



Chaminade
University
OF HONOLULU

Flex Course Syllabus

[Chaminade University Honolulu](#)

3140 Waiālae Avenue - Honolulu, HI 96816

Course Overview

Course Number: COM-200

Course Title: Introduction to Mass Communication

Department Name: School of Humanities, Arts, and Design

Term: 2026 Fall Semester (2026FA) August 17th to December 11th, 2026

Course Credits: 3

Class Meeting Days: Asynchronous, at your own pace

Class Meeting Hours: Asynchronous, at your own pace

Course Website Address (Canvas): <https://chaminade.instructure.com/>

Instructor Name: James Balicao, M.Ed.

Email: james.balicao@chaminade.edu

Phone: 808.735.4883

Office Location: Zoom

Office hours: Zoom Meetings on Tuesday to Thursday 4pm to 5pm by appointment only.

Email Response Time: 2-3 business days

Grading and providing content-specific feedback (via Canvas SpeedGrader): Assignments will be graded 3-5 business days after submission. Please note that assignments must be completed in sequential order. Please review Chaminade's [Academic Honesty](#) before submitting assignments.

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.

Course Overview

Welcome to COM 200. This course will cover the history and evolution of mass communication. We will explore the beginnings, the current digital age, and the future mass media. You will learn about the different mediums such as print media, radio, television, video games, advertising, streaming, social media, etc. used for mass communication. Look forward to creating mass media of your own as you will be implementing what you learn to develop effective methods of mass communication.

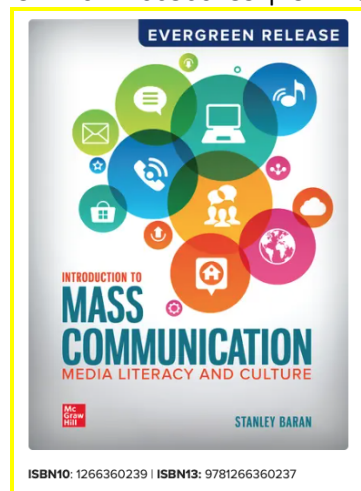
Late Work Policy

This course is utilizing a Flex model, meaning there is a firm deadline for the **Milestone 1 and Milestone 2 Assignments**. **Milestone 1 is due by 11:59 pm on the 14th day of the course**; if this assignment is late, you may be dropped from the class. **Milestone 2 is due by Week 8**; if Milestone 2 is late, you will receive 0 points for the assignment. All other assignments can be turned in at your convenience. Please refer to Self-Service to confirm

when your course section ends, as all assignments are due before then.

Required Learning Materials

Please purchase: Introduction to Mass Communication Media Literacy and Culture by Stanley Baran
ISBN10: 1266360239 | ISBN13: 9781266360237



Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

- Education for formation in faith
- Provide an integral, quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Ōlelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Ōlelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Ōlelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Ōlelo No'eau 203) All knowledge is not taught in the same school

Program Learning Outcomes

By the end of our course, students will be able to:

1. Communicate effectively, persuasively and ethically using oral, written, and technological platforms in interpersonal, small group, public, intercultural, and technological settings.

2. Apply the principles and laws of freedom of speech and press, including the right to monitor and criticize power, in order to promote service, justice and peace.
3. Actualize professional ethical principles in the pursuit of truth, accuracy, and diversity.
4. Locate, evaluate, incorporate, and properly cite multiple resources in visual and oral performances, papers, and communication campaigns.

Course Learning Outcomes

By the end of our course, students will be able to:

1. Summarize the process and practices of mass communication.
2. Apply effective mass communication skills.
3. Create mass communication materials in appropriate mass media mediums.
4. Evaluate the accuracy, credibility, and social impact of prominent mass communication platforms.

Alignment of Learning Outcomes

	CLO 1	CLO 2	CLO 3	CLO 4
Marianist Values	1	2,3	4,5	5
Program Learning Outcomes	1,2	2	1,2,4	3,4

Course Prerequisites

N/A

Grading Scale

Grades are calculated from the student's assignments, quizzes, and projects. Please review the Course Overview page on Canvas for the grading breakdown. Final letter grades will be given as follows:

- A** Outstanding scholarship and an unusual degree of intellectual initiative
- B** Superior work done in a consistent and intellectual manner
- C** Average grade indicating a competent grasp of subject matter
- D** Inferior work of the lowest passing grade, not satisfactory for fulfillment of prerequisite coursework
- F** Failed to grasp the minimum subject matter; no credit given

Course Policies

Grades of "Incomplete"

No Incomplete Grades will be given in this course. Please plan ahead and complete all assignments by your course end date. Incomplete grades are only given under extreme circumstances and in accordance with University Policy. Examples of extreme circumstances include injury, illness, or emergency and must be accompanied by official documentation from a medical doctor or facility.

Instructor and Student Communication

Questions for this course can be emailed to the instructor at james.balicao@chaminade.edu. Online and phone conferences can be arranged. Response time is 2 to 3 Business Days.

Email Guidelines:

- Use your Chaminade email account.
- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.

Canvas Discussion Guidelines:

- Do not make insulting or inflammatory statements. Be respectful of others' ideas.
- Be patient and read the comments of others thoroughly before posting your remarks.
- Be positive and constructive.
- Consider how your posts help to further the discussion and/or meet course learning outcomes.

Additional Services

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. 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 Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Canvas Technical Assistance:

- Search for help on specific topics or get tips on the [Canvas Student Guide](#)
- [Live chat with Canvas Support for students](#)
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video to get you started](#)
- Contact the Chaminade IT Helpdesk for technical issues: cstechsupport@chaminade.edu or call (808) 735-4855

Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check [Kōkua 'Ike's website](#) for the latest times, list of drop-in hours, and information on scheduling an appointment.

Chaminade University Policies

Student Conduct Policy

Campus life is a unique situation requiring the full cooperation of each individual. For many, Chaminade is not only a school, but a home and a place of work as well. That makes it a community environment in which the actions of one student may directly affect other students. Therefore, each person must exercise a high degree of responsibility. Any community must have standards of conduct and rules by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled

through an established student conduct process, outlined in the Student Handbook, and operated within guidelines that honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website under Student Life.

For further information, [please refer to the Chaminade Catalog](#).

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. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Attendance Policy

Flex students are expected to attend asynchronously and submit coursework in the classes they are registered in. Student should notify their instructors when illness or other extenuating circumstances prevent them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu ADA Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes.

Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should first communicate with the instructor to review options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion. Please refer to Chaminade's attendance policy in the [Academic Catalog](#).

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.