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# **Alabama Department of Postsecondary Education**

## ***Representing Alabama's Public Two-Year College System***

### ***Jefferson State Community College***

#### **MCM 100 Introduction to Mass Communications**

- I. MCM 100 Introduction to Mass Communications – 3 Semester Hours; 3 Contact Hours**
- II. Course Description**

This course provides the student with general study of mass communication and journalism. This course includes theory, development, regulation, operation, and effects upon society.
- III. Prerequisite**

None
- IV. Textbook**

Biagi's *Media/Impact*. current edition. Wadsworth (Required)  
Associated Press Stylebook (Recommended)
- V. General Course Competencies**
  - A. The student will demonstrate knowledge of theories concerning the nature of mass communication.
  - B. The student will demonstrate knowledge of practical applications of the major communications media.
  - C. The student will demonstrate knowledge of elements of regulatory controls which affect mass media in practical applications.
- VI. Course Objectives stated in Performance Terms**

During the course, the student will do the following under the guidance of the instructor:

  - A. Demonstrate knowledge of theories concerning the nature of mass communications
    - 1. Demonstrate understanding of the process of communication
    - 2. Demonstrate understanding of the elements of mass communication
    - 3. Demonstrate knowledge of theories concerning the effects of media upon society

- B. Demonstrate knowledge of practical applications
  - 1. Demonstrate knowledge considerations for print media
  - 2. Demonstrate knowledge of developments in digital media
  - 3. Demonstrate knowledge of photographic media applications
  - 4. Accomplish a write-up suitable for simple print publications
  - 5. Demonstrate skills essential to conduct a broadcast style interview
  - 6. Demonstrate knowledge of skills/requirements applicable to public relations and advertising fields
- C. Demonstrate knowledge of regulatory controls which affect mass media
  - 1. Significance of the First Amendment
  - 2. Copyright laws
  - 3. Libel laws
  - 4. The Federal Communications Commission's functions and powers
  - 5. The Federal Trade Commission's functions and powers

## **VII. Class Activities**

- A. Lectures
- B. Discussion and activities
- C. Examinations and written projects

## **VIII. Evaluations**

The primary method of evaluation will be by written examinations and projects. A student must achieve an average of 60% in order to pass the course.

### **Grading Scale**

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59% and below

## **IX. Attendance**

Class attendance is an essential part of the educational process at Jefferson State, and students are expected to attend all classes for which they are registered to facilitate their academic success. In general, academic performance is impacted by the number of classes a student attends. Financial Aid and other scholarship programs may require stringent attendance. Student absences in all courses (traditional, hybrid, online, etc.) are calculated from the first official day of class. Attendance in Internet and/or Hybrid courses is based on documentable participation in class activities, such as interacting with the instructor and with enrolled students, attending required on-campus meetings and/or submitting course assignments. If a student has excessive absences and is in jeopardy of failing the course, she/he is encouraged to consult with the instructor. Instructors will not withdraw students for any reason. If a student fails to officially withdraw from a course, this failure could result in a grade of "F". Students receiving financial aid or scholarships should consult the Financial Aid Department or their scholarship coordinator to determine how an "F" or "W" may affect their tuition assistance. Students withdrawing from a course after the Withdrawal date has passed will receive a WP (withdraw passing) or a WF (withdraw failing) in the course.

**X. Statement on Discrimination/Harassment**

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

**XI. Americans with Disabilities**

Jefferson State Community College is compliant with Section 504 of the Rehabilitation Act of 1973 and with the Americans with Disabilities Act of 1990 as amended in 2008. Students having known disabilities requiring academic accommodations should contact the ADA Accommodations Office for an appointment ([arsherman@jeffersonstate.edu](mailto:arsherman@jeffersonstate.edu)) or 205-856-6077.

**XII. Assessment of Student Learning Outcomes**

Direct assessments will be made in accordance with the current class Student Learning Outcomes (SLO). This assessment will not be used to figure grades for the class, but will be used to determine class success within current SLO addressed areas. Direct assessment SLO will change every three year cycle.