Course Information

Date Submitted: 6/4/2013

Current Prefix and Number: COM - Communication , COM 249 - MASS MEDIA/MASS CULTURE

Other Course:

Proposed Prefix and Number: COM 249

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course?   No

1. General Information

a. Submitted by the College of: College of Communication and Information

b. Department/Division: Communication

c. Is there a change in 'ownership' of the course?   No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Don Lowe

Email: Don.Lowe@uky.edu

Phone: 859-257-5339

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: No   OR Effective Semester: Summer 2014

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: MASS MEDIA AND MASS CULTURE

Proposed Title: MASS MEDIA AND MASS CULTURE

c. Current Transcript Title: MASS MEDIA/MASS CULTURE

Proposed Transcript Title:

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit?   No

Proposed to be repeatable for additional credit?   No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?   No

2i. Current Course Description for Bulletin: An examination of the interplay between the technology and content of the mass communication media and culture.

Proposed Course Description for Bulletin: An examination of the interplay between the technology and content of the mass communication media and culture.

2j. Current Prerequisites, if any: Prereq: CIS 110, CIS 111

Proposed Prerequisites, if any: Prereq: CIS 110, CIS 111

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus?   No

Proposed to be taught off campus?   No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed?   No

If YES, explain and offer brief rational:

5a. Are there other depts. and/or pgms that could be affected by the proposed change?   No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program?   No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Don Lowe

Instructor Email: Don.Lowe@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? This course provides for timely and appropriate interaction between students and faculty and among students in a variety of ways including interactive online lectures and discussion, faculty hosted virtual office hours, discussion board exchange among students. The syllabus conforms to Senate guidelines and Distance Learning considerations.

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Students in this course will utilize a similar textbook to that of students in a face-to-face setting. The course goals remain the same and student work will be assessed in the same way as in a FTF setting, papers will be evaluated via Blackboard, and so on.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The academic offense policy will remain the same in the DL course as in the FTF course. SafeAssign (via Blackboard) will be utilized if the instructor deems necessary to ensure the integrity of student work. Blackboard will be used for this DL course and is password protected.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? NO

If yes, which percentage, and which program(s)? NA

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students in this course will still have access to students services on campus if needed and can take advantage of library services specifically designed for DL students. The instructor will also post additional resources as needed electronically.

6.How do course requirements ensure that students make appropriate use of learning resources? Students in this course are asked to conduct research for assignments (they are encouraged to use the library services dedicated to DL courses), and are also encouraged to use the relevant labs on campus (MC3 lab, writing center, etc.).

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Equipment appropriate to the course or program (webcam, software packages, etc.) will be available for purchase in the bookstore. Students are provided with electronic access to library services and other on-campus resources as needed. Students can also take advantage of on-campus resources/labs such as the writing center and MC3 lab if necessary.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?   The syllabus provides information related to IT services available for students.

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.   NA

10.Does the syllabus contain all the required components?   YES

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Don Lowe

SIGNATURE|JMETT2|Joanie Ett-Mims|COM 249 CHANGE Undergrad Council Review|20131111

SIGNATURE|CEMONA2|E C Monaghan|COM 249 CHANGE College Review|20130618

SIGNATURE|LLST223|LLST223|COM 249 CHANGE Dept Review|20130604

Courses	Request Tracking

Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

[Browse...]   Upload File

	ID	Attachment
Delete	2446	COM 249DL syllabus (revised).docx

[First] 1 [Last]

Select saved project to retrieve...   ☐   Get   New

NOTE: Start form entry by choosing the Current Prefix and Number
(*denotes required fields)

Current Prefix and Number:	COM - Communication COM 249 - MASS MEDIA/MASS CULTURE	⌄	*Proposed Prefix & Number:*	COM 249

*	What type of change is being proposed?	☐ Major Change ☑ Major – Add Distance Learning ☐ Minor - change in number within the same hundred series, exception (same "hundred series" ☐ Minor - editorial change in course title or description which does not in content or emphasis ☐ Minor - a change in prerequisite(s) which does not imply a change in c or emphasis, or which is made necessary by the elimination or significant the prerequisite(s) ☐ Minor - a cross listing of a course as described above

Should this course be a UK Core Course? ○ Yes ◉ No
If YES, check the areas that apply:
☐ Inquiry – Arts & Creativity   ☐ Composition & Communications - II
☐ Inquiry – Humanities   ☐ Quantitative Foundations
☐ Inquiry – Nat/Math/Phys Sci   ☐ Statistical Inferential Reasoning
☐ Inquiry – Social Sciences   ☐ U.S. Citizenship, Community, Diversity
☐ Composition & Communications - 1   ☐ Global Dynamics

1.	General Information	
a.	Submitted by the College of: College of Communication and Information	Submission Date: 6/4/2013
b.	Department/Division:	Communication
c.*	Is there a change in "ownership" of the course?	
	○ Yes ◉ No If YES, what college/department will offer the course instead? Select...	
e.*	* Contact Person Name: Don Lowe Email: Don.Lowe@uky.edu Phone: 859-257-5339	
	* Responsible Faculty ID (if different from Contact) Email: Phone:	
f.*	Requested Effective Date:	☐ Semester Following Approval	OR	Specific Term: ᶻ Summer 2014

2.	Designation and Description of Proposed Course.	
a.	Current Distance Learning(DL) Status:	○ N/A ○ Already approved for DL* ◉ Please Add ○ Please Drop
	*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) tha proposed changes do not affect DL delivery.	
b.	**Full Title:**	MASS MEDIA AND MASS CULTURE	*Proposed Title:* *	MASS MEDIA AND MASS CULTU
c.	**Current Transcript Title** (if full title is more than 40 characters):		MASS MEDIA/MASS CULTURE

c.	Proposed Transcript Title (if full title is more than 40 characters):				

d.	**Current Cross-listing:**	☑ N/A		OR	Currently² Cross-listed with (Prefix & Number):	none

	Proposed – ADD³ Cross-listing (Prefix & Number):

	Proposed – REMOVE ³·⁴ Cross-listing (Prefix & Number):

e. Courses must be described by <u>at least one</u> of the meeting patterns below. Include number of actual contact hours ⁵ for each meeting pattern type.

Current:	Lecture 3	Laboratory⁵	Recitation	Discussion	Indep. Stud
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	

Proposed: *	Lecture 3	Laboratory⁵	Recitation	Discussion	Indep. Stud
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other	Please explain:	

f.	**Current Grading System:**	ABC Letter Grade Scale
	Proposed Grading System:*	◉ Letter (A, B, C, etc.) ○ Pass/Fail ○ Medicine Numeric Grade (Non-medical students will receive a letter grade) ○ Graduate School Grade Scale

g.	**Current number of credit hours:**	3	Proposed number of credit hours: *	3

h.*	**Currently, is this course repeatable for additional credit?**	○ Yes ◉ N
*	Proposed to be repeatable for additional credit?	○ Yes ◉ N
If YES:	Maximum number of credit hours:	
If YES:	Will this course allow multiple registrations during the same semester?	○ Yes ○ N

i.	**Current Course Description for Bulletin:**

An examination of the interplay between the technology and content of the mass communication media and culture.

*	Proposed Course Description for Bulletin:

An examination of the interplay between the technology and content of the mass communication media and culture.

j.	**Current Prerequisites, if any:**

Prereq: CIS 110, CIS 111

*	Proposed Prerequisites, if any:

Prereq: CIS 110, CIS 111

k.	**Current Supplementary Teaching Component, if any:**	○ Community-Based Experience

		○ Service Learning
		○ Both
	Proposed Supplementary Teaching Component:	○ Community-Based Experience
		○ Service Learning
		○ Both
		◉ No Change

3.	**Currently, is this course taught off campus?**	○ Yes ◉ N
*	*Proposed to be taught off campus?*	○ Yes ◉ N
	If YES, enter the off campus address:	
4.*	**Are significant changes in content/student learning outcomes of the course being proposed?**	○ Yes ◉ N
	If YES, explain and offer brief rationale:	

5.	**Course Relationship to Program(s).**	
a.*	**Are there other depts and/or pgms that could be affected by the proposed change?**	○ Yes ◉ N
	If YES, identify the depts. and/or pgms:	

b.*	**Will modifying this course result in a new requirement[2] for ANY program?**	○ Yes ◉ N
	If YES[2], list the program(s) here:	

6.	**Information to be Placed on Syllabus.**	
a.	☐ Check box if <u>changed to</u> 400G or 500.	If <u>changed to</u> 400G- or 500-level course you must send in a syllabus and *you must include the differen;* between undergraduate and graduate students by: (i) requiring additional assignments by the graduate and/or (ii) establishing different grading criteria in the course for graduate students. (See *SR 3.1.4.*)

Distance Learning Form

This form must accompany <u>every</u> submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for fields are required!

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instruct the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technolo;

A number of specific requirements are listed for DL courses. **The *department* proposing the change in delivery method is responsible for ensuring that the require are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent e students utilizing DL (available at http://www.uky.edu/USC/New/forms.htm).

Course Number and Prefix:	COM 249	Date:	6/4/2013
Instructor Name:	Don Lowe	Instructor Email:	Don.Lowe@uky.edu

Check the method below that best reflects how the majority of the course content will be delivered.

Internet/Web-based ☑   Interactive Video ☐   Hybrid ☐

Curriculum and Instruction

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to Universit Syllabus Guidelines, specifically the Distance Learning Considerations?

    This course provides for timely and appropriate interaction between students and faculty and among students in a variety of ways including interactive online lectures and discussion, faculty hosted virtual office hours,

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goal of student learning outcomes, etc.

Students in this course will utilize a similar textbook to that of students in a face-to-face setting. The course goals remain the same and student work will be assessed in the same way as in a FTF setting, papers will be

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; acade policy; etc.

The academic offense policy will remain the same in the DL course as in the FTF course. SafeAssign (via Blackboard) will be utilized if the instructor deems necessary to ensure the integrity of student work. Blackboard will be used

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any as defined above?

NO

Which percentage, and which program(s)?

NA

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delive months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom sett

Students in this course will still have access to students services on campus if needed and can take advantage of library services specifically designed for DL students. The instructor will also post additional resources as neede

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students in this course are asked to conduct research for assignments (they are encouraged to use the library services dedicated to DL courses), and are also encouraged to use the relevant labs on campus (MC3 lab, writing

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

Equipment appropriate to the course or program (webcam, software packages, etc.) will be available for purchase in the bookstore. Students are provided with electronic access to library services and other on-campus resources as

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/o course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

The syllabus provides information related to IT services available for students.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

◉ Yes
○ No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said tec

NA

10. Does the syllabus contain all the required components, below? ☑ Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (http://www.uky.edu/DistanceLearning) and Information Technology Customer Service Center (http://www.uky.edu/UKIT/Help/; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
  - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Reso The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodat details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (http://www.uky.edu/Libraries/DLLS)
  - Carla Cantagallo, DL Librarian
  - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
  - Email: dllservice@email.uky.edu
  - DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

Don Lowe

Abbreviations: DLP = Distance Learning Programs ATL = Academic Technology Group Customer Service Center = 859-218-HELP (http://www.uky.edu/UKIT/Help)

Revised
8/09

[1] See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "r
form will be sent to appropriate academic Council for normal processing and contact person is informed.

[2] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

[3] Signature of the chair of the cross-listing department is required on the Signature Routing Log.

[4] Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

[5] Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab me
meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See *SR 5.2.1.*)

[6] You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.

[7] In order to change a program, a program change form must also be submitted.

Submit as New Proposal   Save Current Changes

COM 249-200 Mass Media and Culture
Department of Communication
University of Kentucky
Summer II 2014 Syllabus

Instructor:
Email:
Class: Online (Access to Blackboard and Webcam)
Virtual office hours:

COURSE GOAL AND RATIONALE

This course provides an examination of the interplay between the technology and content of the mass communication media and culture.

STUDENT LEARNING OUTCOMES

At the end of this course, students will:
- articulate a basic understanding of mass media through a historical perspective
- explain the system of governing laws and regulations affecting mass media
- describe the structure of mass media as an industry
- distinguish the differences among the dimensions of mass media literacy including the cognitive, emotional, aesthetic, and moral dimensions
- critically evaluate a variety of mass media as communication

As a lower division requirement to earn a major in Communication (Track options: Business and Organizational Communication, Health Communication, Digital and Mass Communication, Human Communication, Honors), this course is one of five that addresses the following student learning outcomes:
- organize and express ideas clearly in written form using proper APA style
- organize and express ideas clearly in oral form, including reference citations and effective presentational aids
- describe communication studies from a social science perspective
- locate, identify, comprehend, and summarize information obtained from scholarly peer reviewed articles
- demonstrate ethical communication practices

REQUIRED MATERIALS

Hansen, R. (2011). Mass Communication: Living in a Media World. CQPress. 4th Edition.
        ISBN: 1452202990 ISBN-13: 9781452202990
*Textbook Website: masscomm.cqpress.com/
*Any additional chapters and articles will be posted on the course website or distributed in class
*Email Account: All students must have a working UKY email account and check it daily.

COM 249 ONLINE COURSE POLICIES

Minimum Technology Requirements

Complete the following steps to make sure your computer is correctly configured and the necessary software is installed.

1. Go to this site to check the minimum hardware, software, and browser requirements: http://wiki.uky.edu/blackboard/Wiki%20Pages/Bb9%20Hardware%20and%20Software%20Req uirements.aspx

2. FIREFOX is the recommended Internet browser for this course. Go to https://download.uky.edu/ to download a free version of FIREFOX. Log in with you LINK BLUE ID and password and search for FIREFOX.

3. You will also need Flash, Adobe Acrobat Reader and QuickTime movie player. Go to http://wiki.uky.edu/blackboard/Wiki%20Pages/Browser%20Check.aspx then click BbGO! To download them.

4. You will also need to use Microsoft Word for all written work and Microsoft PowerPoint for presentational aids that accompany your oral presentations.

5. You will also be required to record and upload your oral presentations to the Blackboard Shell for self and peer critiques, as well as links to web pages you design for your digital projects. This means you will need access to a webcam.

Important Contacts:

Help Desk at 218-HELP (4357)
Distance Learning Programs Office: 859-257-3377
Distance Learning Services, Carla Cantagallo, DL Librarian: 859-257-0500, ext. 2171; or 800-828-0439 (option#6); dllservice@email.uky.edu

Procedure for Resolving Technical Complaints: If you experience technical difficulties, contact the Customer Service Center at 859-218-HELP or by email at helpdesk@uky.edu. Please also inform your instructor when you are having technical difficulties.

This course is taught in the Eastern Time Zone. All times listed in this syllabus are ET. If you live outside the ET, you need to account for the time change when turning in assignments.

Attendance and Participation

Online education requires excellent time management and self-motivation. As an accelerated web-based class, attendance means checking the Blackboard website daily for messages or assignment information. Budgeting your time carefully for coursework and reading as if you were attending a class on a campus will help you avoid unforeseen delays and procrastination that will affect your overall performance. As this is a summer online class where you will work according to your own schedule, **I will not take attendance. However, if you do not complete**

assignments on time, according to the schedule deadlines, you will receive a zero for that assignment. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Additionally, participation will serve as an indicator of attendance in this online course. During each week, there may be several activities for you (and possibly your group) to complete (and they may be ungraded). If you do not complete the weekly activities, it will be noted and treated as an unexcused absence.

Even though I will not take attendance, there may be times during the semester when you are unable to meet an assignment, peer review feedback, or self-assessment deadline due to circumstances beyond your control. Excused absences will be given at my discretion on with proof as defined by the UK Student Code 5.2.4.2. Students missing work due to an excused absence must inform me about their excused absence within one week following the period of the excused absence (except where prior notification is required), so we can determine a new deadline. Students will not be penalized for excused absences.

For any emergency situation that arises, e-mail your instructor as soon as you know about the situation.
For further information, see http://www.uky.edu/StudentAffairs/Code/part2.html
        Academic Standards: 5.2.4
        Attendance and Completion of Assignments: 5.2.4.1
        Excused absences: 5.3.4.2

Assignment Submissions
All assignments must be posted to the classroom Blackboard Shell **by 7:00 pm on Friday of the assigned week** (see "Daily Schedule" for details). This includes major and minor writing assignments, oral communication presentation assignments, and visual artifact assignments, as well as self and peer critiques and class discussion postings.

No late assignments will be accepted without prior approval of the instructor and an excused absence as defined above. Please note: *If you fail to complete and submit any of the major assignments (essays or speeches), this will result in an automatic "E" for the course. Note: Graded assignments will be returned to you within one week of submission unless otherwise noted by the instructor.*

Academic Integrity
Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: http://www.uky.edu/Ombud. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of Student Rights and Responsibilities (*available online:* http://www.uky.edu/StudentAffairs/Code/part2.html) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be.

Students may discuss individual assignments among themselves or with an instructor or tutor, but the actual work must be done by the student. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally, and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations Due to Disability
If you have a documented disability that requires academic accommodations, please see your instructor as soon as possible by making an appointment or during scheduled office hours. In order to receive accommodations in this course, you must provide your instructor with a *Letter of Accommodation* from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu).

VIRTUAL CLASSROOM POLICIES

Email Policy
Please allow me 24 hours response time to your emails. If I do not respond within 24 hours, please resend the email. **Please note: sometimes emails from me are sent to your junk folder. I would recommend checking there first before resending an email.*

Late Assignments
Your assignments for this course, including speeches, essays, journals, and informal assignments, are due on the dates indicated. **Late assignments will not be accepted.**

Peer Groups
Because most writers, educators, and other professionals must learn to work collaboratively, you will collaborate--cheerfully--with your peers both in and out of class. I will ask you to form

groups early in the semester. You will work with this group often in class as well. While I do not expect you to develop life-long friendships through this process, it has been known to happen in my classes! Treat everyone in this class as a valued colleague, and you will have few problems. *That means that you will honor all deadlines agreed to by your classmates as though I was the one who set them and in general be respectful.* Consequences for "slacking" may result in anything ranging from a full letter grade deduction for the assignment to a zero (determined on a case-by-case basis).

Blackboard Discussions and Assignment Submission Guidelines

You will be responsible for checking the online syllabus and schedule (Module) before beginning your homework for any changes or updates. I will post all assignments on Blackboard.

All of your work in this class must be available to be posted both on Blackboard and on paper. In general, all assignments will require a title, your name, my name, and the date. **Files must be saved as a .pdf, or .doc, or .docx. Any other format will not be accepted and considered as missing unless corrected before the deadline. Please do not email me your assignments.** You are responsible for keeping back-up (I recommend several) copies of all your work since electronic texts can be lost. Copies of work can be saved in the "Content Collection" area of your Blackboard account. If your assignment is lost in cyberspace, you will be expected you to repost it within the same day.

Discussion Boards and Journals

Discussion Boards are treated much like a classroom conversation with give and take between classmates; by contrast, the Journals are just between the instructor and the student. Below is the rubric for discussion boards. All students will participate in cooperative activities via the discussion board as they work through each topic. Students must participate in these discussion activities a minimum of two times (post and respond) during a topic period. Only those responses that are posted on the discussion board by 7:00 p.m. on Friday will be graded. Each discussion response will be graded separately and an overall grade for participation will be based on the average grade. The following scale will grade discussion participation and journal responses:

Scale for Discussion Boards:
4   Exceptional – thoughtful post(s) and responses across multiple days
3   Professional – thoughtful post(s) and responses on single day
2   Marginal – minimal post(s) and responses across multiple days
1   Unacceptable/Inappropriate – minimal post(s) and responses on single day
0   No participation

Scale for Journal Responses:
4   Exceptional – in depth response using citations from book or lecture
3   Professional
2   Marginal
1   Unacceptable/Inappropriate – one sentence answer that does not convey understanding for the topic
0   No response

Readings & Online Lectures
Your reading assignments are included in the course schedule. Assigned chapters **should be read before you watch the lectures and respond on Bb (discussion/journals/quiz)** so you will be able to make a contribution to the class discussions and activities and perform well on the quizzes and exams. In addition to the textbook, you may, from time to time, be required to read other material that will be put on reserve in Young Library. You may also be assigned online readings in addition to the textbook. If you do not do the reading, do not expect to benefit substantially from the course. Class modules are used to **supplement** rather than to **repeat** the reading material assigned. **PLEASE NOTE: IT IS YOUR RESPONSIBILITY TO WATCH ALL RECORDED LECTURES AND READ THE ASSIGNED READINGS IN ORDER TO BE SUCCESSFUL IN THIS COURSE.**

Written Work
You will be expected to use current **APA 6th Edition** style guidelines for all written work. Use of appropriate grammatical skills in your written work is very important. Your written work will be evaluated on both content and mechanics. Good writing should be reasonably free of mistakes and without composition errors, which are called gross errors (sentence fragments, run-on sentences, subject-verb disagreement, misspelled words, and typographical errors which result in such errors). PLEASE proofread your papers; do not leave it up to your computer software.

All of your work **MUST BE TYPED** (using no more than 12 point type with margins not exceeding 1 inch on the top, right, and bottom, nor 1.5 inches on the left) and double-spaced--unless otherwise indicated by the instructor.

Grievance Procedure
If you have tried to resolve an issue with your instructor and are not satisfied, you should contact Dr. Elisia Cohen, the Chair of the Dept. of Communication at Elisia.Cohen@uky.edu for an appointment.

COM 249 ASSIGNMENTS
You will complete an array of assignments this semester to demonstrate your ability to work to critically evaluate the mass communication and the communication issues surrounding human interaction in various contexts.

MIDTERM/FINAL
There will be a total of two examinations throughout the semester. Mid Term and Final Examinations will be solely on line with the following settings: 1)time restrictions 2)one sitting 3)adaptive release for students with accommodations AND will consist of a combination of questioning methods. Each examination will be a combination of multiple choice, true/false, listing/fill in the blank and short answer/essay and will consist of 50 recall and/or application questions from the chapters assigned prior to the examination. Examinations are cumulative. Review sheets and a review session will be provided prior to both examinations. Please consult the final examination schedule online for day and time (which will be announced in class prior to final examination week). **ALL STUDENTS MUST TAKE BOTH EXAMINATIONS. Failure to do so will result in an E for the class.**

Quizzes
There will be a total of ten quizzes throughout the semester. Each quiz will be multiple choice in format and will consist of ten recall and/or application questions from the chapters assigned prior to the quiz. Quizzes are NOT cumulative and will be retroactive--meaning, you will not be quizzed over material not previously covered in class or assigned in the readings. Some quiz questions may come from material in assigned readings that may not have been discussed in your online lectures.

Annotated Bibliography
An annotated bibliography will be due before your final paper. Annotations are short explanations of the source used. Annotated bibs must contain <u>at least</u> five **peer-reviewed sources** (meaning they come from a refereed, scholarly journal). You may need more than five sources. Annotated bibs must be written in APA 6th edition format, and will not receive credit if written in other formats. Grading will consider format, APA style, and quality of annotations.

Final Paper
Your final paper will allow you to apply your knowledge of Mass Communication Theory to a modern medium. You may choose any of the theories found in the text and discussed in class (a list follows this description). Your assignment is to examine a modern medium (ex- website, TV program, movie, CD, radio program, video games, newspaper, magazine, twitter, gmail) through the application of your chosen theory--ie how does your medium support or refute the theory. You will need to implement APA style (see written work section above) and you will need to reference a minimum of five academic sources (same as in bib). <u>Students need to cite every sentence that contains information that was gathered from other sources. Failure to do so may be construed as plagiarism</u>. Your paper's text should be **no less** than four double spaced pages and no more than five double spaced pages. Failure to adhere to page limits will result in point loss.

Point Distribution

MIDTERM	100
FINAL	100
Quiz One	20
Quiz Two	20
Quiz Three	20
Quiz Four	20
Quiz Five	20
Annotated Bibliography	25
Final Paper	100
Library Assignment	10
TOTAL POINTS POSSIBLE	**435 POINTS**

Determination of Final Grade
The final grade will be determined by adding the total points earned for each of the graded assignments and referring to the grading scale. The final grade is based on number of points accumulated—**NOT PERCENTAGES**. No extra credit is offered in this course. Final grades are not rounded up and are **NOT** negotiable.

Grading Scale

A   435-392
B   391-354
C   353-319
D   318-288
E   287-0

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (http://www.uky.edu/Registrar/AcademicCalendar.htm)

ADDITIONAL STUDENT RESOURCES

The Writing Center and The Multimodal Communication Lab

The Writing Center is located in W. T. Young Library, Thomas D. Clark Study, 5th Floor, West Wing (phone: 859-257-1368). The staff can help you identify and correct problems with your writing. I will not require you to go to The Writing Center, but I recommend that all of you consider going if you feel stuck at any stage of the writing process. You can also schedule an appointment online at:
http://www.uky.edu/IRPE/ie/SACS5thYearReport/Exhibits/5Core%20Requirement%202.10/Writing%20Center%20%28University%20of%20Kentucky%29.htm

The **Multimodal Communication Lab** is located in 107A Grehan (phone: 859-218-0221 or 859-257-8370). The staff can help you identify and correct problems with all aspects of your writing and speaking. You are not require to go to the lab, but again, I recommend that all of you consider going if you feel stuck at any stage of the writing/speaking process. You can also contact the Lab Director, Dr. Jeff VanCleave directly at: jeff.vancleave@uky.edu for an appointment.

Weekly Topics Schedule for COM 249

Week One
- Course Introduction: How to Navigate Blackboard
- Chapter One Living in A Media World
- Mass Media Consumption in the U.S.
- Mass Media in Everyday Life
- Chapter Two Media Effects Theories
- Social Science Research Basics
- Direct Effects Theories
- Indirect Effects Theories
- Critical/Cultural Approach
- Assignments: Quiz 1, Journal One, Discussion Board 1

Week Two
- Chapter Three The Media Business
- Consolidation, Globalization and the Long Tail
- Chapter Four Books
- The Birth of Mass Media
- Chapter Five Magazines
- The Power of Words and Images
- Assignments: Topics for Final Paper, Quiz 2, Journal Two, Discussion Board 2

Week Three

- Chapter Five Magazines
- The Power of Words and Images
- Chapter Six Newspapers and the News
- Reflection of A Democratic Society
- Assignments: Annotated Bibliography for Final Paper, Quiz 3, Journal Three, Discussion Board 3

Week Four
Assignments: Mid Term Examination Chapters 1-6

Week Five

- Chapter Seven Radio and Sound
- Music and Talk Across Media
- Recording Sound
- Chapter Eight Movies
- Mass Producing Entertainment
- Assignments: Quiz 4, Journal Four, Discussion Board 4

Week Six

- Chapter Nine Television
- Broadcast, Cable and Beyond
- Chapter Ten Internet
- Mass Communication Gets Personal
- Assignments: Quiz 5, Journal Five, Discussion Board 5

Week Seven

- Chapter Eleven Advertising
- Selling A Message
- Chapter Thirteen Media Law
- Free Speech and Fairness
- Assignments: Final Paper

Week Eight

- Chapter Fourteen Media Ethics
- Truthfulness, Fairness and Standards of Decency
- Final Examination: All Chapters