

Mass Communication & Culture  
COMM 3305  
Fall 2015

Instructor: Dr. Esther Rumsey

Office: FAB 203 A

Office Hours: Tuesday, Wednesday & Thursday 2:00 pm to 5:00 pm (other times available by appointment)

Telephone: 837-8211

Email: erumsey@sulross.edu

**Textbook:** Bryant, J., Thompson, S., and Finklea, B. (2013). Fundamentals of Media Effects. Waveland Press ISBN: 978-1-57766-785-8 You may purchase the textbook from the Sul Ross Bookstore or an online vendor, but you will need to have the book available for the first day of classes.

**Course Overview:**

This course is designed to explore the research and theory that attempt to explain the effect of mass communication on individuals and society. The course will primarily concentrate on the mass media of the last two centuries, considering how they have been shaped by society and how they have affected society by reviewing relevant theory and research.

This course will help students to:

- Understand the essentials of mass media and information technologies and industries.
- Understand the process and effects of mass media and be a critical consumer of media.
- Understand and be critically aware of the effects of information technology.

**Course Design:**

**Quiz/Tests:** Each week a chapter quiz will be posted on Blackboard. You are responsible for logging onto black board and completing the quiz. I strongly advise that you complete all of the concept quizzes for a unit before the date of the Unit Exam.

**Discussion Questions** You are expected to respond to the discussion question for each chapter by typing a one page response to the question. Discussion question responses are due on Thursday each week for the chapter covered that week. Completed discussion question papers should be submitted on Blackboard to ensure receiving credit for the paper. The question will be posted on Blackboard by Tuesday each week.

**Unit Exams:** At the end of each unit you will complete an exam that covers the material presented in the unit.

**Class Participation and Attendance:** This course is designed to be a discussion class. It is essential that you attend class and participate in class discussions if the class is going to be a success. Failure to attend class regularly and contribute to the class discussion will result in a reduction in your course grade.

**Program Learning Outcomes:** This course is a required course on one or more of the communication degree plans. It contributes to the program learning outcomes developed for the communication major. These include:

1. Student will be able to demonstrate the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. Student will be able to demonstrate the ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Student will be able to demonstrate the ability to complete appropriate discipline specific writing assignments.
4. Student will be able to demonstrate the ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Student will be able to demonstrate competent use of media technology including video, audio, and internet-based technology.

**ADA Needs:**

It is Sul Ross University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of a physical, mental, or learning disability, please contact instructor.

**Grading:**

Grades will be based on attendance and participation in class, completion of questions for critical thinking associated with each chapter and unit exams.

Discussion Questions	30%
Chapter Concept Quizzes	30%
Unit Exams	30%
Class Participation	10%

## Semester Schedule:

### Unit One - Overview and History

25-Aug One  
27-Aug One  
1-Sep Two  
3-Sep Two/Three  
8-Sep Three  
10-Sep Unit One Exam

### Unit Two - Theory and Concepts

15-Sep Four  
17-Sep Four  
22-Sep Five  
24-Sep Six  
29-Sep Six  
1-Oct Seven  
6-Oct Eight  
8-Oct Eight  
13-Oct Nine  
15-Oct Nine/Ten  
20-Oct Ten  
22-Oct Unit Two Exam

### Unit Three - Media Effects

27-Oct Eleven  
29-Oct Eleven  
3-Oct Twelve  
5-Oct Thirteen  
10-Oct Fourteen  
12-Oct Fifteen  
17-Oct Sixteen  
19-Oct Seventeen  
24-Oct Unit Three Exam  
26-Oct Thanksgiving

### Wrap Up - New Media

1-Dec Eighteen and Nineteen  
3-Dec Dead Day  
  
10-Dec Final 10:15