

Professor: Ken Carpenter

Web site: <http://vcccarpenter.com> **E-mail:** kcarpenter2@valenciacc.edu

Office: West Campus, Journalism Center, Building 3, Room 150A

Phone: 407-582-1170; **Mobile:** 407-539-4823; **Twitter:** KenCarpenter

Office hours: Monday-Thursday, 2-4 p.m.; Friday, 8:30-10:30 (virtual, via cell phone)

SURVEY OF MASS COMMUNICATIONS (MMC 1000) — SUMMER 2009

Monday through Thursday, 9:45-11:20 a.m.

West Campus Journalism Center, Building 3, Room 151A

CORE COMPETENCIES

Valencia Community College has established four core competencies that describe the learning outcomes for a Valencia graduate. They are:

- **Think:** Think clearly, critically, and creatively; analyze, synthesize, integrate and evaluate in many domains of human inquiry.
- **Value:** Make reasoned judgments and responsible commitments.
- **Communicate:** Communicate with different audiences using varied means
- **Act:** Act purposefully, effectively, and responsibly.

For more on Valencia's core competencies, visit: <http://valenciacc.edu/competencies/>

COURSE DESCRIPTION

In this survey course, we will cover the history, development and current practices and theories of mass communications, including the functions of newspapers, magazines, radio, television, the Internet, public relations, and advertising with respect to each institution's responsibilities, liberties and challenges in a democratic society. Your task will be to form a clear understanding of the function of mass communications and, more importantly, to develop an original perspective about the relevance of masscomm in this society.

COURSE MATERIALS

Required: The Wall Street Journal (10-week subscription required)

"All the President's Men," by Bob Woodward and Carl Bernstein (book required)

COURSE REQUIREMENTS

Attendance (10 points per class session, 250 total)

You are expected to attend all classes and to be on time. Excessive absences and tardiness can adversely affect your grade. THERE ARE NO EXCUSED ABSENCES! (See attendance policy.) On your fifth absence, you will be withdrawn from the course. THERE IS NO MAKE-UP WORK IN THIS CLASS!

Quizzes (10 at 10 points, 100 total)

You will take five quizzes on the Wall Street Journal and five quizzes on "All the President's Men." All quizzes will be worth 10 points. (Schedule to be determined.)

Topic Presentation (100 points)

You will make a presentation to the class on a single mass-communications topic. In this presentation, you should:

- Deepen the class' understanding of the topic by discussing examples and perspectives not addressed in the topic lecture.
- Find an original way to stimulate discussion of the topic at hand.
- Speak for 8-10 minutes. If you need more time to present your findings, you should request time from the professor before the scheduled class.

Essays (4, each worth 20 points, 80 total)

You will choose one question from a list provided and write an in-depth answer, in a minimum of two pages (typewritten, double spaced, Microsoft Word documents). Opinion is often required, and outside support and information is encouraged (with proper credit).

Blog and USB drive (30 points)

All students will create a professional blog, where all written assignments will be posted, and carry a USB "flash" drive at all times, with backed up copies of all work.

COURSE POLICIES

Deadlines

Because this course represents preparation for the real media world, deadlines are critical. **ASSIGNMENTS WILL NOT BE ACCEPTED LATE!** All written assignments must be published on the student's blog by the set deadline.

Plagiarism

If you plagiarize in any way, you will receive a zero for the work in question. (Plagiarism is defined as stealing and passing off the ideas or words of another as one's own; and the use of another's production without crediting the source.) In some cases, the college may punish plagiarism with suspension or expulsion.

Backup Copies

Never have only one copy of a writing assignment. Save a backup copy on the required USB "flash" drive, and also e-mail a copy to yourself.

GRADING

Attendance	25 classes @ 10 points	250	A = 504 - 560
Topic presentation		100	B = 448 - 503
Quizzes	10 @ 10 points	100	C = 392 - 447
Essays	4 @ 20 points	80	D = 336 - 391
Blog and USB "flash" drive		30	F = 000 - 335
TOTAL		560	