Instructor Information

Instructor: Jana Porter
Office: Online
Mailbox: Via email
Hours: As needed; if we need to meet, contact me and we will find a mutually agreeable time and place
Phone: 501-9405262
Email: japorter@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Chair: Logan Oliver 501-690-3079 loliver@uaptc.edu
Dean: Christy Oberste 501-812-2869 coberste@uaptc.edu

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

Online

Catalog Description

This course is a survey of relationships involving mass media, culture, and various other interconnected systems, both nationally and globally. It includes discussion of functions, freedoms and responsibilities of mass media, and effects on individuals and social groups. Topics include newspapers, magazines, radio, television and other media.

Prerequisites: Completion of DEVE 0316, 0317, OR 0110 (College Reading) with a grade of “C” or better, OR a score of 19 or above on the Reading section of the ACT, OR a score of 83 or above on the COMPASS Reading Placement test, OR a score of 78 or above on the Accuplacer Reading Comprehension Placement test. (3 credit hours) (O)

Course Materials


Access to a computer and Internet.
Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

Institutional Learning Outcomes and General Education

UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla

Department / Program Learning Outcomes

It is the intent of University of Arkansas Pulaski Technical College to provide general educational and technical courses that will be needed by students to succeed in a career or to transfer for further higher education. The college will ensure that the general education is “consistent with the mission” and “designed to ensure breadth of knowledge and to promote intellectual inquiry.” The college recognizes the importance of general education and related studies as integral components of technical education. The college will strive through general educational courses to:

1. Increase his/her capabilities to communicate through writing, speaking, and reading.
2. Perform computations, reason logically, and think independently.
3. Develop a basic understanding of people, cultures, and society in general.
5. Develop teamwork and work place skills necessary for success in the world of work.

Student Learning / Course Outcomes
• The student will develop media literacy and become a more critical consumer of mass media.
• The student will understand the basic terminology and theories related to various media.
• The student will understand the historical background and context for the development of various forms of media and their influence on culture.
• The student will make thoughtful written and oral criticism of the mass media he or she has consumed and how that mass media, in turn, influences culture.

During the semester, the student will be introduced to the different aesthetics, history, and criticism of the mass media and culture. The student will be required to:

• Consume various mass media (i.e. read magazines, watch television, play video games, gather information on the internet, etc.)
• Participate in classroom discussions and activities designed to make the student better acquainted with the subject matter of the class.
• Write a Research Paper about the development of a given mass media outlet or product, or trends and issues facing mass media.

Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

UA-PTC Attendance Policy

Education at UA-PTC requires students' active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two of class. Additionally, a written policy on student attendance that is
tied to course objectives and included in a course syllabus will be provided for each course by instructors.

**Departmental Attendance Policy**

The instructor will drop for non-attendance all students who do not complete the Syllabus Quiz that is due in Week One.

If two weeks pass without any work being submitted online, you may be administratively dropped from the course and will not be allowed to access the class for the rest of the semester.

Even in the event you must be out of town, you are still responsible for logging into the course and completing assignments. Pulaski Technical College also has an administrative drop policy that states that if you do not log on for seven (7) consecutive days you may be dropped from the course.

The instructor will enforce UA-PTC's administrative drop policy.

Please note that eligibility for financial aid in this course is based on student participation. You will not be marked as having attended until you participate in the course by posting a discussion, submitting an assignment, taking an assessment, or emailing the instructor. You will not be able to collect financial aid for this class until you do this.

If you stop attending this class or decide to drop this class, you must do the paperwork to receive a “W.” If you do not drop the class and have not been attending or completing assignments you will receive an “F” for the final grade.

**Course Policies**

The UA-PTC Catalog rules and regulations will be enforced in this course at all times.

Please consult the following website for more information:

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.
Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

Because class discussion is a partial component of this course, many issues will be debated. It is important that you are respectful to the views of all students and never take criticism of your views personally.

Any critical discussion of the class or the instructor should be directed to the instructor.

Public forums in the class' shell are not the appropriate place to discuss dissatisfaction with the class, instructor, specific assignments, etc.

*When we have discussion, the questions are directed at the students. The instructor is familiar with the material and what is available in the textbook and views on the Internet. She is looking for each student's individual opinion and viewpoint, not something copied and pasted from another source. Use critical thinking and share what you think.

• The instructor shows respect and courtesy to all students. She expects the same respect and courtesy in return. If she feels a student is behaving in a disrespectful manner toward her or another student, she reserves the right to ask the student to leave the class/discussion. In cases she deems extreme, the student may be asked to leave the class permanently and will receive an F for the course.

### Grading Policy

Letter grades will be based on the following scale:

- 90 to 100%  A
- 80 to 89%  B
- 70 to 79%  C
- 60 to 69%  D
- 0 to 59%  F

* Instructors have one week to provide feedback and post grades for all assignments unless otherwise noted by a departmental policy that has been approved by the Dean of the School.
In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

**Exams**

There will be approximately four exams during the course of the semester. They will cover assigned reading from each of the Four Major Sections of *Introduction to Mass Communication: Media Literacy and Culture, 10th Edition* - Stanley J. Baran. The Exams will be taken on Blackboard through the Assessment Tool and will be available for a full week. The average of these Exams will make up 50% of your grade.

**Quizzes**

There will be periodic quizzes during the course of the semester. They will cover assigned reading from individual Chapters from *Introduction to Mass Communication: Media Literacy and Culture, 10th Edition* - Stanley J. Baran. The Quizzes will be taken on 4 major areas of the textbook. They will be on Blackboard through the Assessment Tool and will be available for a full week. These Quizzes will be averaged together with your other assignments and make up 25% of your grade.

**Projects**

There will be periodic projects during the course of the semester. They will be practical and fun extensions of the material we are studying at the time. Some examples might be conceptualizing an idea for a video game or coming up with an ad campaign and pitching it to the class. These projects will be averaged in with your Quizzes and make up 25% of your grade.

**Academic Integrity**

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”
The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course."

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

Plagiarism: Any instances of assignments that are copied all or in part with no attempt to cite the author will result in an F for the course. Any instances where the student has copied with incorrect citing of the original source will result in an 0 for the assignment.

Accommodation Policy

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student’s responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

Student Code of Conduct

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog.
http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2

Sexual Misconduct

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are
victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:

Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu

Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

Tentative Course Schedule

To be announced.

Final Exam Schedule: Final Exam will be open during Monday-Friday of Finals Week.

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Course Agreement Form

Read, complete, and return to instructor:

I have read the course syllabus for [insert instructor's name and course name here] John Smith’s English Composition I class at Pulaski Technical College, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

Semester

Date

Print name

Signature

UA-UA-PTC Email address

Telephone