Dear student,

Welcome to the spring 2014 semester at College of the Canyons. My name is Jon Amador, and I am your professor for this course.

I’d like to personally welcome you to MEA-100 Mass Media and Society, and provide you with a basic orientation, so that you will understand the tools, study requirements, and coursework necessary to successfully complete this course.

Please read the attached information regarding this course below; should you have any questions, please feel free to contact me. I look forward to sharing my knowledge and providing a great Media experience for you.

Welcome!

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Course Description

This online version of Mass Media & Society surveys and evaluates the mass media. We analyze, compare, and discuss concepts related to mass media and its effect on society, using media from the Internet, newspapers, magazines, radio, sound recordings, television, motion pictures, advertising and public relations.

This course requires your study of reading materials, viewing online materials/media, and your participation in online research and discussion with colleagues in the course. Some of the content we evaluate includes daily newscasts, news articles and other media-related sources, as well as video and audio materials available online.

We carry out all communication and assignments for the course using Blackboard, our college’s online curriculum management system. (NOTE: your course registration fee includes the license/access to Blackboard).

Technical and Materials required for this course

Textbook options: the required text for this course is the 12th edition of Dynamics of Mass Communication by J. Dominick.


You have three options available to you to obtain the course text:

• You can purchase the print version of the text, from the COC Valencia Campus Bookstore. They offer students new, used, and text rental options (while quantities last);
• You may purchase the text in print using online e-commerce sites such as barnesandnoble.com or amazon.com, or from the publisher; or
• You may also rent the e-text version of this textbook (the rental is 180 days), using a 3rd party product called coursesmart.com. (No affiliation with College of the Canyons). Coursesmart.com offers students charges approximately $80.00, and their link is here: http://www.coursesmart.com/IR/2020405/0077411218?__hdv=6.8

Advantages to the e-Text rental are several; it is accessible online on any computer with a web browser, and can also be read online/offline on tablet and mobile devices.

IMPORTANT NOTE: regarding additional media access. The text includes a multimedia DVD-ROM, however, you will not need to access the content on the disc, as all of the content will be available through our online course through Blackboard.
Using online communication during the course

College of the Canyons uses the Blackboard v.9.0 website for delivering online course content. There is no additional charge to access this online tool (it is included in the registration fee for the course).

There will be a total of 18 course modules delivered over the course of the five-week session. Each module includes reading assignments, viewing assignments (lecture videos), written assignments, online discussions, quizzes, and exams.

All these materials are delivered from inside the college's Blackboard website. No additional software is needed, however, your computer and Internet connection need to be outfitted for basic internet communication.

- A Mac, PC, or Linux-based computer;
- An Internet connection (Broadband recommended);
- A current web browser (Firefox recommended, however, IE 9, Safari 6, Chrome, etc. are fine);
- QuickTime player software installed (free player, available through Apple's website at: http://www.apple.com/quicktime/download/
- Adobe Reader software installed, (this is a.pdf file viewer to read online articles, available for free from Adobe at: http://get.adobe.com/reader/

Instructions for accessing course content:

Note: For information about how to use Blackboard (including video tutorials), please visit our college’s Distance Education website at:

http://bb9.canyons.edu

Note: Click the Blackboard Assistance tab to link to the online tutorials.

All of the instructional tools needed to fulfill the prescribed learning objectives are offered in Blackboard, which is accessed through the following link:

http://www.canyons.edu/Offices/Distance_Learning/Blackboard_login.html

Alternately, you can access this link, from the college’s main website (click the tab on the home page labeled “BlackBoard”):

http://www.canyons.edu
WHEN THE COURSE OPENS ON 02/10/14, you will be able to access this course information, including the discussion boards and other features to be used in this course. A login and password are required. Each registered student in the course has a unique account, with a unique login and password issued.

Step 1. In your web browser, go to BlackBoard:

http://www.canyons.edu/Offices/Distance_Learning/Blackboard_login.html

Step 2. Click the link at the top button on the page “Bb.” That is the Blackboard login. Alternately, you can go directly: http://bb9.canyons.edu

Step 3. Enter YOUR LOGIN, which is your seven-digit student ID number. This would be located on your official class schedule. Example: 0123456 be sure to include all leading zeros.

Step 4. Enter YOUR PASSWORD: Your default password is the word “student”; after your first login, you can change your password via the “Personal Information” Link in the main Navigation Bar (on Left Column).

Step 5. Once you have logged in to Blackboard, locate our course in the right-hand column, MEA-100-95651 Mass Media and Society. Click on this link to enter the course.

Step 6. Further instructions will be provided inside our course on the main (home) page, which you'll see once you have successfully logged in.

For other information about College of the Canyons and Distance Learning, you can access the following instructional support website:

http://www.canyons.edu/offices/distance_learning/online.html

[PLEASE NOTE: the online blackboard site for this course is NOT http://www.blackboard.com; that is the website for the software developer. It is not the site for this course.]
A typical learning module for this course consists of three components:

- **Reading and online viewing materials** assigned;
- **Research/discussion** (viewing websites, evaluating media content; and
- **Assessments** (quizzes for each textbook chapter, and other short writing assignments; two cumulative exams (midterm/final).

According to the course syllabus and schedule, a typical module or learning “Module” will be assigned and announced on the course’s main home page (“Announcements” page); each announcement will also be emailed to you as the modules become assigned.

**Other Notes/Remarks:**

- If at any point in the semester you find that you are having difficulty keeping up with course content/assignments, please do not hesitate to contact me; I will also make an effort to check in regularly with you via email.

- Disingenuous or ill-mannered behavior of any kind will not be tolerated in any way. While online, on-ground, and while using the MEA facility (if applicable), please conduct yourself with respect and consideration for others. If you cannot conduct yourself accordingly, appropriate disciplinary action will be taken. Refer to your COC student handbook for this and other academic policies, or visit the Student Services website at:  
  [http://www.canyons.edu/offices/Student_Services/Academic_Info/ConductPolicy. asp](http://www.canyons.edu/offices/Student_Services/Academic_Info/ConductPolicy. asp)

- Every student has the right to receive an education in a safe, non-threatening, and positive instructional environment. If, at any time during the semester, you experience problems or situations that make it difficult for you to participate in regular course work or activity, let me know as soon as possible.

- Because the nature of this online course relies heavily on online research related to the study of media, your regular class attendance (measured by your currency in completing assignments/assessments) and regular participation online is mandatory.

- Due to occasional shifts in the schedule, the instructor reserves the right to change scheduled activities in the lesson plan at any time.

- Media selected for lecture may contain adult subject matter rated “R” by the MPAA.

- Circumstances may arise which require modifications of the above guidelines and the following schedule of assignments for the course, as deemed necessary by instructor. The instructor reserves the right to make necessary changes, in compliance with COC academic policies. The student will be notified of all such changes, either in writing and/or verbally.