

Chaminade University
COM200: Introduction to Mass Communication
Spring 2014

Instructor: Danielle Lum, APR
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Textbook: Media Now: Understanding Media, Culture and Technology 8th(?) Edition

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: COM101 and EN102.

Requirements:

- **Attendance.** Regular, on time attendance is expected. Failure to attend class will negatively affect your grade. Excused absences must be declared in advance. Absences due to illness should be accompanied by a doctor's note. Athletes should have a letter from his/her coach prior to missing class.
- **Timeliness.** Students are expected to be on time, ready to participate in class.
- **Participation.** There will be ample opportunity for group discussions. Positive participation is expected. Disruptive behavior will not be tolerated and can result in loss of points and expulsion from class.
- **Quizzes.** There will be a two pre-announced quizzes scattered throughout the semester.
- **Exams.** There will be a mid-term and final exam. The midterm will be announced during class. The final exam will be cumulative and comprehensive.
- **Cell phones.** Please turn cell phones off before coming to class. Ringing cell phones will cost the owner 2 points. Should my cell phone go off during class, the entire class will receive 2 points.
- **Outside Reading.** You are expected to read the Honolulu Star Advertiser each day.

Grading: There will be a maximum of 575 points possible for the semester, allocated as follows:

Final Exam: 250 points
Mid-Term Exam: 125 points
Quizzes: 100 points

428 - 475 points A
380 - 427 points B
332 - 379 points C
285 - 331 points D
<284 points F