

Chaminade University
COM200: Introduction to Mass Communication
Spring 2008

Instructor: Danielle Lum, APR
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Textbook: Understanding Mass Communication: A Liberal Arts Perspective (7th Ed). DeFleur/Dennis

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. Unexcused absences will result in the loss of 3 points per absence. Unexcused tardiness will result in the loss of 2 points per tardy.
- **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 quizzes every Friday. The quizzes will be worth up to 10 points. Failure to take a quiz will result in zero points for that quiz.
- **Mid-Term Exam.** The mid-term is scheduled for February 22, 2008 at 10:30 a.m.
- **Final Exam.** The final examination will be cumulative and comprehensive of the textbook, lectures, guest speakers, and current events. The date of the exam Tuesday, May 6 at 10:30 a.m.
- **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.
- **Blog.** Students will blog at least once per week on topics as assigned. Late blogs will be docked points as indicated on the assignment sheet.
- **Outside Reading.** You should read the Honolulu Advertiser and the Honolulu Star Bulletin each day.

Grading: There will be a maximum of 700 points possible for the semester, allocated as follows:

Final Exam:	250 points
Mid-Term Exam:	150 points
Quizzes:	100 points
Blog Assignment:	150 points
Attendance:	50 points

630 – 700 points	A
560 – 629 points	B
490 – 559 points	C
420 – 489 points	D
<419 points	F

CHAMINADE UNIVERSITY
COM 200 -- SPRING SEMESTER 2008
IMPORTANT COURSE & ASSIGNMENT DATES

Week	Date	Topic	Assignment
1	Mon, Jan 14, 2008	Introductions/Expectations	
	Wed, Jan 16, 2008		Chapter 1
	Fri, Jan 18, 2008		URL DUE; QUIZ
2	Mon, Jan 21, 2008	HOLIDAY	HOLIDAY
	Wed, Jan 23, 2008		Chapter 2 & 3
	Fri, Jan 25, 2008		BLOG; QUIZ
3	Mon, Jan 28, 2008	GUEST: TREENA SHAPIRO	
	Wed, Jan 30, 2008		Chapter 4
	Fri, Feb 1, 2008		BLOG; QUIZ
4	Mon, Feb 4, 2008	GUEST: BLAINE FERGESTROM	
	Wed, Feb 6, 2008		Chapter 5 & 6
	Fri, Feb 8, 2008		BLOG; QUIZ
5	Mon, Feb 11, 2008	GUEST: KELLI ABE TRIFONOVICH	
	Wed, Feb 13, 2008		Chapter 7 & 8
	Fri, Feb 15, 2008	Midterm Review.	BLOG; QUIZ
6	Mon, Feb 18, 2008	HOLIDAY	HOLIDAY
	Wed, Feb 20, 2008		
	Fri, Feb 22, 2008		MIDTERM EXAM
7	Mon, Feb 25, 2008	GUEST: JOVI SANTIAGO	
	Wed, Feb 27, 2008	GUEST: TBA	
	Fri, Feb, 27, 2008	NO CLASS	BLOG
8	Mon, Mar 3, 2008		Chapter 16
	Wed, Mar 5, 2008		
	Fri, Mar 7, 2008		BLOG; QUIZ
9	Mon, Mar 10, 2008	GUEST: TBA	
	Wed, Mar 12, 2008		Chapter 9 & 10
	Fri, Mar 14, 2008		BLOG; QUIZ
10	Mon, Mar 17, 2008	GUEST: TBA	
	Wed, Mar 19, 2008		Chapter 11
	Fri, Mar 21, 2008	HOLIDAY	HOLIDAY
11	Mon, Mar 24, 2008	HOLIDAY	HOLIDAY
	Wed, Mar 26, 2008	HOLIDAY	HOLIDAY
	Fri, Mar 28, 2008	HOLIDAY	HOLIDAY
12	Mon, Mar 31, 2008	GUEST: RUSS ELWELL & YVONNE KANO HOLANI	

	Wed, Apr 2, 2008		
	Fri, Apr 4, 2008		BLOG; QUIZ
13	Mon, Apr 7, 2008	GUEST: EVELYN HUNTER	
	Wed, Apr 9, 2008		Chapter 12
	Fri, Apr 11, 2008		FINAL BLOG; QUIZ
14	Mon, Apr 14, 2008	GUEST: AMY HENNESSEY	
	Wed, Apr 16, 2008	GUEST: ERIC EPLING	
	Fri, Apr 18, 2008	NO CLASS	
15	Mon, Apr 21, 2008		Chapter 13 & 14
	Wed, Apr 23, 2008		
	Fri, Apr 25, 2008		QUIZ; Chapter 15
16	Mon, Apr 28, 2008		
	Wed, Apr 30, 2008		
	Fri, May 2, 2008	Final Review.	