

# MCOM300

## MASS COMMUNICATION THEORY

- I.** Course Number: MCOM 300
- II.** Course Title: Mass Communication Theory
- III.** Semester Credit Hours: 3
- IV.** Course Description: Mass Communication Theory provides students an overview of the dominant theories of mediated communication processes and effects and the functions of theories in social scientific research related to media and mediated processes.
- V.** Course Delivery Method: Face to face
- VI.** Required Textbooks/Resources:  
McQuail, D. (2010). *McQuail's mass communication theory, 6<sup>th</sup> ed.* Los Angeles, CA: Sage.
- VII.** Student Learning Outcomes: Upon completion of MCOM300 – Mass Communication Theory, students will be able to:
- 1) understand and articulate the basic tenets of mass communication theories,
  - 2) apply critical thinking and analytical skills in order to create a proposal for a mass communication research project grounded in a specific theory,
  - 3) effectively present and defend ideas/concepts orally and in writing.
- VIII.** Course Outline
- I. Introduction
  - II. Theories
  - III. Structures
  - IV. Media organization and production of media culture
  - V. Content
  - VI. Audiences
  - VII. Effects
  - VIII. Future of mass communication
- IX.** Methods of Evaluation (I reserve the right to change or amend assignments as necessary to facilitate student learning.)
- Individual Assignments
- Quizzes – 40%
  - Literature review – 30%
  - Reading Quizzes – 15%
  - Attendance & class participation – 15%
- X.** Grading Scale  
A=90-100%    B=80-89%    C=70-79%    D=60-69%    F=0-59%
- XI.** Student Participation
- a. Participation Policy and Course Etiquette – the Mass Communication program and the College of Education and Liberal Arts are committed to providing an atmosphere of

learning that is representative of a variety of perspectives. In this class, students will have the opportunity to express and experience cultural diversity as they pertain to the classroom environment. As Einstein said, “A university is a place where the universality of the human experience manifests itself.”

- XII.** Disability Accommodations: Students with disabilities may request reasonable accommodations through the Texas A&M-Texarkana Disability Services Office by calling 903-223-3062.
- XIII.** Academic Integrity: Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of ‘F’ in the course and/or disciplinary actions. For additional information, see the University catalog.
- XIV.** Texas A&M University – Texarkana Email Address: Upon application to Texas A&M University – Texarkana, an individual will be assigned a Texas A&M University – Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official Texas A&M University – Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.
- XV.** Drop Policy: To drop this course after the census date (see [semester calendar](#)), a student must complete the Drop/Withdrawal Request Form, located on the University website (<http://tamut.edu/Registrar/droppingwithdrawing-from-classes.html>) or obtained in the Registrar’s Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an “approval” to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar’s office for processing in person, email [Registrar@tamut.edu](mailto:Registrar@tamut.edu), mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar’s Office for processing. It is the student’s responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.
- XVI.** Student Technical Assistance  
Blackboard Helpdesk contacts:  
  
Office hours are: Monday - Friday, 8:00a to 5:00p  
  
Julia Allen (main contact) 903-223-3154 [julia.allen@tamut.edu](mailto:julia.allen@tamut.edu)  
Frank Miller (alternate) 903-223-3156 [frank.miller@tamut.edu](mailto:frank.miller@tamut.edu)  
Nikki Thomson (alternate) 903-223-3083 [nikki.thomson@tamut.edu](mailto:nikki.thomson@tamut.edu)