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**Ohio Articulation Number (OAN)
Course Submission Form
2005-2006**



College/University Wright State University

Course(s) Submitted(Title & Course #) Introduction to Mass Communication—
COM 152 **RESUBMISSION**
for Ohio Articulation Number OCM 006

Date 10/02/2006 Course 1 of a 1 Course OAN mapping.

Name and title of individual submitting on behalf of the college/university

Name Dr. James Sayer Title Chair

Address Department of Communication

E-mail James.sayer@wright.edu

Phone 937-775-4092

Fax 937-775-2146

Credit Hours 4 qtr X sem _____

Lecture Hours 4

Laboratory Hours _____ (if applicable)

Pre-Requisites(s) Course work (if applicable)

Placement Score (if applicable)

(Name of test)

(Domain) (Score)

Catalog/Course Description (Includes Course Title and Course #)

COM 152: Introduction to Mass Communication—Study of the types, functions, and impact of the various mass communication media.

Texts/Outside Readings/Ancillary Materials

Jean Folkerts and Steven Lacy. *The Media in Your Life: An Introduction to Mass Communication*. Boston: Allyn and Bacon. 2004.

Course Objectives and/or Plan of Work

See syllabus, section III

Description of Assessment and/or Evaluation of Student Learning

See syllabus, section VI

Master Syllabi and Working Syllabi (if both are used)

COM 152 INTRO TO MASS COMMUNICATION

Instructor: Ann Biswas

Office: 427 Millett Hall, Phone: 775-3804

E-mail: Please email me through our class's WebCT e-mail system

Office Hours: 8:00-8:30 a.m. & 9:45-10:15 a.m. Monday - Thursday

I. Course Information

Course Title: Introduction to Mass Communication

Course Number: Communication 152

II. Course Materials (required)

Jean Folkerts and Steven Lacy. *The Media in Your Life: An Introduction to Mass Communication*. Boston: Allyn and Bacon. 2004.

III. Course Objectives

This course is designed to provide an introduction to mass media functions, industries, and trends. In particular, we will discuss how mass media forces guide our choices—for example, those things that influence what we read, watch, listen to, and buy, as well as whom we elect as our leaders. Throughout this course, we will focus on the history, development, and social impact of journalism, advertising, and public relations and their impact on our society and the world.

An important objective of this course is to help you to become a savvy and critical consumer of mass media—that is, that you become media literate. We'll do this by identifying the tools and techniques media industries use to produce efforts to reach different audiences. In addition, this course will give you an introduction to the business of mass media, from its historical roots through its impact on modern American society.

Upon completion of this course, the student shall be able to:

1. Describe the history, key terms, basic concepts & theories, research methods, industrial and institutional processes, management principles and career paths of mass media.
2. Describe the powers of media, their pervasiveness in our society and the individual's own powers over media.
3. Discuss the media's functions as sources of information, entertainment, persuasion, and binding influence.
4. Provide a critical perspective of the way in which mass communication

is consumed by individuals and society .

5. Identify emerging trends in mass communication, technologies, and audiences.

IV. Course Prerequisites

None

V. Method of Instruction

Students will develop an understanding of our mass communication system through lectures, class discussion, in-class activities and assigned readings.

VI. Evaluation and Policy

The following weights will be assigned.

	Weight Percentage
Exam #1	30
Exam #2	40
Quizzes	25
Homework & Participation	5
Total	100

VII. Grading Policy

- A = 90 or above
- B = 80 or above
- C = 70 or above
- D = 60 or above
- F = 59 or below

VIII. Assignments and Course Outline

The Course Schedule

The following schedule may be revised to meet class needs.

Week	Subject	Assignment Due
1	Introduction to the course Media Literacy & Media Functions	Chap. 1
2	Journalism: Information and Society Convergence Quiz 1	Chap. 2
3	Public Relations: Information and Persuasion The Cultural Impact of PR Quiz 2	Chap. 3
4	Advertising: Impact on American Life Critical Consumption of Advertising: Quiz 3	Chap. 4
5	Newspapers: Impact on American Life	Chap. 6

	Newspaper Content	
	Exam 1	
6	Magazines : Cultural Impact Target Audiences	Chap. 7
	Quiz 4	
7	Radio: Structure and Impact Chain Ownership versus Local Control	Chap. 9
	Quiz 5	
8	Television: Supply & Demand Cultural Impact	Chap. 10
	Quiz 6	
9	Other Media The Internet	Chap. 5,8,11 Chap. 12
	Quiz 7	
10	Media Ethics Media Regulation Media Research	Chap. 13 Chap. 14 Chap. 15
11	Exam 2	

IX. Other Information

Communication Standards: All written assignments and essay answers must comply with the Department of Communication writing standards: *"Because the Department of Communication is committed to excellence in all aspects of human communication, all assignments -- both written and oral-- must meet the standards of meaningful content, clear organization, accurate spelling and acceptable grammar."*

Academic Integrity

The instructor will have a zero tolerance policy for students who violate Wright State University's policy on misconduct. That policy is outlined in the Code of Student Conduct in the Wright State University Student Handbook.

Additional Documentation

The following courses transfer to Wright State University as COM 152:

BLUFFTON UNIVERSITY: COM 240

CLARK STATE COMMUNITY COLLEGE: COM 131 - Intro to Mass
Communication

COLUMBUS STATE COMMUNITY COLLEGE: COMM 220 - Intro to Mass
Communications

MIAMI UNIVERSITY (ALL CAMPUSES): COM 143 - Intro to Mass
Communication

OHIO STATE UNIVERSITY: COM 240 - Intro to Cmmnctn Technology

OWENS COMMUNITY COLLEGE (ALL CAMPUSES): SPE 110

SINCLAIR COMMUNITY COLLEGE: COM 201 - Intro to Mass
Communication

SOUTHERN STATE COMMUNITY COLLEGE: ENGL 206 - Introduction to
Journalism

UNIVERSITY OF AKRON (ALL CAMPUSES): 7600 102

UNIVERSITY OF DAYTON: CMM 201

URBANA UNIVERSITY: COM 202

WILBERFORCE UNIVERSITY: COM 180

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	

Ohio Articulation Number Form Directions

This form is used to submit your course information to the Ohio Board of Regents, for all courses that make up OAN requirements. This document is a form, so the only fields that need to be filled in can be. When you open this, make sure the top of the screen, where the name of the document is displayed, says "Document1" or something similar to that. When you open this form from a location other than inside of word, it creates a blank template to fill in. Please fill it in with the appropriate course information from your institution. All of the fields in this document are expandable, and will grow to fit as much data in them as you need. Note that these fields are implemented as MS Word tables. Keep that in mind as you are copying and pasting between your syllabi and this form.

Once you are done entering your course information, you need to save this file. Since Word opened a blank version of this file, you will need to rename it to save it. Under file, choose "Save as" and then enter the name of the file. The naming scheme for this form is Institution-Year-OAN number-Course Title.

Example, if you were ABC Community College, and you were submitting your Calculus110 course, the name of the file would be ABC-2005/06-OMT005-Calculus110. If two (or more) courses are required to fulfill that same OAN, you would submit ABC-2005/06-OMT005-Calculus110Calculus111.

When you are done with your submissions, please send them electronically to the Ohio Board of Regents at atpanels@regents.state.oh.us so we can keep your information on file.

If you encounter any problems or have any questions, please contact any of the individuals listed bellow:

Jim Ginzer (614) 752-9486 jginzer@regents.state.oh.us

Sam Stoddard (614) 752-9532 sstoddard@regents.state.oh.us

Nick Wilson (614) 466-4158 nwilson@regents.state.oh.us