

# COMM 101 - 06

## Introduction to Mass Communication

Mondays & Wednesdays 11:00am – 12:15pm

### INSTRUCTOR

Doa Alnajadah

### PHONE

2224-8399 Ext. 3667

### EMAIL

[dalnajadah@auk.edu.kw](mailto:dalnajadah@auk.edu.kw)

### CLASS LOCATION

Building B, #309

### OFFICE LOCATION

Building G, #305

### OFFICE HOURS

Mon & Wed 9-11am

### 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.

### DEPARTMENT MISSION STATEMENT

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 art 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.

### 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.

### COURSE LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Engage in a critical process of describing, analyzing, interpreting, and evaluating media,
- Gain knowledge about the history, development, and structure of media industries, and
- Explore the impact of media on society

## COURSE DELIVERY / METHODOLOGY

Material will be presented through lectures, discussions and videos. All course material will be posted on Moodle. All assignments must also be submitted through Moodle and Connect. Students are to complete assigned readings prior to attending class. You will be expected to interact in class and contribute to discussions. There is little time to fall behind. Please plan ahead and come to class prepared. **I encourage you to ask me for help on any of your assignments or related issues.** I am willing to meet with you to work through the development of your ideas. Moreover, if you are having trouble with course material, or if external factors are interfering with your performance, please contact me before a serious problem occurs. I expect you, as an adult, to approach me about these matters. Please do not have a parent, guardian, sibling, spouse or friend speak to me on your behalf. You are responsible for your own performance.

## TEXTBOOK

Baran, Stanley J. *Introduction to Mass Communication : Media Literacy and Culture*. 12th ed., McGraw-Hill, 2023.

## RESOURCES

[Click here](#) to buy your textbook online at the AUK eCampus bookstore. **This is an e-book with accompanying assignments.**

## EVALUATIONS / GRADING

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

Class Participation	10%
Quizzes	25%
Chapter Assessments	30%
Discussion Assignments	10%
Research Project	25%

---

**100%**

**Extra Credit** **5%**

**Assignments should be submitted either through Moodle or Connect.**

## ASSIGNMENT DESCRIPTIONS

**Class participation (10 %):** 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.

**Quizzes (25%):** 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.

**Chapter Assessments (30%):** After reading textbook chapters, you will complete assessments that reinforce the content we have learned through textbook readings and lectures. Many of these assessments will be completed or through the textbook website.

**Discussion Assignments (10%):** Be prepared to participate in class case studies, discussion questions, polls, media evaluations and complete other in-class assignments.

**Research Project (25%):** You are expected to research topics discussed in class and present this information orally for your classmates.

**Extra Credit (5% max):** A few extra credit opportunities will be posted on the portal. Use these instead of asking for a bump in your grade, a curve at the semester's end, or a chance to make up missed/failed assignments. These can be especially useful should you miss (or score poorly) on the exam or assignments. You must follow the posted requirements for any extra credit assignment (most have their own details and deadlines) and submit these through the portal to earn the points. **No extra credit submissions will be accepted after April 30, 2023.**

## GRADING SCALE

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

## COURSE POLICIES

### 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).

### 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).

### 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).

### PLAIGARISM

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, selling or buying a term paper, report, project or other restricted written materials.

## 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

If you do not turn in your assignment or complete a task by its due date, you will not receive credit. Makeup of your main assignment is not allowed unless you make special arrangements with me PRIOR to the due date. In these cases, you may still lose a percentage of the assignment. If you are late or absent on the day that we have in-class work or a presentation, you cannot do it later. Furthermore, it is up to you to find out what content you missed when absent.

## EMAIL COMMUNICATION

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (COMM 101, MW/11:00am, Section 6) 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 note I normally respond during these working hours: 10am – 8pm on 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 [dalnajadah@auk.edu.kw](mailto:dalnajadah@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 late penalty. 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.

## PHONE POLICY

**CELL PHONES CANNOT BE USED IN CLASS.** Using phones during the lectures is not allowed unless used for an online activity when instructed. You must turn phones off or on silent and put them out of sight (in your pockets or bags). I will remind you of this regularly. If you have an emergency call, you should exit the classroom before answering.

**NOTE:** Points will be deducted from your class participation if caught using cell phones.

## COURSE SCHEDULE

WEEK	TOPIC	ASSIGNMENTS/READINGS
1	<b>Introduction and Course Overview – Meet &amp; Greet</b>	
2	Media, Literacy and Culture	Smartbook assigned: Chapter 1 <b>Reading:</b> Chapter 1
3	Convergence and Modern Media	<b>Reading:</b> Chapter 2
4	<b>University Closed: Spring Break (February 26 – March 2)</b>	
5	Newspapers and the Rise of Modern Journalism (bring a copy of a newspaper)	<b>Reading:</b> Chapter 4
6	Magazines in the Age of Specialization (bring a copy of a magazine)	<b>Reading:</b> Chapter 5
7	Movies and the Impact of Images	<b>Reading:</b> Chapter 6
8	Popular Radio and the Origins of Broadcasting Sound Recording and Music	<b>Reading:</b> Chapter 7
9	Television and the Power of Visual Communication	<b>Reading:</b> Chapter 8
10	Video Games	<b>Reading:</b> Chapter 9
11	<b>Research Project Guidelines</b>	
12	<b>University Closed: Eid El-Fitr (April 23 – April 27)</b>	
13	The Internet and the World Wide Web	<b>Reading:</b> Chapter 10
14	Advertising and Commercial Culture (bring an ad to share with the rest of the class)	<b>Reading:</b> Chapter 12
15	<b>Student Presentations</b>	
16	<b>Submit Final Research Paper</b>	

**NOTE:** The instructor reserves the right to change the delivery due to unavoidable situations that may occur during the semester. Any modifications will be announced accordingly.