

Media and Society (CM)

COMM - 1500 001

Course Description

This course focuses on a historical and contemporary analysis of the field of mass communication. The class previews the function, performance, social impact, and structure of individual mass media and the relationships between media audiences, consumers, media producers, and the role of media in the government and democracy.

Semester: All

Course Student Learning Outcomes

- Employ Communication theories, perspectives, principles, and concepts.
- Apply the 5-step Critical Process to critically examine mass media messages.
- Apply ethical mass media communication principles and practices.
- Evaluate the connection between communication and culture and how it incorporates a range of diverse perspectives.

Course Prerequisites

No prerequisites

Engagement Plan

Example language:

- I will respond to email within [insert your timeline]. I will offer feedback on major assignments within [insert your timeline]. The best way to contact me is via the

Canvas Inbox, as I will prioritize this email over other modes of communication.

- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Keys for Success (how to succeed in the course)

Late Work

- Late work will be accepted up to two days past deadline, no questions asked and no explanation needed, but downgraded, a minimum of 5 points will be deducted for every hour late or fraction thereof. This applies to module written work and module discussions only.
 - For example, if a written assignment is due Sunday, the assignment will remain open in Canvas until Tuesday at 11:59 p.m.
- For problems such as unscheduled absences, always contact me immediately and preferably in advance.
- Documented absences may be excused (such as medical emergencies and funerals). I reserve the right to require official documentation.

Extra Credit

There may be opportunities for extra credit throughout the semester. I will let you know in advance when those become available. Extra credit must be turned in by the deadline. No exceptions.

Course Calendar

This course has weekly due dates to keep you on track. The due dates are listed in Canvas.

Required Text or Materials

Title: Media & Culture

Subtitle: An Introduction to Mass Communication

ISBN: 978-1-319-24493-4

Authors: Richard Campbell; Christopher Martin; Bettina Fabos; Ron Becker

Publisher: Bedford/St. Martin's

Edition: 13

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Additional Materials

Recommended material

Publication Manual of the American Psychological Association, 7th Edition (or higher)

Supplemental material and articles

I often come across articles or research that I will pass along to you via email as it pertains to our weekly topics. You may read these as a way to further our in-class discussion.

General Education Information

CM

This course fulfills the above requirement for the General Education Program at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning.

General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated through making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

Brief Description of Assignments/Exams

Through the following course activities, you will demonstrate your mastery of the module learning objectives, course student learning outcomes, and SLCC college-wide learning outcomes:

- Discussions: Weekly online conversations that show critical thinking, insightful commentary, salient discussion with your classmates.
- Weekly Quizzes: Designed to assess comprehension of weekly reading assignments and module content. (I will drop your lowest quiz.)
- Written Assignments: 500-word (minimum) assignments that correlate with the week's chapter and module content. APA style scholarly sources, research, and proper citations required on all written assignments.
- 5-Step Critical Process assignments: Assignments that engage you with a specific media topic and get you to reflect on your own personal media consumption. The Module 1 Written Assignment, Midterm Paper and Final Paper— will follow the format of the 5-Step Critical Process. APA style scholarly sources, research, and proper citations required.
- Pathways Graduation Map: Outlining your academic goals to help you successfully complete your SLCC journey.
- Gen Ed Reflection: A brief reflection on specific work completed in this course.
- The grading scale and weighting for these assignments can be found in the next tab "Grading."

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Any Questions? (Optional).	Discussion	0
	Introduce Yourself	Discussion	0
	Roll Call Attendance	Assignment	100
8/29/25	Orientation Quiz	Quiz	10
8/31/25	Introduce Yourself Discussion	Discussion	10
8/31/25	Sign AI Disclosure	Assignment	0
9/5/25	Module 1 Quiz	Quiz	10
9/7/25	Module 1 Written Assignment	Assignment	100
9/12/25	Module 2 Discussion	Discussion	10
9/12/25	Module 2 Quiz	Quiz	10
9/19/25	Module 3 Quiz	Quiz	10
9/21/25	Beginning of Course Student Feedback Survey (Extra Credit)	Quiz	0
9/21/25	Module 3 Written Assignment	Assignment	100
9/26/25	Module 4 Discussion	Discussion	10
9/26/25	Module 4 Quiz	Quiz	10
10/3/25	Module 5 Quiz	Quiz	10
10/5/25	Module 5 Written Assignment	Assignment	100
10/10/25	Module 6 Discussion	Discussion	10

Due Date	Assignment Name	Assignment Type	Points
10/10/25	Module 6 Quiz	Quiz	10
10/12/25	EXTRA CREDIT: Listen (and reflect) on a new-to-you podcast	Assignment	0
10/15/25	Your Future: Create a Graduation Map	Discussion	20
10/16/25	Midterm: The 5-Step Critical Process (Analysis 1)	Assignment	155
10/17/25	Module 7 Quiz	Quiz	10
10/19/25	Middle of Course Student Feedback Survey (Extra Credit)	Quiz	0
10/24/25	Module 8 Discussion	Discussion	10
10/24/25	Module 8 Quiz	Quiz	10
10/31/25	Module 9 Quiz	Quiz	10
11/2/25	Extra Credit: "Spotlight" + Reflection	Assignment	0
11/2/25	Module 9 Written Assignment	Assignment	100
11/7/25	Module 10 Discussion	Discussion	10
11/7/25	Module 10 Quiz	Quiz	10
11/9/25	Extra credit: "On Censorship..." book review	Assignment	0
11/14/25	Module 11 Quiz	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
11/16/25	Module 11 Written Assignment	Assignment	100
11/21/25	Module 12 Discussion	Discussion	10
11/21/25	Module 12 Quiz	Quiz	10
11/23/25	End of Course Student Feedback Survey_(Extra Credit)	Quiz	0
12/5/25	Module 13 Quiz	Quiz	10
12/5/25	Module 13 Written Assignment	Assignment	100
12/11/25	Module 14 Discussion	Discussion	10
12/11/25	Module 14 Quiz	Quiz	10
12/16/25	General Ed Reflection	Assignment	50
12/17/25	Final: The 5-Step Critical Process (Analysis 2)	Assignment	155

Grading Scale

A

94%-100%

B-

80%-82.9%

D+

67%-69.9%

A-

90%-93.9%

C+

77%-79.9%

D

63%-66.9%

B+

87%-89.9%

C

73%-76.9%

D-

60%-62.9%

B

83%-86.9%

C-

70%-72.9%

E

59.9% or less

Academic Integrity

Uphold Copyright and Academic Integrity

Many public domain AI tools do not provide information about the data sources used to train the technology. As a result, AI tools may generate responses that are copyrighted without proper attribution. AI tools should never be used in place of peer-reviewed research. As with misinformation and bias, AI output must be reviewed for copyrighted material to avoid plagiarism and misattribution.

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)