

# **NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE**

## **COURSE SYLLABUS**

**Course Title:** Introduction to Mass Communication

**Course #:** COM\* 101

### **Course Description:**

Radio, TV, Movies, the Web... this course reviews basic communication theory, followed by an exploration of the history, structure, and nature of American mass media. Topics include the technological development and business structure of various media industries, media professions, government regulation of the mass media, and the media's impact on culture and society. Special emphasis will be placed on how digital technology and the Internet continue to affect traditional mass communication processes and forms.

**Pre-requisites:** Eligibility for ENG\* 101 (ENG\* 063 and ENG\* 073, or ENG\* 085, or ENG\* 093, or satisfactory scores on placement tests).

### **Goals:**

- To increase students' knowledge and understanding of the mass communication process and the mass media industries
- To increase students' awareness of how they interact with those industries and with media content to create meaning
- To help students become more skilled and knowledgeable consumers of media content

**Outcomes:** By the end of the course, students should be able to:

- Demonstrate their understanding of the relationships among communication, mass communication, culture, and those who live in the culture.
- Recognize trends in mass media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, public relations, hyper-commercialism, convergence, and the move toward digital distribution of mass media product.
- Describe the history and development of individual mass media technologies, and the industries and employment opportunities that have grown up around them.
- Apply their enhanced understanding of mass communication theory toward improving their own media literacy skills.
- Be conversant in a number of controversial media effects issues.
- Demonstrate their understanding of freedom, regulatory, and ethical issues as applied to both mass media industries and individual use of the mass media.

### **College Policies**

**Plagiarism:** Plagiarism and Academic Dishonesty are not tolerated at Northwestern Connecticut Community College. Violators of this policy will be subject to sanctions ranging from failure of the assignment (receiving a zero), failing the course, being removed/expelled from the program and/or the College. Please refer to your "Student Handbook" under "Policy on Student Rights," the Section entitled "Student Discipline," or the College catalog for additional information.

**Americans with Disabilities Act (ADA):** The College will make reasonable accommodations for persons with documented learning, physical, or psychiatric disabilities. Students should notify Dr. Christine Woodcock, the Counselor for Students with Disabilities. She is located at

Green Woods Hall, in the Center for Student Development. Her phone number is 860-738-6318 and her email is [cwoodcock@nwcc.edu](mailto:cwoodcock@nwcc.edu).

**School Cancellations:** If snowy or icy driving conditions cause the postponement or cancellation of classes, announcements will be made on local radio and television stations and posted on the College's website at [www.nwcc.edu](http://www.nwcc.edu). Students may also call the College directly at **(860) 738-6464** to hear a recorded message concerning any inclement weather closings. Students are urged to exercise their own judgment if road conditions in their localities are hazardous.

**Use of Electronic Devices:** Some course content as presented in Blackboard Learn is not fully supported on mobile devices at this time. While mobile devices provide convenient access to check in and read information about your courses, they should not be used to perform work such as taking tests, quizzes, completing assignments, or submitting substantive discussion posts.

**Sexual Assault and Intimate Partner Violence Resource Team:** NCCC is committed to creating a community that is safe and supportive of people of all gender and sexual identities. This pertains to the entire campus community, whether on ground or virtual, students, faculty, or staff.

Sexual assault and intimate partner violence is an affront to our national conscience, and one we cannot ignore. It is our hope that no one within our campus community will become a victim of these crimes. However, if it occurs, NCCC has created the SART Team - Sexual Assault and Intimate Partner Violence Resource Team - to meet the victim's needs.

SART is a campus and community based team that is fully trained to provide trauma-informed compassionate service and referrals for comprehensive care. The team works in partnership with The Susan B. Anthony Project to extend services 24 hours a day, 7 days a week throughout the year.

The NCCC team members are:

Ruth Gonzalez, Ph.D.	860-738-6315	Green Woods Hall Room 207
Susan Berg	860-738-6342	Green Woods Hall Room 223
Kathleen Chapman	860-738-6344	Green Woods Hall Room 110
Michael Emanuel	860-738-6389	Founders Hall Annex Room 308
Seth Kershner	860-738-6481	Library
Jane O'Grady	860-738-6393	Founders Hall Annex Room 212
Robin Orloski	860-738-6416	Business Office Room 201
Patricia Bouffard, Ex-Officio	860-738-6319	Founders Hall Room 103
Savannah Schmitt		Student Representative

At NCCC we care about our students, staff and faculty and their well-being. It is our intention to facilitate the resources needed to help achieve both physical and emotional health.