El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	**Communication**
COURSE RUBIC AND NUMBER	**COMM 1307**
COURSE TITLE	**Introduction to Mass Communication (C) (HFA)**
COURSE CREDIT HOURS	**3 3 : 0** **Credits Lec Lab**

I. Catalog Description

Survey of basic content and structural elements of mass media and their functions and influences on society. **Prerequisite: Placement at college-level English Language Arts Reading by TSIA2 or equivalent; OR completion with a "C" or better or concurrent enrollment in the following: INRW 0311 or INRW 0312 or ESOL 0340. (3:0).**

II. Course Objectives

Recognizing the need to understand the impact media have on all aspects of society, students will explore the role of media in the ongoing development of human culture. Students will gain a broad foundation in the issues, influence and behind-the-scenes processes of communications media. Students will be able to develop an interdisciplinary understanding of media within a historical context.

Specifically, in meeting these objectives, students will be able to:

A. Demonstrate **communication skills** through effective written, oral, and/or visual communication in recognition of the media's roles in changing global political and cultural settings as they discuss media trends and their possible influences on those settings.

B. Develop a strong historical sense of the origin and development of mass communication technologies and identify new technological developments.

C. Demonstrate **critical thinking skills** through engaging in creative thinking, innovation, and inquiry, and demonstrate analysis, evaluation and synthesis of information as they describe the variety of relationships between media and their audiences.

D. Outline the governmental regulation of media based on constitutional principles.

E. Demonstrate **social responsibility skills** through intercultural competence, knowledge of civic responsibility, and/or the ability to engage effectively in local, regional, national, and global communities as they recognize the ethical and philosophical issues that arise in media culture and develop a framework from which to analyze them.

F. Outline the behind-the-scenes operations and decision-making processes of all major mass communication industries.

G. Demonstrate **personal responsibility skills** through the ability to connect choices, actions and consequences to ethical decision-making as they analyze the complex relationship between media and society.

H. Synthesize course concepts by applying them to newly emerging media.

I. Attend Mass Communication Colloquia and Speaker series events to be informed about current business practices in the Mass Communication landscape.

III. THECB Learning Outcomes (ACGM)

Upon successful completion of this course, students will:

1. Demonstrate understanding of the fundamental types, purposes, and relevance of mass communication.
2. Demonstrate understanding of mass media in historic, economic, political, and cultural realms.
3. Demonstrate understanding of the business aspects of mass media and the influence of commercialism.
4. Demonstrate understanding of evolving media technologies and relevant issues and trends.
5. Demonstrate understanding of mass media values, ethics, laws, and industry guidelines.
6. Demonstrate understanding of globalization of mass media.
7. Demonstrate understanding of media effects on society.

IV. Evaluation

A. Learning Activities

Students will participate in a variety of learning activities throughout the semester that will track their progress toward meeting course objectives, including but not limited to, in-class assignments, quizzes, weekly journal writing assignments, exams, group projects, and research papers. Depending on the course instructor, all of these activities or only a selection may be used.

Grading Scale

90-100	=	A
80-89	=	B
70-79	=	C
60-69	=	D
Below 60	=	F
Incomplete	=	I
Withdrew or Withdrawn	=	W

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.