

Chaminade University
COM 200 Introduction to Mass Communication
Spring 2009

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. Excused absences must be declared in advance. Absences due to illness must be accompanied by a doctor's note. Athletes should have a letter from his/her coach **prior** to missing class. Failure to attend class will negatively affect your grade as follows:
 - **First two absences are without penalty. Use these for emergencies and illness**
 - **Your third absence will lower your final course average by 10 points**
 - **Each subsequent absence will lower your final course average by 4 points**
 - **You must attend 45 minutes of the 50-minute class to be counted present**
- **Timeliness.** Students are expected to be on time, ready to participate in class. Unexcused tardiness will result in the loss of 2 points per tardy, no grace period.
- **Participation.** There will be ample opportunity for group discussions. Positive participation is expected. Disruptive behavior will not be tolerated and will result in loss of points and expulsion from class.
- **Quizzes.** There will be many quizzes, each worth 10 points. Failure to take a quiz will result in zero points for that quiz. No make ups will be allowed, except if the absence is arranged PRIOR to the class being missed.
- **Textbook.** The above-named textbook is required. Bring it to each class session unless told otherwise. Students will be docked 5 points if they do not have their textbook during in-class discussions.
- **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.
- **Assignment.** There will be one written assignment due this semester. No late work will be accepted. Failure to hand in the assignment on the due date will result in a zero for the assignment.
- **Exams.** There will be a midterm and final exam for this class. Final will be cumulative.
- **Cell phones.** Turn off cell phones 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 Advertiser and the Honolulu Star Bulletin each day.

Grading: There will be a maximum of 800 points possible for the semester, allocated as follows:

Final Exam:	250 points	720 - 800 points A
Mid-Term Exam:	150 points	640 - 719 points B
Assignment:	120 points	560 - 639 points C
Blogs	130 points	480 - 559 points D
Quizzes	150 points	<479 points F

DATE	TOPIC	QUIZ	BLOG	ASSIGNMENT
Mon, Jan 12, 2009	Introductions/Expectations			Read Chap 1 by Wed
Wed, Jan 14, 2009	Discussion: The basics of mass communications			
Fri, Jan 16, 2009	Discussion: The basics of mass communications			URLS due
Mon, Jan 19, 2009	HOLIDAY			HOLIDAY
Wed, Jan 21, 2009	Discussion: The basics of mass communications		BLOG	Read Chap 2 by Fri
Fri, Jan 23, 2009	Discussion: Books as Mass Media	QUIZ		Read Chap 3 by Mon
Mon, Jan 26, 2009	Discussion: The history of newspapers	QUIZ		
Wed, Jan 28, 2009	Discussion: The history of newspapers		BLOG	
Fri, Jan 30, 2009	Discussion: The history of newspapers			Read Chap 4 by Mon
Mon, Feb 2, 2009	Discussion: Magazines and their role in society	QUIZ		
Wed, Feb 4, 2009	Discussion: Magazines and their role in society		BLOG	Read Chap 5 by Fri
Fri, Feb 6, 2009	Discussion: Movies through the ages	QUIZ		Read Chap 6 by Mon
Mon, Feb 9, 2009	Discussion: The history of radio	QUIZ		
Wed, Feb 11, 2009	Discussion: The history of radio		BLOG	
Fri, Feb 13, 2009	Discussion: The history of radio			Read Chap 7 by Mon
Mon, Feb 16, 2009	Discussion: The boob tube	QUIZ		
Wed, Feb 18, 2009	Discussion: The boob tube		BLOG	
Fri, Feb 20, 2009	Discussion: The boob tube			Read Chap 8 by Mon
Mon, Feb 23, 2009	Discussion: What the book calls "New Media"	QUIZ		
Wed, Feb 25, 2009	Discussion: What the book calls "New Media"		BLOG	
Fri, Feb 27, 2009	Midterm Review	QUIZ		
Mon, Mar 2, 2009	MIDTERM EXAM			Read Chap 9 by Wed
Wed, Mar 4, 2009	Discussion: International Media		BLOG	
Fri, Mar 6, 2009	Discussion: International Media			Read Chap 10 by Mon
Mon, Mar 16, 2009	Discussion: Pop Culture	QUIZ		
Wed, Mar 18, 2009	Discussion: Pop Culture		BLOG	Read Chap 11 by Fri
Fri, Mar 20, 2009	Discussion: Making people want what they don't need	QUIZ		
Mon, Mar 30, 2009	Discussion: Making people want what they don't need			
Wed, Apr 1, 2009	Discussion: Making people want what they don't need		BLOG	Read Chap 12 by Fri
Fri, Apr 3, 2009	Discussion: Putting your best foot forward	QUIZ		
Mon, Apr 6, 2009	Discussion: Putting your best foot forward			
Wed, Apr 8, 2009	Discussion: Putting your best foot forward		BLOG	Read Chap 13 by Fri
Fri, Apr 10, 2009	Discussion: The Audience	QUIZ		
Mon, Apr 13, 2009	Discussion: The Audience			Read Chap 14 by Wed
Wed, Apr 15, 2009	Discussion: Controls, Policies, Economics	QUIZ	BLOG	
Fri, Apr 17, 2009	Discussion: Controls, Policies, Economics			Read Chap 15 by Mon
Mon, Apr 20, 2009	Discussion: Theories and other fun stuff	QUIZ		Assignment Due
Wed, Apr 22, 2009	Discussion: Theories and other fun stuff		BLOG	Read Chap 16 by Fri
Fri, Apr 24, 2009	Discussion: Ethics and why we shouldn't do the fun stuff	QUIZ		
Mon, Apr 27, 2009	Discussion: Ethics and why we shouldn't do the fun stuff			
Wed, Apr 29, 2009	Discussion: Ethics and why we shouldn't do the fun stuff		BLOG	
Fri, May 1, 2009	Final Exam Review			