

COLLIN COLLEGE
GENERIC COURSE SYLLABUS

Course Number: COMM 2300

Course Title: Media Literacy

Course Description: Criticism and analysis of the function, role, and responsibility of the mass media in modern society from the consumer perspective. Includes the ethical problems and issues facing each media format, with the effect of political, economic, and cultural factors on the operation of the media.

Course Credit Hours (Lecture): 3

College Repeat Policy: A student may repeat this course only once after receiving a grade, including "W".

Student Learning Outcomes - Upon successful completion of this course, students should be able to do the following:

- Describe the mass communication model
- Identify commercial concerns that drive mass media industries
- Discuss the history and debate over questions of ethics, entertainment versus journalistic integrity, standards and practices versus market share
- Describe the perceptual framework through which individuals view the media, interact with it, and create understanding from it
- Analyze and defend their own standards of acceptance or rejection of information and influence as knowledgeable consumers of media content

Attendance Policy:

See the current *Collin Registration Guide* for the last day to withdraw.

Religious Holy Days: please refer to the current *Collin Student Handbook*.

ADA Statement: It is the policy of Collin County Community College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) in a timely manner to arrange for appropriate accommodations.

Academic Ethics: The College District may initiate disciplinary proceedings against a student accused of scholastic dishonesty. Scholastic dishonesty includes, but is not limited to, statements, acts, or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work material that is not one's own. Scholastic dishonesty may involve, but is not limited to, one or more of the following acts: cheating,

plagiarism, collusion, use of annotated texts or teacher's editions, and/or falsifying academic records.

Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation.

Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for the assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student; providing an inappropriate level of assistance; communicating answers to a classmate during an examination; removing tests or answer sheets from a test site, and allowing a classmate to copy answers.