
COM 101: Introduction to the Study of Mass Media

Fall 2019 * Section 1 * MW * 9:00 – 9:50am * Stevenson Hall 131

Instructor: Elizabeth Chupp, M.S.
Office: Fell 442
Email: elchupp@ilstu.edu
Office Hours: By appointment only. [Click here](#) to schedule an appointment with me.

REQUIRED MATERIALS:

- Access to our ReggieNet website (through My Illinois State or <http://reggienet.illinoisstate.edu>)
- An ilstu.edu email account that you check regularly
- LinkedIn profile
- A safe location for storage of completed work (In your final semester at ISU, you will enroll in COM 396: Capstone in Mass Media. At this time, you will be asked to access former writing samples, projects, etc.)
- A positive attitude!

COURSE GOALS:

1. Students will create and define goals for academic and professional growth.
2. Students will align goals to current and future opportunities.
3. Students will assess goal progress.
4. Students will demonstrate proof of progress toward goals by compiling an electronic networking profile and portfolio.

MY TEACHING PHILOSOPHY:

My goal as an instructor is to do all I can to create an environment in which we all can learn from each other safely, productively, and happily. Every person in this class contributes to that environment, and together we share the power to determine whether or not we live up to that goal.

Please remember that I am here to help you succeed. Do not hesitate to ask questions or ask for help, in or out of class. (Unless there is a privacy issue at stake, in-class is often best, since your classmates may have the same questions or concerns that you do, and then you are helping them, too.) If you have any special needs that it would help for me to be aware of, please do let me know. I am committed to helping every student attain the best quality of education he or she can.

Ultimately, I believe that the quality of each student's education is largely dependent on his or her own efforts, attitudes, and behaviors. It is important for you to know that I will guide and assist you in any way that I can, but the knowledge, experience, and grade you take away are entirely within your control.

COURSE POLICIES:

ATTENDANCE/TARDINESS: Just like the professional working world, regular attendance is expected. Think of this attendance policy as a preparatory lesson for earning Paid Time Off (PTO) in your future career. Just like in the professional setting, when you do not have time accrued and you take a day off, you lose money from your paycheck. This class operates in a similar manner. **You will start the semester with 30 points (your PTO). For every class you miss, you will deduct two (2) points from your 30 point attendance total.**

Attendance will be taken during each class session via a sign-in sheet. If you have not signed in by 9:10am, you will be marked absent for that class period. Be on time. When individuals arrive late to class they disrupt learning and show disrespect to their classmates and the instructor. Being absent or late will deprive you of valuable class discussions and will also prevent you from fulfilling certain graded in-class activities which cannot be made up. **Excessive absences or tardiness will affect your grade in this class.** You are responsible for all material distributed in your absence. Also note, any/all materials are handed out (or emailed) only once. If you are not in class to receive them (or delete/lose them), you will need to obtain the information from a fellow classmate.

An absence can only be excused if you contact me in advance with a legitimate reason for being absent (i.e., religious holidays, family emergencies, university sanctioned events, extended illness, etc.) and sufficient

documentation is provided if necessary. I will not excuse absences if you do not get in touch with me within a week of the absence nor will I accept notes after one month from the absence or after the final exam period.

PARTICIPATION: Because this is a skills-based, professional development course, participation is essential. Your success in this course depends on your active engagement with the material and your classmates. Participation is a function of attendance, demonstration of having read the material, asking questions that extend the thinking of the class and instructor, contributing relevant examples, and demonstrating respect for the contributions of your peers. I will not lecture over the materials read; but rather, synthesize the material into discussions and activities, of which students will play a large role. **For every class you miss, two (2) points will be deducted from your 30 point PTO (attendance) total.**

ASSIGNMENT DUE DATES: I WILL NOT ACCEPT LATE WORK. All assignments must be completed on the due date. If you are unprepared to turn in an assignment or deliver a presentation on your assigned day, you will receive a ZERO for that assignment unless an alternate due date has been previously approved or documentation has been provided for extreme circumstances. Further, technical problems such as power outages, downed systems, malfunctioning printers, or email glitches are not legitimate excuses for late or missing work. Always make a backup copy of your work (and carry it with you on the due date) and make use of University computer labs if necessary. **Please note: it is not my responsibility to track down your late or missing work.** You must take responsibility and ownership of your assignments.

I understand that students may view this policy as harsh. Rather, look at this policy from a professional standpoint. When you are in your future career and your supervisor sets a deadline for a task to be completed, there too will be no wiggle room for deadlines. By adhering to this policy now, you are only setting yourself up for success in the future.

PROFESSIONAL COURTESY: Professional courtesy includes respecting others' opinions, not interrupting in class, being respectful to those who are speaking, and working together in a spirit of cooperation. I expect you to demonstrate these behaviors at all times in this class. With that in mind, sleeping, working on homework, reading materials irrelevant to class purposes, and disrupting the class will not be tolerated and will result in the student being considered absent for that particular class period. **Also, please turn off all cell phones, iPods, laptops, etc. before coming to class and keep all electronic devices in your bag during class time.** While it should go without saying, professional courtesy extends to the instructor of the course, as well. Should you behave in a disrespectful manner towards the instructor, you will be asked to leave class and will forfeit any attendance/participation for the day.

E-MAIL POLICY: While I encourage you to email me with questions, don't let email replace good communication between us. I encourage you to visit my office or arrange to meet with me in person. If you do email me, please be aware that I will not respond to email after 4:30pm. While a quick response is likely, please keep in mind that I am not always on email, and therefore I will do my best to get back to you within 24 hours on weekdays and 48 hours on weekends. I only check email during regular business hours (Monday – Friday, 8:00am – 4:30pm), so plan accordingly if you have questions concerning our course.

Note: Professionalism in email communication is demanded. As a future professional, it is expected that all communication be of professional quality. When writing your emails, please identify yourself and the class for which you have an inquiry. Please be sure to address the instructor in a professional manner. Emails not properly addressed will not be answered. Failure to follow this policy will result in your email being deleted without consideration.

FORMAT OF ASSIGNMENTS: All work must be typed and double-spaced unless otherwise noted. Essays and papers should have one inch margins and use a standard 12 point font (Times New Roman, Calibri, or Ariel). Please proofread your work carefully for spelling or grammatical errors. You will lose points for excessive grammatical or spelling errors. Also, for hard copy assignments, be sure to staple all pages together, including any required grading rubrics. **Note: 3 points will be taken off your assignment if your papers are not stapled together.**

GRADE DISCUSSIONS: You are welcome to consult with me at any time during the semester about your grade. I am always willing to discuss students' grades on particular assignments on an individual basis; however, all students

must wait at least **48 hours** after an assignment has been returned before asking me questions about his or her assignment grade. This allows you to thoroughly read through the feedback given and process why the grade was earned based on the criteria for that particular assignment. Keep in mind that grade discussions should NOT take place before, after, or during class for confidentiality reasons. I also CANNOT communicate with you about grades via email for confidentiality reasons. If you would like to discuss your grade, please make an appointment to meet with me in person.

ROUGH DRAFTS: While I am always willing to read through rough drafts of any assignments for this class, all rough drafts must be submitted no later than **one week before the assignment is due**. This allows me to provide you with constructive feedback on the assignment and gives you time to synthesize and incorporate my feedback as well. Any rough drafts submitted less than a week before the assignment is due will not be read. In this case, I would encourage students to seek assistance from the Visor Academic Center (012 Vrooman Hall, 309-438-7100).

REGGIENET SUPPORT: As most assignments and assessments (tests/quizzes) for this course will be submitted through ReggieNet, it is an expectation that students who need technical assistance with ReggieNet contact the Technology Support Center in a timely manner: <https://ithelp.illinoisstate.edu/>. I will provide an overview of our course ReggieNet page on the first day of class and students will be asked to confirm their access to our course ReggieNet page during the first week of class.

CHEATING/PLAGIARISM: Students are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the *Code of Student Conduct*. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on speech topics, written assignments, and/or the presentation of someone else's work warrants plagiarism.

Students found to inadvertently commit acts of dishonesty will receive appropriate penalties specific to the assignment in question. Students found to commit intentional acts of dishonesty will receive a failing grade in the course and will be referred for appropriate disciplinary action through Student Conduct and Conflict Resolution Office.

SPECIAL NEEDS: Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

MENTAL HEALTH RESOURCES: Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

ILLINOIS STATE UNIVERSITY BEREAVEMENT POLICY: In the event that a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. The student will provide appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work. Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website: <http://policy.illinoisstate.edu/students/2-1-27.shtml>.

MAJOR ASSIGNMENTS AND READINGS:

Detailed descriptions of each assignment will be posted on ReggieNet and discussed in class.

SUPPLEMENTARY READINGS: Readings (short articles) will be posted to ReggieNet (Resources subfolder) that correspond to our guest speaker topics. Questions from these readings will be included in the midterm and final exams, so it is your responsibility to complete these readings, particularly as they pertain to one of our guest speakers and will assist you in your professional development.

RESUME CRITIQUE: The Career Center will host a day of class to discuss this very important piece of career readiness. After drafting your resume, you will be required to meet with the Communication Career Advisor, Mark Fauble, to review your draft on one of the following dates:

- Tuesday, October 1st (during business hours)
- Tuesday, October 8th (during business hours)

You will sign-up for a 15-minute appointment with Mark Fauble. An email from the Career Center will be sent to your ISU email account in the beginning of the semester with directions to schedule your appointment. *If you are unable to meet with Mark, or cannot meet during the assigned dates, you may also choose to visit the Career Center's drop-in hours* (<http://careercenter.illinoisstate.edu/>) to meet with an on-call career advisor. More details will be discussed in class. At the end of the class (mid-October), the Career Center staff will send me a list of students who attended Career Center events (i.e., InstaCareer, Fall Internship & Career Fair, resume critique). **Because of this, your points for the resume critique assignment will not be reflected in the ReggieNet gradebook until the last week of class.**

CAREER CENTER INSTACAREER: You will be required to attend one InstaCareer event. InstaCareer is designed to prepare you for the Career Center Internship & Career Fairs. It is essentially a one-stop shop for what you should expect from these types of events and how you can be as successful as possible. For additional information about this event, please visit: <https://careercenter.illinoisstate.edu/events/InstaCareer.shtml>. Please be aware that InstaCareer requires 45-60 minutes of your time. Because of this, we will have one free class period to account for the time spent out of class at this event. The Career Center will offer two InstaCareer events (on different nights of the week); please select the one that works best with your schedule:

- **Insta-Career:** Wednesday, September 4th from 4:00 – 7:00pm in the Bone Student Center
 - Will use Redbird ID to swipe in/out
- **Insta-Career:** Thursday, September 19th from 4:00 – 7:00pm in the Bone Student Center
 - Will use Redbird ID to swipe in/out

Please note: There is no specific assignment affiliated with the InstaCareer event – you will receive full points if you attend. Your attendance will be tracked by Career Center staff at the event. You must use your Redbird ID to swipe in/out at the event. At the end of the class (mid-October), the Career Center staff will send me a list of students who attended Career Center events (i.e., InstaCareer, Fall Internship & Career Fair, resume critique). **Because of this, your points for the InstaCareer assignment will not be reflected in the ReggieNet gradebook until the last week of class.**

In order to earn points for this assignment, you must attend one of the two InstaCareer events. **No exceptions will be made for schedule conflicts, particularly as they pertain to part-time jobs or extracurricular activities.** Because these dates are being communicated in advance and because they take place on different nights of the week *and* during different weeks, I reserve the right to not make accommodations for students who are unable to attend an InstaCareer. If there are extenuating or unique circumstances, you must contact me as soon as possible.

LINKEDIN PROFILE: You will develop a complete, professional LinkedIn profile that can be used as a networking tool and an online portfolio of your work. The Career Center will host a day of class to discuss how to create a LinkedIn profile and how to leverage and build your professional network and search for jobs. A rubric will be provided on ReggieNet with more details about what should be included on your LinkedIn profile to fulfill this assignment.

GUEST SPEAKER REFLECTION ESSAY: We will hear from several guest speakers and panels throughout the course, each of which has their unique experiences and expertise on a wide variety of topics relating to professional development. Near the end of the semester, you will be asked to write a 200 – 300 word essay in which you select

one guest speaker from the course that was the most meaningful for you and your future career goals. In this essay, you should summarize the presentation, connect the presentation and or the presenter to your future career goals, and discuss two to three strategies you can begin implementing this semester to meet those goals. It is an expectation that you meet the minimum word count. A rubric will be provided on ReggieNet with more details.

MIDTERM & FINAL EXAMS: You will complete a midterm and final “take home” exam via ReggieNet. The questions will cover guest speaker presentations, resources from the Career Center, and content from supplementary readings on ReggieNet. The exams will consist of multiple choice and true/false questions, along with two open-ended reflective questions. You will have about three days to complete each exam on ReggieNet. Due to the nature of the exam, students will be able to refer to notes, readings, etc. I would highly recommend printing out the supplementary readings. It is in your best interest to attend all guest speaker presentations and to take detailed notes, as their PowerPoint presentations will not be posted and any materials they share will be distributed in class only.

FALL INTERNSHIP & CAREER FAIR (EXTRA CREDIT): There will be one opportunity for extra credit in this course, worth 10 points. The extra credit opportunity will require you to attend the Fall Internship & Career Fair (Tuesday, September 24th from 4:00 – 7:00pm in Redbird Arena). Your attendance will be tracked by Career Center staff at the event. You must use your Redbird ID to swipe in/out at the event. At the end of the class (mid-October), the Career Center staff will send me a list of students who attended Career Center events (i.e., InstaCareer, Fall Internship & Career Fair, resume critique). Because of this, your extra credit points will not be reflected in the ReggieNet gradebook until the last week of class.

EVALUATION:

**Remember, I don't give grades – you earn the grades you receive!*

Pre-knowledge Assessment	5 pts.
Resume Critique	25 pts.
InstaCareer Event	25 pts.
LinkedIn Profile	50 pts.
Guest Speaker Reflection	20 pts.
Midterm Exam (ReggieNet) <ul style="list-style-type: none"> • Part 1 in Tests & Quizzes (40 pts.) • Part 2 in Assignments (10 pts.) 	50 pts.
Final Exam (ReggieNet) <ul style="list-style-type: none"> • Part 1 in Tests & Quizzes (40 pts.) • Part 2 in Assignments (10 pts.) 	50 pts.
Attendance	30 pts.
TOTAL POINTS	255 pts.

The grading scale is a standard ten percentage point scale:
90 - 100% = A; 80% - 89% = B; 70% - 79% = C; 60 - 69% = D; below 60% = F

In this course, simply doing an assignment does not result in an “A.” Failure to follow directions or meet criteria will result in a loss of points. Students should note the definition of each letter grade:

- “A” is reserved for work that is exceptional
- “B” is reserved for work that is above average
- “C” is reserved for work that is average (meets criteria)

“D” is reserved for work that is below average

“F” is reserved for work that is failing, late, or not submitted for evaluation

Tentative Schedule for COM 101 – Fall 2019

**All assignments will be submitted via ReggieNet unless otherwise noted.*

Date	Topic	Readings/Assignments Due
<u>Week 1</u> Mon., Aug. 19	Course Orientation/Syllabus Value of your Communication Degree	Read: Syllabus; <i>Communication Studies Rise to Relevance</i> article (RN)
Wed., Aug. 21	School of Communication Resources, COM Week & SoCPD <i>Guest Speakers from the School of Communication</i>	DUE: Pre-knowledge assessment (RN) DUE: Syllabus Contract (hard copy)
<u>Week 2</u> Mon., Aug. 26	Internships <i>Guest Speaker from the School of Communication</i>	Read: <i>Two Key Traits Employers Need</i> article (RN)
Wed., Aug. 28	Resumes <i>Guest Speaker from Career Center</i>	Read: <i>What Resumes Should Look Like in 2018</i> article (RN)
<u>Week 3</u> Mon., Sept. 2	LABOR DAY – NO CLASS	
Wed., Sept. 4	INSTACAREER EVENT – NO CLASS	<i>InstaCareer Event #1: Attend the InstaCareer from 4:00 – 7:00pm in the Bone Student Center.</i>
<u>Week 4</u> Mon., Sept. 9	Study Abroad Opportunities <i>Guest speakers from Office of International Studies & School of Communication</i>	
Wed., Sept. 11	Student Involvement Opportunities <i>Guest speakers from the School of Communication</i>	
<u>Week 5</u> Mon., Sept. 16	Networking & First Impressions <i>Guest Speaker from Dale Carnegie Foundation</i>	DUE: Midterm Exam (RN) Read: <i>An Introvert's Guide to Networking</i> article (RN) Read: <i>Cash In Your College Alumni Connections</i> article (RN)

Wed., Sept. 18	Interviewing <i>Guest Speaker from Career Center</i>	Read: <i>Interview Prep is Key</i> article (RN) InstaCareer Event #2: Attend the InstaCareer on Sept. 19 th from 4:00 – 7:00pm in the Bone Student Center.
Week 6 Mon., Sept. 23	Career Panel: Marketing Yourself <i>Professional Guest Speakers from Community</i>	Read: <i>10 Tips for Landing Your Dream Job</i> article (RN) Extra Credit: Attend the Internship & Career Fair on Sept. 24 th from 4:00 – 7:00pm in Redbird Arena
Wed., Sept. 25	Career Panel: The Job Search <i>Professional Guest Speakers from Community</i>	Read: <i>3 Tips for Acing a Job Fair</i> article (RN) Read: <i>12 Ways to Elevate a Boring Networking Pitch</i> article (RN)
Week 7 Mon., Sept. 30	Graduate School <i>Guest Speaker from the School of Communication</i>	
Wed., Oct. 2	LinkedIn <i>Guest Speaker from Career Center</i>	
Week 8 Mon., Oct. 7	Networking: Who, What, When, Where, How? Course Synthesis	DUE: Final Exam (RN) DUE: Guest Speaker Reflection (RN)
Wed., Oct. 9	Capstone Transition <i>Guest Speaker from the School of Communication</i> Course Evaluations	DUE FRIDAY, OCT. 11: LinkedIn Profile (RN)

***The above schedule, procedures, and policies in this course are subject to change in the event of extenuating circumstances. The instructor will notify students in a timely manner of all changes related to the course schedule through in-class announcements and through ReggieNet. In addition, the instructor reserves the right to handle situations with students on a case-by-case basis.

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Contract Page

This syllabus is a contract between you and me. Though the schedule may shift a bit here and there as the course proceeds, the policies and procedures outlines in the syllabus will not. This contract is your agreement to follow the guidelines for this course as stipulated in the syllabus. By signing and dating this page below, you indicate that you have thoroughly read and understand the syllabus and our course policies. I am ready and willing to listen to your complaints, suggestions, pleadings, etc., but only if you signed this document so that I know we're on the same page. If you wish to request that I change a grade on an assignment, speech, or exam, please bring this syllabus in, along with the original graded assignment, any pertinent information, and an essay outlining your challenge.

I have read the syllabus and completely understand the requirements of the class. Any questions about the course have been appropriately directed to the instructor. Any grade disputes will go through the appropriate channels set out by the School of Communication. All work submitted for this course must be my own original work. I have read and understood the plagiarism policy of this course.

Student Signature

Date

Student Name (PRINT)