tutoring services are designed to guide students to the point at which they become independent learners, no longer needing a tutor. Subjects tutored include, but are not limited to: biology, chemistry, math, nursing, English, etc. The tutoring corps consists of trained Peer and Professional Tutors.

Tutoring is available by appointment only. Tutoring takes place in the Student Support Services building during the hours of 9:00 am to 5:00 pm, Monday through Friday. In order to receive tutoring, a student must first complete and submit an intake form. After submitting the intake form, a staff member will assist the students in creating an online account that allows him/her to book an appointment through the online system. All appointments must be made two (2) days prior to the desired appointment. Cancellations must be made 24 hours in advance. For further information, contact Student Support Services at (808) 735-4724.

### **Schedule**

<b>Week</b>	<b>Topic</b>	<b>Review/Do</b>
Aug. 22 – Aug. 28	<b>Changing Media module/Media and Society module</b>	*Critical thinking opportunity #1  * <a href="https://youtu.be/Fkd9TWUtFm0">https://youtu.be/Fkd9TWUtFm0</a> * <a href="http://www.cbsnews.com/video/watch/?id=4766978n">http://www.cbsnews.com/video/watch/?id=4766978n</a>
Aug. 29 – Sept. 4	<b>Changing Media module/Media and Society module</b>	* <a href="https://youtu.be/bZn0IfOb61U">https://youtu.be/bZn0IfOb61U</a> * <a href="http://en.wikipedia.org/wiki/List_of_emerging_technologies">http://en.wikipedia.org/wiki/List_of_emerging_technologies</a>
Sept. 5 – Sept. 11  Sept. 5 – Labor Day, no class	<b>Media Policy and Law/Media Ethics module</b>	*Critical thinking opportunity #2 * <a href="https://youtu.be/qjuePfhfDP8">https://youtu.be/qjuePfhfDP8</a> * <a href="https://youtu.be/bZn0IfOb61U">https://youtu.be/bZn0IfOb61U</a>

<b>Week</b>	<b>Topic</b>	<b>Review/Do</b>
Sept. 12 – Sept. 18	<b>Media Policy and Law/Media Ethics module</b>	*Critical thinking opportunity #3  * <a href="http://cyberlaw.stanford.edu/documentary-film-program/film/a-fair-y-use-tale">http://cyberlaw.stanford.edu/documentary-film-program/film/a-fair-y-use-tale</a> * <a href="http://journalism.indiana.edu/resources/ethics/">http://journalism.indiana.edu/resources/ethics/</a> * <a href="http://www.youtube.com/watch?v=NtDj_N6wHcw&amp;feature=related">http://www.youtube.com/watch?v=NtDj_N6wHcw&amp;feature=related</a>
Sept. 19 – Sept. 25	<b>Global Communications/Media Uses and Effects module</b>	* <a href="http://www.youtube.com/watch?v=2PHxTr-59hE">http://www.youtube.com/watch?v=2PHxTr-59hE</a>
Sept. 26 – Oct. 2	<b>Books, Magazines and Newspapers module</b>	* <a href="https://youtu.be/pXoHC2D15hM">https://youtu.be/pXoHC2D15hM</a> * <a href="https://youtu.be/zHuH8P_Vqc0">https://youtu.be/zHuH8P_Vqc0</a>
Oct. 3 – Oct. 9	<b>Recorded Music and Radio module</b>	* <a href="https://youtu.be/2EnX0vACj4Q">https://youtu.be/2EnX0vACj4Q</a>
Oct. 10 – Oct. 16 Oct. 10 – Discoverers Day, no class	*Project #1  *Mid-term exam	
Oct. 17 – Oct. 23	<b>Film and Television module</b>	* <a href="https://www.youtube.com/watch?v=LGzFz2NrQ6s">https://www.youtube.com/watch?v=LGzFz2NrQ6s</a> * <a href="http://writ.news.findlaw.com/hilden/20020903.html">http://writ.news.findlaw.com/hilden/20020903.html</a>
Oct. 24 – Oct. 30	<b>Telephones and Smartphones module</b>	* <a href="https://www.youtube.com/watch?v=hQUt8C4iVKc">https://www.youtube.com/watch?v=hQUt8C4iVKc</a> * <a href="https://www.youtube.com/watch?v=yf3dUvGNx5A">https://www.youtube.com/watch?v=yf3dUvGNx5A</a>
Oct. 31 – Nov. 6	<b>Internet and Video Games module</b>	* <a href="https://youtu.be/ASZJE15E0SY">https://youtu.be/ASZJE15E0SY</a> * <a href="http://www.zakon.org/robert/internet/timeline/">http://www.zakon.org/robert/internet/timeline/</a> * <a href="http://www.youtube.com/watch?v=45I7VEjanLA">http://www.youtube.com/watch?v=45I7VEjanLA</a> * <a href="https://www.youtube.com/watch?v=HcMm6TJoYL0">https://www.youtube.com/watch?v=HcMm6TJoYL0</a>
Nov. 7 – Nov. 13 Nov. 11 – Veterans Day, no class	*Project #2	
Nov. 14 – Nov. 20	<b>Public Relations and Advertising module</b>	* <a href="http://vimeo.com/6141912">http://vimeo.com/6141912</a> * <a href="http://www.youtube.com/watch?v=XtvHNfomZL8">http://www.youtube.com/watch?v=XtvHNfomZL8</a>

