

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

SCOM 110

MEDIA & CULTURE

COURSE DESCRIPTION

A global survey of digital communication (news, information, entertainment), including cultural impact, targeted messaging, collaborative solutions, and trust-relationships between content producers and their participating users. Course focus is on the application of these new forms of media in personal lives, organizations and business. (Formerly COMS 110)

RATIONALE

SCOM 110, Media and Culture, is the foundational course for all other lecture and production classes taught in the Department of Strategic and Personal Communication. Mass media—books, newspapers, magazines, films, radio, television, the Internet, and the management fields associated with advertising, public relations—have invaded and become a daily routine in American culture.

Mass media can persuade and entertain the public. An 18-year-old student in the United States will likely have spent more hours viewing the Internet or watching digital programming than attending school or involved in conversation with his/her parents.

Mass media can inform through news, commentary, and advertising to help the mass audience function effectively in everyday life. In an information age, it has become essential for citizens in a democracy to understand how mass communication affects their social, political, and economics lives. Thus, the student in the Department of Strategic and Personal Communication will have an opportunity to examine what the media consists of, how each medium functions, and why media is so very important to all of us.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. List and explain chronologically the major events in the development of mass communication.
- B. Identify and describe the various print and electronic fields of mass communication.
- C. Identify individuals and their contributions to the field of mass communication.
- D. Identify those factors, which influenced mass media in the areas of economics, governmental regulation, and programming.
- E. Identify and discuss ethical issues involved in mass communication.
- F. Identify notable Christian personalities for print and electronic fields of mass communication.
- G. Explore media trends and the impact upon the global consumer.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 200–300 words, demonstrate course-related knowledge, include 1 citation in current APA format, and include 1 biblical integration. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be 100–200 words, include 1 citation in current APA format, and must reference the textbook readings

- D. Thinking Critically (8)

The student will select critical thinking questions to answer based on the assigned textbook readings. The student must select at least 4 questions provided in the Assignment Instructions folder. A minimum of 2 paragraphs is required per question/answer.

- E. Research Paper

Each student will complete a research paper that will reflect his/her scholarship and interests. The student will choose 1 of 2 options for the direction of his/her paper: Film Critique or a Topic Analysis.

Research Paper Approval

The student will complete an assessment that will indicate to the instructor which research option he/she wishes to complete as well as his/her proposed topic for instructor approval. (The student will only submit a topic if he/she has chosen the topic analysis option.) This assessment will contain 3 questions and have a 15-minute time limit.

Film Critique

The student will view 5 films from the approved list and compose a Film Critique research paper in current APA format that includes a single introduction and conclusion paragraph as well as a title and reference page. The body of his/her paper will be split up

in APA level headings according to film and the student will write a 1-page reaction to each film viewed (using the questions below) and a 1-page reaction to a minimum of 2 film critics' reviews for each of the 5 films viewed (2 pages for each film). The student will be required to cite all film critiques reviewed (10 total) in-text and list them in his/her reference page. The required page count for this is at least 10 pages.

Topic Analysis

The student will choose a topic related to the field of mass communication that he/she wishes to analyze for his/her research paper and submit it to the instructor for approval through the Research Paper Approval assessment. Once the topic is approved, the student may begin his/her research. The student will compose a research paper in current APA format that includes a single introduction and conclusion paragraph, as well as a title and reference page. The paper must be at least 10 pages, not including the title page and reference page. The body of his/her paper will be split up in APA level headings according to sub points of his/her topic and analysis. The student will be required to cite a minimum of 10 peer-reviewed sources, both in-text and on the reference page.

F. Reading Quizzes (8)

There will be 8 quizzes over the duration of this course. Each quiz will cover the Reading & Study material for the assigned module(s)/week(s). Each quiz will be open-book/open-notes, contain 20 multiple-choice and true/false questions and have a 1-hour time limit.

G. Exams (4)

There will be 4 exams over the duration of this course. Each exam will cover the Reading & Study material for the assigned module(s)/week(s). Each exam will be open-book/open-notes, contain 35–45 multiple-choice, true/false, and short answer questions and have a 2-hour time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 70 pts ea)	140
Thinking Critically (8 at 10 pts ea)	80
Research Paper Approval	20
Research Paper	200
Reading Quizzes (8 at 20 pts ea)	160
Exams (4 at 100 pts ea)	400
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

SCOM 110

Textbook: Straubhaar et al., *Media Now* (2018).

MODULE/WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Straubhaar et al.: chs. 1–2 2 presentations	Course Requirements Checklist Class Introductions Thinking Critically 1 Reading Quiz 1	10 0 10 20
2	Straubhaar et al.: ch. 8 1 presentation	Thinking Critically 2 Research Paper Approval Reading Quiz 2 Exam 1	10 20 20 100
3	Straubhaar et al.: ch. 9 2 presentations	DB Forum 1 Thinking Critically 3 Reading Quiz 3	70 10 20
4	Straubhaar et al.: chs. 6–7 2 presentations	Thinking Critically 4 Reading Quiz 4 Exam 2	10 20 100
5	Straubhaar et al.: chs. 13–14 2 presentations	DB Forum 2 Thinking Critically 5 Reading Quiz 5	70 10 20
6	Straubhaar et al.: chs. 3–5 3 presentations	Thinking Critically 6 Research Paper Reading Quiz 6	10 200 20
7	Straubhaar et al.: chs. 11, 15 3 presentations	Thinking Critically 7 Reading Quiz 7 Exam 3	10 20 100
8	Straubhaar et al.: chs. 16–17 1 presentation	Thinking Critically 8 Reading Quiz 8 Exam 4	10 20 100
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.