



**THE AMERICAN UNIVERSITY OF KUWAIT**  
**COLLEGE OF ARTS AND SCIENCES**  
Department of Communication and Media



## ***COMM 101-05 Introduction to Mass Communication***

**MW 12:30pm-1:45pm**

**Spring 2022**

**Online/Onsite Course**

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Office Hours: Tuesdays and Thursdays 8:00am-11:00am; other times by appointment

### **AUK MISSION STATEMENT:**

The American University of Kuwait is a liberal arts institution based on the American model of higher education. It is dedicated to providing students with knowledge, self-awareness, and personal growth experiences that can enhance critical thinking, effective communication, and respect for diversity. AUK seeks to create leaders and lifelong learners who aspire to the highest standards of moral and ethical responsibility in their societies.

### **MISSION STATEMENT OF THE DEPARTMENT OF COMMUNICATION:**

The Department of Communication and Media educates students to be ethical, analytical, and creative leaders in a multimedia and multicultural society. Providing a first-class liberal arts education to undergraduates, the COMM major is designed to help students become better consumers and producers of public information, strengthen their understanding of the role of communication in their personal, professional, and civic lives, and prepare them for private and public-sector leadership positions in communication-related and other fields.

To accomplish this, the Communication and Media program employs a flexible approach, exposing students to various branches such as Advertising, Journalism Public Relations, and others. Laboratory courses sharpen students' skills, lectures provide firm theoretical grounding, and internships enable students to view the profession from a variety of perspectives.

### **COMM 101 CATALOG COURSE DESCRIPTION**

This course examines the issues and concepts involved in the initial study of the mass media, (i.e., television, radio, newspapers, magazines and interactive outlets) and how they impact the individual and society.

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**PROGRAM LEARNING OUTCOMES:** Upon completion of this course, the student should be able to:

- Develop an enhanced understanding of how communication theories are linked to today's contemporary media practices.
- Design media messages for diverse target audiences
- Comprehend the field of communication in order to confidently enter the workforce.

**COURSE LEARNING OUTCOMES:** Upon completion of this course, the student should be able to:

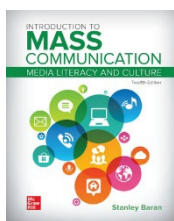
- Demonstrate an increased awareness and understanding of the mass communication process and media industries.
- Increase student awareness of how they interact with those industries and their content to make meaning
- Develop into more skilled and knowledgeable consumers of media content and therefore more ethical and confident participants in their worlds.

### **COURSE DELIVERY/ METHODOLOGY**

This class will meet in-person on Sundays, Tuesdays and Thursdays from 8:00am -8:50am and material will be presented through, lectures, videos, readings done ahead of time, and other instructional methods. All course material will be posted on Moodle, which can be accessed from the following link: <https://lms.auk.edu.kw/>

All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: class assignments, assessments and your final paper and presentation. To successfully complete this course, you must attend class, complete readings ahead of time, complete class assignments, assessments, and your final paper requirements, and actively participate in class discussions by the posted due dates and times.

### **REQUIRED TEXTBOOK**



**Introduction to Mass  
Communication**  
12th Edition  
By Stanley Baran  
ISBN10: 1264305095  
ISBN13: 9781264305094  
Copyright: 2023

### **YOU MUST PURCHASE ACCESS TO THE ONLINE RESOURCES**

[Click here](#) to buy your textbook  
online at the AUK eCampus  
bookstore.

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### **RECOMMENDED/SUPPLEMENTAL READINGS:**

These resources are available from the AUK library and are recommended, but not required for this course:

The international encyclopedia of communication  
Call Number: REF P87.5 .I58 2008

Encyclopedic dictionary of semiotics, media, and communications  
Call Number: REF P 87.5 .D36 2000

Encyclopedia of new media : an essential reference to communication and technology  
Call Number: REF QA 76.575 .E5368 2003

We will also pull reading material from various texts. Readings will be available through Moodle, or the AUK library.

### **EVALUATIONS AND GRADING:**

Class Assignments (40%)

You are expected to participate in class discussions. You will be required to complete the readings assigned for each lesson to be able to elaborate on the assigned concepts. Failing to actively participate in class discussion will hinder your overall grade. Be prepared to participate in class case studies, discussion questions, polls, media evaluations and complete other in-class assignments.

Assessments (40%)

You will produce several assessments that will reinforce the content we have learned through textbook readings and lectures. Many of these assessments will be completed on Moodle or through the textbook website.

Research Paper and Presentation (20%)

You are expected to research a mass communication medium discussed in class and present this information orally for your classmates.

**ASSESSMENT:** The final grade for the semester will be weighted as follows:

Class Assignments	40 %
Assessments	40 %
Research Paper & Presentation	20 %
<hr/>	
	100%



### **GRADING SCALE**

A	=	94 – 100	C	=	74 – 76.99
A-	=	90 – 93.99	C-	=	70 – 73.99
B+	=	87 – 89.99	D+	=	67 – 69.99
B	=	84 – 86.99	D	=	64 – 66.99
B-	=	80 – 83.99	D-	=	60 – 63.99
C+	=	77 – 79.99	F	=	59.99 and below

### **AUK ATTENDANCE POLICY:**

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

### **CODE OF ACADEMIC HONESTY AND INTEGRITY:**

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at [www.auk.edu.kw](http://www.auk.edu.kw). Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

### **PLAGIARISM:**

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.



## **CHEATING:**

The term “cheating” includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person’s paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

## **ACADEMIC SUPPORT:**

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: [tutoringcenter@auk.edu.kw](mailto:tutoringcenter@auk.edu.kw).

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: [writingcenter@auk.edu.kw](mailto:writingcenter@auk.edu.kw)

## **DISABILITY ACCOMMODATIONS:**

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at [Counseling@auk.edu.kw](mailto:Counseling@auk.edu.kw).

## **COURSE POLICIES/ STUDENT RESPONSIBILITIES**

**REQUIRED ONLINE TEXTBOOK WEBSITE ACCESS:** In addition to the course textbook, each student must purchase an online access code to login to the textbook website. You have the option of purchasing [an online only access code, or an access code with your printed textbook]. Connect uses technology that adapts content to your skill level to make more-efficient use of your study time and create a more-effective reading experience. This textbook uses McGraw Hill Connect.

### **WHAT IS CONNECT?**

Connect is an online homework and learning management platform from McGraw Hill Education. Many of your course assignments will be delivered through Connect.



### CONNECT HELPS YOU:

- Stay organized with assignments – both in and out of class
- Target difficult material to practice and improve your skills
- Review for exams with self-assessment tests and quizzes
- Track your performance with personalized reports
- Save time on studying
- Save money on textbooks

Many of our class assignments and or assessments will be completed through this textbook website. If you haven't purchased access, you will not be able to complete the assignments.

**NOTE:** When you buy your textbook through the AUK eCampus bookstore, you are also purchasing access to McGraw Hill Connect (the textbook website).

Your course Moodle page will have information on how to receive complimentary 2-week access to the textbook website. Use this time to purchase your textbook and acquire your access code. *If you wait until the end of your 2-week trial to purchase your book, you may miss assignments that you cannot makeup.*

**LATE AND MISSING WORK POLICY:** You are expected to be in attendance and participate in class discussions. **If you miss a class, you will not be able to make up the assignment.** You will be required to complete the readings assigned for each lesson to be able to elaborate on the discussed issues. Failing to actively participate in class discussion will hinder your overall grade. Be prepared to participate in class case studies and complete other class assignments. Some assignments will be done for homework, other assignments will be completed during the class session.

### EMAIL COMMUNICATION:

Please be sure to write your full name and indicate which class and section you are taking (COMM 101, UTR/8:00 am, Section 2) when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. **I respond to emails within 24 hours of receiving them on weekdays; if I do not respond within 24 hours, please re-send the email.** Please note I normally respond during these working hours: 10am – 8 pm Sundays – Thursdays. Emails sent on weekends will be responded to on Sunday.

### TECHNOLOGY ISSUES:

All assignments must be submitted through Moodle. However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at [cdominique@auk.edu.kw](mailto:cdominique@auk.edu.kw) and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not receive a zero. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments



## **TECHNOLOGY REQUIREMENTS:**

To participate in one of AUK's online courses, you need this technology:

- A computer/laptop capable of running Windows 10 or later, or MAC OS X .  
Please note: other electronic devices such as tablets or phones may function for attending Zoom/WebEx sessions. However, they are not recommended for typing (assignments, discussion board, using chat feature etc.). In addition, during some Zoom/WebEx sessions, you may be asked to collaborate on a Google doc, which would be easier to do when using a laptop or desktop computer.
- The latest version of Firefox, Chrome, Microsoft Edge, Internet Explorer, or Safari,
- Microsoft Office Suite or a compatible Open Office Suite
- Adobe Acrobat Reader or other applicable PDF reader
- High speed internet access
- Webcam or other built-in camera on laptops, tablets, or phones
- Microphone or other built-in microphones on laptop, tablets, or phones

## **PRE-REQUISITE SKILLS:** ● Communication using email

- Reading documents online
- Accessing internet websites
- Use of Zoom/WebEx
- Viewing videos online
- Posting on the discussion board
- Uploading documents to Moodle
- Proficiency with Microsoft Word and/or PowerPoint

## **BROWSER COMPATIBILITY CHECK:**

It is the student's responsibility to ensure that the browser used to access course material on his/her computer/electronic device is compatible with AUK's learning management system, Moodle. Problems in this area need to be discussed with faculty at the time of occurrence.

## **TECHNOLOGY ISSUES:**

In this class, all assignments need to be submitted through Moodle. Issues with technology use arise from time to time. **If a technology issue does occur regarding an assignment submission, email me at [cdominique@auk.edu.kw](mailto:cdominique@auk.edu.kw) and attach a copy of the completed assignment you are trying to submit. This lets me know you completed the assignment on time and are just having problems with the online submission feature in Moodle.** Once the problem is resolved, submit your assignment through the appropriate link. This process will document the problem and establish a timeline. Be sure to keep a backup of all work.



## **NETIQUETTE**

- Be on time to Zoom meetings and make sure you attend and participate regularly
- Check your AUK email regularly to receive all relevant announcements and communication
- Be professional and careful with your online interaction. Proper address for faculty is by formal title such as Professor or Dr. unless invited by faculty to use a less formal approach
- When writing, ensure to use formal, respectful, professional language and double-check spelling/grammar function before sending/posting. This applies to emails, typing on Zoom/WebEx chat, posting on discussion boards, assignments, or any other form of writing you will complete within the context of this course
- Check the discussion board frequently and respond appropriately and on subject
- Cite all quotes, references, and sources
- Capitalize words only to highlight a point. Otherwise, capitalizing is generally viewed as SHOUTING!
- Do not dominate discussions and allow other students to post or join in
- It is not appropriate to forward someone else's messages or emails without their permission
- Be careful when using humor. The absence of face-to-face cues can cause humor to be misinterpreted as criticism or flaming (angry, antagonistic criticism)
- Recording Zoom/WebEx sessions is prohibited





## TENTATIVE COURSE SCHEDULE

This schedule will likely change. Please see Moodle for an updated class schedule.

Week	Issue/topic	Assignments
1	Course intro; syllabus review; registration for the textbook website	Read Baran, Chapter 1
2	Chapter 1, Mass Communication, Culture and Media Literacy	Smartbook – Chapter 1 assigned Read Baran, Chapter 2
3	Chapter 2, Convergence and Reshaping of Mass Communication	Read Baran, Chapter 3
4	Chapter 3: Books	Read Baran, Chapter 4
5	Chapter 4: Newspapers	Read Baran, Chapter 5
6	Chapter 5: Magazines	Read Baran, Chapter 6
7	Chapter 6: Film	
8	Chapter 6 Film MIDTERM WEEK	Read Baran, Chapter 7



9	Chapter 7: Radio, recording & popular music	Read Baran, Chapter 8
10	Chapter 8: TV, cable and mobile video	Read Baran, Chapter 9
11	Chapter 9: Video games	Read Baran, Chapter 10
12	Chapter 10: The Internet and social media	
13	Chapter 10: The Internet and social media	Read Baran, Chapter 13
14	Chapter 13: Theories and effects of mass communication	
15	Review	

It is important that you read the assigned chapters in a timely manner; that means **before** we cover and discuss the material for that week.

*There may be changes to the schedule and syllabus during the semester. When this happens, I will inform you in class and on Moodle.*