



Spring 22

Basic Course Information:

Course Prefix/Number: COMM 101

Course Title: Introduction to Mass
Communication

Core Course

Class Meeting Times: UTR 12-12:50 pm

Instructional Modality: Hybrid

Instructor: Iqbal AlHaddad

Office Location: G335

Office Phone: 1802040 ext.3619

Email: ialhaddad@auk.edu.kw

Office Hours: UTR 9-10 am & 1-2 pm

Class Location: B205

AUK Mission Statement:

The American University of Kuwait is a liberal arts institution dedicated to teaching, learning, and scholarship. The University offers programs that provide students with the knowledge and skills necessary for lifelong learning and professional success. AUK enriches society by fostering an environment that encourages critical thinking, effective communication, personal growth, service, and leadership.

Department/College 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 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

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:

Course Learning Outcomes (CLOs)
• CLO 1: Define and apply basic concepts and theories common to the field of communication.
• CLO2: Demonstrate an awareness of historical developments and contemporary processes in media industries
• CLO3: Apply critical thinking and media literacy skills to be a more informed consumer and student of media.
• CLO4: Evaluate the impact of media on society.

Program Learning Outcomes:

Program Learning Outcomes (PLOs)
PLO 1: Examine ways communication impacts interaction and behavior between individuals
PLO 2: Apply appropriate technology in the development and dissemination of media messages
PLO 3: Develop an enhanced understanding of how communication theories are linked to today’s contemporary media practices
PLO 4: Design media messages for diverse target audiences
PLO 5: Comprehend the field of communication to confidently enter the workforce.
PLO 6: Develop effective communication strategies based on ethical principles and respect for diversity

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
CLO 1	X	X	X			
CLO 2		X				X
CLO 3	X			X	X	X
CLO 4			X	X	X	

Direct	Attendance	Assignments	EdPuuzle	Quizzes	Presentation	Midterm	Final
CLO 1	X	X	X	X		X	X
CLO 2		X		X	X		
CLO 3			X	X	X		
CLO 4	X				X	X	X

Course Delivery/Methodology:

For this course we will be meeting in-person/online **3 days** per week and material will be presented through **lectures**. All **course material/lecture slides** will be posted on Moodle, which can be accessed at www.lms.auk.edu.kw. All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: **quizzes, smart reader on McGrawHill Connect, EDPuzzle, and individual presentations**. To successfully complete this course, you must **complete quizzes and assignments regularly** by the posted due dates and times and **actively participate in class discussions**.

Required Textbook/Required Readings:

Baran, Stanley, J. Introduction to Mass Communication: Media Literacy and Culture. New York: McGraw Hill International

Recommended/Supplemental Readings:

<https://www.statista.com/chart/7246/the-countries-with-the-fastest-internet/>

<https://www.statista.com/chart/7246/the-countries-with-the-fastest-internet/>

https://www.cia.gov/library/publications/the-world-factbook/geos/print_ho.html

<https://www.statista.com/statistics/260539/countries-with-highest-pay-tv-penetration-rate/>

<http://www.niemanlab.org/2017/09/media-in-the-middle-east-a-new-study-shows-how-the-arab-world-gets-and-shares-digital-news/>

http://www.nytimes.com/2014/09/19/world/middleeast/happy-in-tehran-dancers-are-given-suspended-sentences.html?_r=0

<http://time.com/5439740/marie-colvins-heroic-life-and-the-threats-to-journalists-today/>

<https://www.eater.com/2018/5/10/17338990/starbucks-milan-backlash-italians-mad>

<https://www.boxofficemojo.com/intl/france/yearly/>

https://www.freedomforuminstitute.org/wp-content/uploads/2018/06/2018_FFI_SOFA_Report.pdf

<https://freedomhouse.org/report/freedom-net/freedom-net-2016>

<http://www.marketingcharts.com/traditional/global-newspaper-circulation-and-advertising-trends-in-2015-68480/>

<https://www.wired.com/2016/01/social-media-made-the-arab-spring-but-couldnt-save-it/>

<https://rsf.org/en/honduras>

<https://www.theverge.com/2018/8/1/17640476/france-bans-smartphone-cellphones-school-emmanuel-macron>

<https://www.businessinsider.com/most-popular-tv-characters-in-world-2018-4>

<https://www.cnn.com/travel/article/starbucks-milan-italy/index.html>

<https://www.forbes.com/sites/niallmccarthy/2018/08/23/china-now-boasts-more-than-800-million-internet-users-and-98-of-them-are-mobile-infographic/#7b41f13d7092>

<https://www.forbes.com/sites/niallmccarthy/2018/08/28/the-countries-shutting-down-the-internet-the-most-infographic/#70b6e9171294>

http://www.salon.com/2013/11/07/sweden_introduces_a_gender_rating_system_for_films/

<https://www.thelocal.fr/20180911/more-english-must-be-taught-in-french-schools-government-says>

<https://www.cjr.org/opinion/government-subsidy-facebook.php>

<http://arstechnica.com/tech-policy/2015/03/eu-dont-use-facebook-if-you-want-to-keep-the-nsa-away-from-your-data/>

<https://www.telegraph.co.uk/news/2018/05/16/new-dawn-politically-correct-commercials-regulators-crack-gender/>

https://www.huffpost.com/entry/france-photoshop-models-law_n_59d0dcc6e4b05f005d34c309

https://www.huffingtonpost.com/entry/germany-hate-speech-law_us_5a4b4283e4b025f99e1d2349

<http://www.pewglobal.org/2018/06/19/social-media-use-continues-to-rise-in-developing-countries-but-plateaus-across-developed-ones/>

<https://rsf.org/en/2019-world-press-freedom-index-cycle-fear>

<https://www.fastcompany.com/90246678/iranian-exiles-use-creativity-and-tech-smarts-to-get-real-news-past-the-regimes-censors>

<http://www.mediapost.com/publications/article/277992/morocco-bans-sharing-newspapers.html>

http://www.chinadaily.com.cn/business/2017top10/2017-08/01/content_30311573.htm

https://www.washingtonpost.com/news/the-switch/wp/2016/05/12/france-might-pass-a-law-that-makes-it-illegal-to-send-after-hours-work-emails/?utm_term=.2359f42bb776

http://portal.unesco.org/en/ev.php-URL_ID=30298&URL_DO=DO_TOPIC&URL_SECTION=201.html

<https://rsf.org/en/rsf-index-2019-institutional-attacks-press-us-and-canada>

<https://www.theguardian.com/media/2019/feb/11/public-funds-should-be-used-to-rescue-local-journalism-says-report>

<http://www.thetimes.co.uk/tto/opinion/columnists/article4599959.ece>
https://events.wan-ifra.org/sites/default/files/field_ecm_file/2017-08-29_wpt2017_conpt.pdf
<https://protonmail.com/blog/turkey-online-censorship-bypass/>

Evaluations and Grading:

Attendance	10%
Quizzes	15%
EdPuzzle	15%
Smart Reader	15%
Presentation	15%
Midterm	15%
Final Report	15%
Total	100%

AUK Official Grading Scale:

Letter Grade	Percentage	University Points
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

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. 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.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: 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.

Course Policies/Student Responsibilities:

Mass communication is a deadline-driven profession; when deadlines are missed, ads don't run, speeches aren't given, and articles are not published. In light of that, assignments for this course are due on time.

Students are expected to adhere to the AUK Honor Code. Cheating, plagiarism, and other forms of academic dishonesty will result in failure on the exams or assignments

Late and Missing Work Policy:

There are no exceptions and no makeups. Cheating and plagiarism are serious offenses and have no place in the class. All submitted work must be typed and checked for spelling errors and edit before submission. There are no makeups for any missed/assigned work.

Make-Up Work Policy:

Extra credit work may replace any missed work or low grade assignment by attending assigned conferences, workshops, and/or seminars by covering the event by submitting a report.

Communication Policy:

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking (Class COMM 101 Section 4, UTR 12-12:50 pm) 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 questions **via email or posted on the discussion forum** within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: **UTR 9-10 am & 1-2pm**. Emails sent on weekends will be responded to on Sunday.

Technology Issues

All assignments must be submitted through McGrawHill /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 McGrawHill/Moodle, please send me an email at ialhaddad@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 McGrawHill/Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

Course Schedule: **Odd ID #** / **Even ID #** / **All Online** / **All On-Campus**

Week	Topic	Assignments and Readings
1 10 & 13/2	Introduction	Review Syllabus
2 20/2 25/2-5/3	Ch.1	Quiz / ED Puzzle/ Smart Reader National & Liberation Day
3 6/3	Ch.2	Quiz / ED Puzzle/ Smart Reader Saturday 12/3 Makeup
4 13/3	Ch.3	Quiz / ED Puzzle/ Smart Reader
5 20/3	Ch.4	Quiz / ED Puzzle/ Smart Reader
6 27/3	Ch.5	Midterm Week
7 3/4	Ch.6	Quiz / ED Puzzle/ Smart Reader
8 10/4	Ch.7	Quiz / ED Puzzle/ Smart Reader
9 17/4	Ch.8	Quiz / ED Puzzle/ Smart Reader
10 24/4	Ch.10	Quiz / ED Puzzle/ Smart Reader
11 1/5	Eid AlFitr	One Week Holiday
12 8/5	Ch.11	Quiz / ED Puzzle/ Smart Reader
13 15/5	Presentations	Presentations
14 22/5	Presentations	Presentations
15 29/5	Presentations	Presentations
16 5/6	Finals Week	Submit Final Report