

Syllabus

Course Code: COMM 102

Title: Communication Media

Institute: Educational Access & Innovation

Department: Communication Media

Course Description: Students will examine the historical, technological, economic, organizational and social aspects of communication mediated by technology. This course will emphasize the convergence of conventional mass media with new forms of information services and provide knowledge, skills, and perspectives to help prepare students to thrive as consumers and employees in a rapidly changing information society

Prerequisites: None

Corequisites: None

Prerequisites or corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: None

Required Textbook/Materials:

Textbook

<https://www.bkstr.com/brookdaleccstore/shop/textbooks-and-course-materials>

Additional Time Requirements: None

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

- Examine the historical development of American mass media.
- Analyze current industry and regulatory trends.
- Investigate how we are affected by and use mass media both as individuals and members of a group.
- Explore, in writing, how current media issues relate to coursework.
- Utilize library resources, learn to identify appropriate literature and apply course content to analyze and critique that literature.

Course Content:

Unit One: Media and Culture, Media Effects Chapter 1: Media and Culture Chapter 2: Media Effects

Unit Two: Books, Newspapers, Magazines and Music Chapter 3: Books Chapter 4: Newspapers Chapter 5: Magazines Chapter 6: Music

Unit Three: Radio, Movies and Television Chapter 7: Radio Chapter 8: Movies Chapter 9: Television

Unit Four: Electronic Games and Entertainment, Internet and Social Media, and Advertising and Public Relations Chapter 10: Electronic Games and Entertainment Chapter 11: The Internet and Social Media Chapter 12: Advertising & PR

Unit Five: Economics of Mass Media, Ethics of Mass Media and Government and The Future of Mass Media Chapter 13: Economics of Mass Media Chapter 14: Ethics of Mass Media Chapter 15: Media and Government Chapter 16: The Future of Mass Media

Department Policies:

1. Attendance is required at all class meetings. Attendance in class means being in class for the entire class meeting.
2. More than three absences may prevent a student from achieving a satisfactory grade.
3. Standards of student behavior are the same as those described in the College's Code of Conduct. <https://www.brookdalecc.edu/avp-student-affairs/conduct/>
4. **IMPORTANT NOTE** - This course requires the use of the **CANVAS** Learning System. Students who need further assistance with **CANVAS**, they must contact the **Teaching & Learning Center** (732-224-2089).
5. See Instructor Addendum for specific policies for this course and section.

Grading Standard:

Final grades for this course will be calculated as follows: 35% Exams; 25% Media Blog Assignment; 15% Challenge Assignments; 15% Discussions; 10% Study Guides.

Late submissions without prior approval will receive a 20% deduction per day late.

Grading Scale: If final course average is

92 to 100 %, A

90 to 91 % A-

88 to 89 % B+

82 to 87 % B

80 to 81 % B-

78 to 79 %, C+

70 to 77 %, C

61 to 69 %, D

60 % and lower F.

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [Student Handbook](#) and [Catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*