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Received(time)	10:22 am
Date	2/8/06

**Ohio Articulation Number (OAN)
Course Submission Form
2005-2006**



College/University Lorain County Community College

Course(s) Submitted(Title & Course #) Introduction to Mass Media TCMN 151 for
Ohio Articulation Number OCM006

Date February 3, 2006 Course 1 of a 1 Course OAN mapping.

Name and title of individual submitting on behalf of the college/university

Name Rosemary Schestag Title Project Manager

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Credit Hours 3 qtr 0 sem 3

Lecture Hours 3

Laboratory Hours 0 (if applicable)

Pre-Requisites(s) Course work (if applicable) None

Placement Score (if applicable)

(Name of test) N/A

(Domain) (Score)

Catalog/Course Description (Includes Course Title and Course #)

Introduction to Mass Media TCMN 151 This course is designed to foster intelligent selection and appraisal of mass media in the communication process; effects of print, radio, film, television and advertising on the public.

The course examines the innovations, inventions, industries, and people that have changed and challenged the work of mass communication. Viewing of selected programs, videos, commercials, slides and film. *Offered Fall Semester.*

Texts/Outside Readings/Ancillary Materials

Dominick, Joseph R. *The Dynamics of Mass Communication*. 8th ed. New York: McGraw-Hill 2005. (ISBN: 0-07-297495-8)

Course Objectives and/or Plan of Work

1. Trace the history, contemporary and the evolution of the mass media including books, newspapers, magazines, radio, television, and new communication technologies. (Cognitive/Knowledge Domain)
2. Recognize the effect of economics, regulation and technology on each media industry. (Cognitive/Knowledge and Affective Domain)
3. Distinguish differences among the structure of media operations and of media-related industries, including advertising and public relations. (Cognitive/Knowledge Domain)
4. To recognized role that mediated communication plays in structuring the social reality of American life. (Cognitive/Knowledge and Affective Domain)
5. Demonstrate media literacy skills to become a more informed media consumer. (Cognitive/Knowledge, Affective and Psychomotor/Performance/Skills Domain)
6. Explicate the philosophical and practical similarities and differences between the United States and global mass media. (Cognitive/Knowledge, Affective and Psychomotor/Performance Domain)

Description of Assessment and/or Evaluation of Student Learning

General Education Outcomes	Assessment Method(s)	
1 Develop the professional competencies to function effectively within their chosen academic disciplines and careers.	Item analysis—essay exam--rubric	

2 Develop technological literacy and demonstrate knowledge of the applications of technology in everyday life.	Rubric Item analysis – essay exam	
6 Develop precision, clarity, and fluency in writing.	Rubric—essay exam	
7 Develop accuracy, conciseness, and coherence in spoken communication	Rubric	
10 Develop an awareness and understanding of gender, ethnic, minority, multicultural, and global issues.	Item analysis--Rubric	

Master Syllabi and Working Syllabi (if both are used)

<p>TCMN 151--Introduction to Mass Communication Lorain County Community College Fall Semester 2005 T & R 1:00-2:15 p.m. LRC 203-204</p>	
Instructor:	Dee Gross, Associate Professor
Office:	Stocker Center (SC) 234
Office Phone:	(440) 366-7095 or 1-800-995-5222 extension 7095
e-mail:	dgross@lorainccc.edu
Office Hours:	Office Hours: Tuesdays and Thursdays: 11:00 a.m. - 1:00 p.m.; Wednesdays: 1:00 p.m. - 2:00 p.m.; or by appointment.
CATALOG DESCRIPTION OF THE COURSE:	
<p>This course is designed to foster intelligent selection and appraisal of mass media in the communication process; effects of print, radio, film, television and advertising on the public. The course examines the innovations, inventions, industries, and people that have changed and challenged the work of mass communication. Viewing of selected programs, videos, commercials, slides and film. <i>Offered Fall Semester.</i></p>	

REQUIRED TEXTBOOK:

Dominick, Joseph R. The Dynamics of Mass Communication. 8th ed.

New York: McGraw-Hill 2005. (ISBN: 0-07-297495-8)

Handouts and reserved reading that the instructor deems appropriate.

COURSE OUTCOMES:

This course is designed to meet the following objectives:

- Trace the evolution of the mass media including books, newspapers, magazines, radio, television, and new communication technologies. (Cognitive Domain)
- Recognize the effects of economics, regulation and technology on each media industry. (Cognitive and Affective Domain)
- Distinguish differences among the structure of media operations and of media-related industries, including advertising and public relations. (Cognitive Domain)
- To recognize the role that mediated communication plays in structuring the social reality of American life. (Cognitive and Affective Domain)
- Demonstrate media literacy skills to become a more informed media consumer. (Cognitive, Affective and Psychomotor Domain)
- Compare and contrast the philosophical and practical similarities and differences between the United States and global mass media. (Cognitive, Affective and Psychomotor Domain)

RATIONALE FOR THE COURSE:

I have several goals for anyone who takes this course. First, I would like you to develop an understanding of how the media have evolved in this country.

This will give you some perspective on the current media. You will see that the American mass media have not always been as they are today. It is my belief that students should have a critical awareness of how the media works.

Along with this understanding of the media, one also needs to cultivate a healthy dose of media skepticism. Students need a critical awareness of the how the mass media works in the world about them, an ability to analyze this process and to make sense of it.

Ultimately the three primary goals of this course are to:

- familiarize you with the history of the mass media in the United States;

- enhance your analytical skills with respect to American mass media; and
- understand the vast impact media's role has upon the world; culturally, politically and economically.

EXAMINATIONS/QUIZZES AND GRADING:

Throughout the semester four unit exams will be administered. These exams will cover classroom lectures and discussion as well as assigned course readings, media presentations and handouts. The exams will be worth 100 points each and include 40 multiple-choice questions and 2 ten-point essay questions.

The majority of the material for the exams will be derived from information dealt with in detail during class; however, material that has been assigned reading can turn up on a test. Each exam is worth 100 points.

Quizzes may be announced or unannounced.

Your final grade will be determined by the following percentage breakdown:

80% Unit Exams (four exams worth 100 points each – 20% each)
10% Homework/ Attendance
10% Global Panel Presentations
100% Final Grade

ASSIGNMENTS:

There will be a homework assignment for each chapter covered in this course. Each assignment is worth a total of 30 points. Written assignments (homework) relating to course discussion and activities will be collected at the beginning of each class for which they were assigned.

EXTRA CREDIT:

Each student has the opportunity to make up to 5 points in each unit of the class, by turning in a relevant example of something related to our class reading, lecture, or discussion. The extra credit will be applied to the homework point total. You may write a brief description of the example and hand it in the week the topic is covered in class. You may be asked to share the example in class. No late extra credit assignments will be accepted.

ATTENDANCE:

Class attendance will be taken at the beginning of the class. Students must be prompt in order to be counted as present for the class. Regular attendance is

essential to satisfactory progress in this course. Excessive absence will endanger successful completion of the course. If you consistently have trouble meeting deadlines and/or attending class I will advise you to withdraw from the course.

This class meets twice weekly; therefore, you are allowed no more than three absences. After three absences 5 points will be deducted from your point total for your final grade for the class. Two late arrivals equal one absence. Two early leaves equal one absence. After six lates or early leaves or a combination of the two, 5 points will be deducted from your point total for the class.

*Students are at all times responsible for all lecture material, announcements, changes in assignments, and the like that might be presented in class.

If you miss an exam you may make it up only if it is a documented medical or personal emergency (death in the family) excuse. If you know you will be absent for an exam in advance, you must make arrangements to take the exam in advance. All make-up must be completed within the week the exam is originally given.

Except in case of extreme emergency, any late assignment will be penalized one letter grade for each class day after the due date. Students must provide doctor excuses for illness. **Incompletes will not be granted except in the case of documented illness, in keeping with College guidelines.**

CLASSROOM POLICIES:

When you are in class, only class related laptop use is permitted. Please, turn cell phones off. While you are in class please do not engage in phone conversations, texting, or instant messaging. Please remove headphones. It's okay to discuss class related issues, but take personal conversations outside of the classroom. These behaviors can be very distracting to those trying to listen to lecture.

This syllabus does not constitute a contract. It is a **tentative** outline of information and activities to be covered in this class. As a tentative guide it is subject to revision. The course calendar **may** be revised based on class size and student learning needs. The intent of this syllabus and calendar is to provide you with an overview of the course assignments, programs, exams and readings. To maintain the integrity of the course, the instructor reserves the right to revise this syllabus and any of its contents at any time during the course by notifying students verbally or by written addendum. Therefore, it is your responsibility to ask the instructor if you have any questions pertaining to the content or the due date of a(n) assignment(s).

ASSIGNMENTS:

This is an introductory level course. As a result, there is a great deal of material to be covered. You should stay caught up with reading and assignments. Class work will involve class lectures, small group work and media viewing. Assignments are due at the class time on the day specified. Homework should be word-processed and double-spaced. Spelling, grammar and neatness will be checked and will affect your homework grade.

LATE WORK:

Any assignments turned in after the date they are due are considered late and will lose one letter grade for each class session past the assignment's original due date.

CAMPUS CODE OF CONDUCT:

LCCC students, faculty, staff and campus visitors are prohibited from engaging in activities that are outlined in the Campus Code of Conduct. Please be reminded that disruptive, disrespectful, or obstructive behavior will be dealt with in terms specific to this syllabus and in accord with the LCCC Code of Student Conduct. Students may refer to the LCCC Catalog for complete details regarding student responsibilities. These policies are listed in the Lorain County Community College 2005-2006 College Catalog on pp. 204-206.

ACADEMIC DISHONESTY:

Plagiarism of any kind: to steal or pass off as one's own the ideas, words, writings, sources of another without giving direct and complete credit; to commit literary theft; to present as new and original ideas, phrases, photos, sentences, or products of any length derived from an existing source without citing the quotation as such and listing the complete source. Any acts of academic dishonesty will be directly referred to the Director of Student Services.

FERPA:

The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. Without written consent from you (if you are 18 or older) or your parent if you are under 18, no information regarding your grades in this course will be released.

WITHDRAWAL:

The last day to withdraw from a regularly scheduled semester class is Friday of the twelfth week of the semester. A withdrawal form must be completed,

signed and submitted to the Connection Center. Check with the register for the last date of withdrawal. Withdrawals from credit courses offered differently than the traditional calendar are calculated proportionately to and consistent with the College policy. See the Lorain County Community College 2005-2006 College Catalog page 150.

OFFICE OF SPECIAL NEEDS:

This office provides a resource program for students with a temporary or chronic disability. These services include classroom accommodations, readers, note taking assistance, tutoring, individualized testing and access assistance. For more information contact Ms. Theo Scott at 366-4124 or at tscott@lorainccc.edu -- See her in LRC 115. For more information related to students with disabilities are listed in the Lorain County Community College 2005-2006 College Catalog on pp. 165.

**Tentative TCMN 151 COURSE CALENDAR
Fall Semester 2005**

<u>DATE</u>	<u>Course Assignment</u>	<u>Chapter</u>
T...8/23	Introduction to the course and course requirements.	1
R...8/25	Communication: Mass and Other Forms	1
T...8/30	Perspectives on Mass Communication	2
R...9/1	Historical and Cultural Context	3
T...9/6	Newspapers 4 Review Panel Assignment	
R...9/8	Newspapers 4	
T...9/13	Magazines 5	
R...9/15	Magazines 5 Book Publishing 6	
T...9/20	Book Publishing 6 Review for Exam I	
R...9/22	Exam I (chapters 1-6)	
T...9/27	Radio 7	

R...9/29	Radio 7	
T...10/4	Sound Recording	8
R...10/6	Motion Pictures	9
T...10/11	Motion Pictures	9
R...10/13	Television	10
T...10/18	Television	10
R...10/20	The Computer and the Internet	11
T...10/25	Review Exam II	
R...10/27	Exam II (chapters 7-11)	
T...11/1	News Gathering and Reporting	12
R...11/3	News Gathering and Reporting	12
T...11/8	Public Relations	13
R...11/10	Advertising	14
T...11/15	Review Exam III Formal Controls: Laws, Rules, Regulations	15
R...11/17	Exam III (chapters 12-14)	
T...11/22	Ethics and Other Informal Controls	16
R...11/24	Thanksgiving – No Classes	
T...11/29	The Global Village: International and Comparative Media Systems	17
R...12/1	Social Effects of Mass Communication	18
T...12/6	NO CLASS -- READING DAY (review for Exam IV and work day for panel presentations)	

R...12/8	Global Panel Presentations
F...12/16	11:00 a.m. – 12:50 p.m. Exam IV (chapters 15-18)

Additional Documentation

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COURSE DESCRIPTION WITH STUDENT OUTCOMES
LORAIN COUNTY COMMUNITY COLLEGE

DIVISION: Arts and Humanities

COURSE TITLE: Introduction to Mass Communication

COURSE NUMBER: TCMN 151

		Contact Hours/Week			Weight		ILU's			
LECTURE/ RECITATION	=	3		LECTURE/ RECITATION	(1.0)	=	3			
LAB				LAB	(0.85)	=	0			
CLINICAL				CLINICAL	(1.0)	=	0			
*	=			*		=				
*	=			*		=				
TOTAL CONTACT HOURS:		3		TOTAL COURSE ILU's		=	3	CREDIT HOURS:	=	3

* Please refer to the "Quality Point Checklist for New and Revised Courses" and/or Pages 500.01 through 500.05 of the Ohio Board of Regents Operating Manual for Two-Year Campus Programs for Instructional Arrangements that are not identified as Lecture/Recitation, Lab or Clinical. (<http://www.regents.state.oh.us/progs/2yrmanual.pdf>)

IS THERE A SEPARATELY SCHEDULED LAB: No
IS THERE A SEPARATELY SCHEDULED CLINICAL: No

SPECIAL FACILITIES: Interactive classroom with access to internet and overhead projection system.

START YEAR/SEMESTER: Fall 1998

PREREQUISITE: None
 (Please indicate course/s that must be taken before this course.)

COREQUISITE: None
 (Please indicate course/s that must be taken with this course.)

CONCURRENT: None
 (Please indicate course/s that must be taken before or with this course.)

CATALOG DESCRIPTION: This course is designed to foster intelligent selection and appraisal of mass media in the communication process; effects of print, radio, film, television and advertising on the public. The course examines the innovations, inventions, industries, and people that have changed and challenged the work of mass communication. Viewing of selected programs, videos, commercials, slides and film. *Offered Fall Semester.* (A special fee will be assessed.)

REQUIRED TEXTBOOK(S)/MATERIAL(S):
 Dominick, Joseph R. The Dynamics of Mass Communication. 8th ed. New York, N.Y.: McGraw Hill, 2005.

TOPICAL OUTLINE: (COMMON CORE TOPICS)

- Theoretical approaches to mass media
- The print media: books, newspapers, magazines
- The electronic media: radio, television and film
- Advertising and public relations
- New Technologies
- Media law and ethics
- International mass media
- Mass communication research

COURSE OUTCOMES & ASSESSMENT:	(Tools, Methods, and Expected Results)
Outcomes	Assessment Method(s) <i>*Most courses will address all three domains. In the instance when only two domains are addressed, include a justification in the Division cover letter.</i>

Trace the evolution of the mass media including books, newspapers, magazines, radio, television, and new communication technologies. (Cognitive/Knowledge Domain)	Item analysis-- essay
Recognize the effects of economics, regulation and technology on each media industry. (Cognitive and Affective Domains)	Item analysis – essay exam
Distinguish differences among the structure of media operations and of media-related industries, including advertising and public relations. (Cognitive Domain)	Item analysis – essay exam
To recognize the role that mediated communication plays in structuring the social reality of American life. (Cognitive and Affective Domains)	Item analysis—essay exam
Demonstrate media literacy skills to become a more informed media consumer. (Cognitive and Affective and Psychomotor Domains)	Item analysis—essay exam --rubric
Compare and contrast the philosophical and practical similarities and differences between the United States and global mass media. (Cognitive, Affective and Psychomotor Domains)	Rubric panel presentation—item analysis—essay exam

GENERAL EDUCATION REQUIREMENT: OUTCOMES AND ASSESSMENT

(Tools, Methods, and Expected Results)

1. Develop the professional competencies to function effectively within their chosen academic disciplines and careers.
2. Develop technological literacy and demonstrate knowledge of the applications of technology in everyday life.
3. Understand and apply methods of scientific inquiry.
4. Develop an appreciation for and an understanding of the arts and humanities.
5. Develop an understanding of the history of the diverse social, economic, and political models of society.
6. Develop precision, clarity, and fluency in writing.
7. Develop accuracy, conciseness, and coherence in spoken communication.
8. Apply mathematical concepts to solve quantitative problems.
9. Develop critical thinking and reasoning skills for problem solving.
10. Develop an awareness and understanding of gender, ethnic, minority, multicultural, and global issues.
11. Develop an appreciation for and an understanding of the benefits of a healthy, active and well-balanced lifestyle.

General Education Outcomes	Assessment Method(s)
1 Develop the professional competencies to function effectively within their chosen academic disciplines and careers.	Item analysis and essay exam--rubric
2 Develop technological literacy and demonstrate knowledge of the applications of technology in everyday life.	Rubric and Item analysis and essay exam
6 Develop precision, clarity, and fluency in writing.	Rubric and essay exam
7 Develop accuracy, conciseness, and coherence in spoken communication	Rubric
10 Develop an awareness and understanding of gender, ethnic, minority, multicultural, and global issues.	Item analysis and rubric

SUGGESTED INSTRUCTIONAL METHOD(S) AND TECHNIQUE(S):

Lecture, focused classroom discussions, question and answer sessions, small group work, panel presentations, audio playbacks, film, web casts, and video screenings.

GRADING PROCEDURES:

- 80% Exams (four unit exams at 20% each)
- 10% Homework/Quizzes/Attendance
- 10% Global Panel Presentations
- 100% Final grade

TRANSFER MODULE REQUIREMENT CHANGES:

- None
- Add to English Composition area of Transfer Module
- Add to Arts/Humanities area of Transfer Module
- Add to Social and Behavioral Sciences area of Transfer Module
- Add to Mathematics area of Transfer Module
- Add to Natural and Physical Sciences area of Transfer Module

MISCELLANEOUS

- OAN Add Ohio Articulation Number (OAN) and Department Code
- G Add "G" for International Course (at least 30% of content is outside U.S.)
- C Course/Cluster Program Review Underway

OTHER RESOURCES INCLUDING EQUIPMENT AND SOFTWARE:

- **Internet access**
- **Interactive classroom**
- Video projection

Date completed: 1/16/06

OBR Use	Action
Approved	
Additional Information Requested	
Rejected	
Date	