

JOUR 200 Introduction to Mass Communication/34088

What is JOUR 200?

Thank you for your interest in JOUR 200 Introduction to Mass Communication at Cuesta College! JOUR 200 is an exciting course that serves as a “sampler platter” for the entire spectrum of media. While we do discuss history, we also talk about where media industries are today and where they are going next. We cover everything from books to video games to social media and much more. This class transfers very well to almost any institution and provides you with great insights about the world around you. I hope to have you in class!

Contact information

Instructor: Dr. Jeremy Shermak

Email Address: jeremy_shermak@cuesta.edu

Phone Number: (805) 592-9472

Office Location/ Hours: Office 6214/Tuesdays and Thursdays, 11 a.m. to 1 p.m., Thursdays 4-5 p.m.

Instructor Contact Expectations:

Email is the best way to contact me. You may also call me. Keep in mind that both emails and phone calls during the week will be returned within 24 hours. Emails and phone calls on Friday through Sunday will be returned no later than the end of the day on the following Monday.

Course Environment:

This course meets live on Zoom once a week. Attendance for these Zoom sessions are required. This online course will be using a Web-based Learning Management System Canvas as the method to disseminate information. Canvas provides the framework for the course including lecture material, student data files, the tools to receive and send course materials, and a grade book.

Accessing the Course:

You will see your course in Canvas on the first day of class. You can access Canvas by clicking on Canvas from the top bar of the Cuesta homepage (www.cuesta.edu), or by typing the Canvas address (<https://cuesta.instructure.com/>) into your browser address bar.

If you are not familiar with logging into canvas, please refer to the [Canvas Quick Reference Guide](#). Once logged into Canvas you will be directed on where to get started. Be sure to read all the direction on the course home page.

If you are having difficulty logging into Canvas after [Enter Date] and need assistance please email me or technical support at this email address support@my.cuesta.edu.

Online Learning:

If you have never taken an online class or this is your first experience with Canvas, please be patient with yourself. Online classes are not inherently easier, although they may be much more convenient for many students. You should expect to spend at least as much time, if not more on this course as you would on a course that meets face to face. This course is completely online using Canvas; all coursework (discussions, assignments, quizzes) is submitted online. There are no face-to-face meetings. Please be prepared to spend 8 - 12 hours per week on coursework for this class

IS an ONLINE CLASS FOR YOU?

Go to the **Cuesta College Canvas Tutorial (self-paced)**, there are many resources that were designed to help you understand the basis for an online class and the skills necessary for success. (If the tutorials do **NOT** describe you, then taking this class online is **NOT** for you and I strongly suggest that you drop the online class and enroll in a traditional classroom section.)

Regular Effective Contact policy:

Regular and Effective Instructor Contact will be met through weekly Zoom lectures; weekly instructor initiated threaded discussion forums; weekly announcements to students; timely and effective feedback on student assignments; email, phone or messaging to individuals; and virtual office hours.

Course Description

Presents a survey of mass communication and the interrelationships of media with society including history, structure and trends in a digital age. Discusses theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including gender and cultural diversity.

Student Learning Outcomes

1. Describe the development and history of mass media, including printed, broadcast and digital media as well as public relations and advertising.
2. Evaluate the impact of mass media on society and demonstrate critical thinking skills as a consumer of mass media.
3. Explain the issues the digital revolution presents to different media fields.
4. Explain legal issues related to mass media, including libel, privacy, copyright and freedom of information.

Text Book and Materials

Students are required to have the following textbook:

“Media and Culture: Mass Communication in a Digital Age” by Campbell, Martin, Fabos and Becker. 2022. 13th edition. Printed book (ISBN:9781319244934) or eBook (ISBN:9781319365721) are acceptable. Supplemental Materials necessary for the class, as applicable.

Other required tools/materials:

- Access to Zoom video conferencing (for class meetings)
- Access to Cuesta Google Drive (for submitting assignments)
- Access to Canvas (for most course activities, including assignments, quizzes, etc.)
- Access to your Cuesta email. This is required for class as communications will only be sent to Cuesta emails and via Canvas.

Recommended materials:

Access to local and national news media reports, such as the SLO Tribune, San Francisco Chronicle, Los Angeles Times, The New York Times, The Washington Post, and others. Though encouraged, paid subscriptions are not required for class.

Technical Support

Cuesta students are encouraged to direct all technical support inquiries to support@my.cuesta.edu. If you are having issues with Canvas, or email support@instructure.com.

If you are having difficulty viewing the course or logging in, it may be because you are not using the correct url: <https://cuesta.instructure.com/> or you are using your phone or using an unsupported browser.

Your learning environment is best accessed from a desktop or laptop computer, using Firefox or Chrome. This may solve your problem! Please review the [browser requirements and minimum computer specifications](#).

Accommodations:

This course is designed using an accessible Learning Management System, and course materials have been created with ADA compliance in mind. If you have a disability and might need accommodations in this class such as extended time on exams or other resources. Please contact the instructor as soon as possible so that you can receive appropriate accommodations in a timely manner. You should also contact [DSPS \(Disabled Student Programs & Services\)](#) or at 805-546-3148.

College & Course Policies:

Academic Honesty Policy

Academic dishonesty includes such things cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. It usually involves an attempt by students to show a possession of a level of knowledge or skill, which they in fact do not possess. Cheating is defined as the act of obtaining or attempting to obtain credit for work by the use of any dishonest, deceptive, fraudulent, or unauthorized means. Plagiarism is defined as the act of taking the work of another and offering it as one's own without giving credit to that source. Instructors who believe that an act of academic dishonesty has occurred (1) are obligated to discuss the matter with the student(s) involved; (2) should possess reasonable evidence such as documents or personal observation; and (3) may take whatever action (subject to student appeal) they deem appropriate, ranging from an oral reprimand to an F in the course.

The following table outlines the penalties for academic dishonesty in this course:

| Violation | Class Penalty | College Penalty |
|-----------|---|---|
| First | Zero on assignment; one-letter grade reduction of final grade | Reported to the dean; additional penalties may be pursued |
| Second | Zero on assignment; another letter grade reduction | Dean of Students Office begins disciplinary proceedings that may result in suspension or expulsion. |

In addition to my course policy, please note all students attending San Luis Obispo County Community College District at any district site and when representing Cuesta College in any off-campus activity, assume an obligation to conduct themselves in an acceptable manner compatible with the Student Code of conduct. Please review the [Cuesta College Student Code of conduct](#).

Add / Drop Policy:

Please review the Cuesta policy for adds/drops

- [Add Policy](#)
- [Drop Policy](#)

Waitlist Policy:

If you are waitlisted for the course, you will only be considered for addition if you meet BOTH of the following criteria: 1) you contact me prior to the first week of class; 2) you attend the *entire* first week of class. Even if you meet these criteria, your addition to the class is not guaranteed. In addition to my course specific procedures, please review [Cuesta's waitlist procedure and instructions](#).