



Course Syllabus: Mass Communication and Society

College of Fine Arts
MCOM 1233 Section X10
Fall 2026 Online

Contact Information

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Course Description

You will survey the mass communication process and mass media, including print media, radio/recording, television, Internet, and emerging media. You will learn about media issues, societal effects, trends, and media literacy.

Course Objectives

You begin your core for mass communication with this course. Students of any major can benefit from this course because they will become better-informed media consumers.

- This course is designed to give you an overview of how the mass media operate and their place in American society.
- You will briefly examine career opportunities in mass communication.
- You will examine and analyze contemporary issues facing the mass media.

THECB Required Course Objectives: This course fulfills a Texas core requirement for Communication. As such, the course will assess the following learning objectives:

- **Critical Thinking, Communication, & Personal Responsibility -**
To assess these skills, writing assignments, journal assignments and online discussions will be used. Various AAC&U's rubrics will be used to assess assignments.

- **Teamwork** - To assess the student's teamwork, the Peer Review Teamwork rubric will be used to assess each student's preparation for and participation in a peer review assignment.

All assignments are listed in the Course Assignments overview of the syllabus.

Textbook & Instructional Materials

- Textbook: *Mass Communication, Media, and Culture* – OER Full Textbook is in your online course for free.
- An internet connection (we will use Desire2Learn for this class)

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Grading

Final grades will be based on a personal journal made up of 10 articles, a final exam, smaller assignments and quizzes, and professionalism. You should take note that you will be required to do a lot of writing over the course of the semester, and the quality of your writing will be a factor in your final grade. You will also be required to think critically about the issues being discussed and form coherent, defensible positions.

Table 1: Percent allocated to each assignment

Assignments	Percent
Journal Assignments	45%
Discussions	10%

Assignments	Percent
Quizzes	20%
Final Exam	20%
Professionalism	5%
Total	100%

Table 2: Total points for final grade.

Grade	Points
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Less than 60%

Journals

You will be required to keep a journal consisting of 10 entries relating to the mass media. You are required to work on these assignments throughout the semester. **Plan ahead. There will be no extensions!**

Assignments and Quizzes

You will be asked to complete assignments and quizzes to reinforce concepts you are learning in class.

Please note that the number of quizzes and assignments is not set in stone. This means that it is impossible at the outset of the semester to determine how much each individual quiz or assignment will be worth. The plan is for 14-15 quizzes. I will drop the lowest two quiz grades.

I will deduct 10 points per day for late work. No exceptions.

- In the professional world, if you can't make your deadlines, you won't keep your job. Assignments must be completed on time in the format specified.
- Reading assignments are to be completed by the day they are assigned.
- Assignments are due at 11:30pm on the due dates.
- Each page of each assignment must be clearly labeled with your name, the assignment, the date, the page number and the total number of pages.
- Unless otherwise noted, assignments must be typed.
- Spelling and grammar count, in your assignments and your e-mails. Grades will be reduced for spelling and grammar errors.
- You are responsible for keeping all handouts and graded assignments.

Final Exam

Final exam will close Dec. 11. Plan ahead. There will be no extensions!

Portfolio Requirement

Please note that all mass communication majors are required to submit a portfolio as part of their Internship course (Internship is a prerequisite to Senior Production). This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required.

As you go through this and other classes, you are responsible for saving course work that could be included in your portfolio.

Please see your adviser, the department chair or any mass communication faculty member for handouts with more information ("Mass Communication Portfolio Competencies" and "Mass Communication Portfolio FAQ"). These handouts are also available on [our department web page](#).

Late Work

I will deduct 10 points per day for late work. No exceptions.

Important Dates

- Last day for term schedule changes: Check date on [Academic Calendar](#).
- Deadline to file for graduation: Check date on [Academic Calendar](#).
- Last Day to drop with a grade of "W:" Check date on [Academic Calendar](#).
- Refer to: [Drops, Withdrawals & Void](#)

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

This is an online course. The success of this format depends on your willingness to **actively participate** in class discussions and other activities. Your participation grade will reflect online participation.

Engagement and participation are critical to your success. Another way to describe this is professionalism. **Professionalism** means that you're here, ready to engage in new opportunities.

The college learning environment is a professional environment. It is similar in many ways to a professional work environment. You are expected to demonstrate professional attitudes and behaviors; including, but not limited to, arriving on time, being prepared, actively participating, communicating respectfully, and staying for the full class period. If you miss class, you miss the chance to participate in your education and the education of others in class. Your peers are counting on you to be in class and to participate.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ****Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ****Your computer being down is not an excuse for missing a deadline!!*** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state)

exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law

for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#).

Course Schedule:

Refer to the Course Schedule in the Start Here module for more information.

Final Caveat: I reserve the right to change any part of this syllabus for any reason. This includes changing or deleting assignments. Sufficient notice will be given to you if changes to the syllabus are necessary.

By accepting this syllabus, taking the syllabus quiz and staying enrolled in this course, you are indicating that you understand and accept the terms of this syllabus.