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 AND 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 Communication Studies. 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 watching television or viewing the Internet 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 Communication Studies will have an opportunity to examine what the media consists of, how each medium functions, and why the 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 Office

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)
   The student will have 2 Discussion Board Forums. Discussion boards are collaborative learning experiences; therefore, the student will post a thread of 200–300 words in response to the instructor’s prompt on the Discussion Board Forum. The student will then respond to at least 2 classmates with each reply consisting of 100–200 words.

D. Critical Thinking Questions (7)
   The student will select critical thinking questions to answer based on Chapters 2–9, 11, and 13 of the Sterin text. Each student must select questions provided in the Assignment Instructions folder. A minimum of 2 paragraphs is required per question/answer.

E. Class Project
   Each student will complete a significant class project that will reflect the scholarship and interests of the student. The student must choose between the following options: The critic’s corner, research paper, magazine project, newsletter project, advertising and public relations plan, or video production project.

F. Reading Quizzes (7)
   There will be 7 quizzes that cover the readings in Chapters 2–9, 11, and 13 of the Sterin text. Quizzes are open-book/open-notes and are timed for 3 minutes per question.
G. Video Quizzes (10)
The student will watch 10 presentations throughout the course and then respond to 4 quiz questions at the end of each presentation. The video quizzes have a 15 minute time limit.

H. Exams (4)

Exams cover material from the presentation lectures and textbook. It is important for students to watch all of the presentation lectures in order to be prepared for the exams. The exams are open-book/open-notes with 50 multiple-choice and true/false questions and have a 2 hour time limit.

VI. COURSE GRADING AND POLICIES

A. Points

- Course Requirements Checklist: 10 points
- Discussion Board Forums (2 at 50 pts ea): 100 points
- Critical Thinking Questions (3 at 20 pts ea, 4 at 10 pts ea): 100 points
- Class Project: 200 points
  - Class Project Approval: 20 points
- Reading Quizzes (3 at 20 pts ea, 4 at 10 pts): 100 points
- Video Quizzes (10 at 8 pts each): 80 points
- Exams (4 at 100 pts ea): 400 points

Total: 1010 points

B. Scale

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

C. Late Assignment Policy

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. 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**


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<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Sterin: chs. 2, 7 2 presentations 2 websites</td>
<td>Course Requirements Checklist  DB Forum 1 Critical Thinking Questions – Module/Week 1 Reading Quiz 1 Video Quiz 1 Video Quiz 2</td>
<td>10 50 20 20 8 8</td>
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<tr>
<td>2</td>
<td>Sterin: ch. 6 1 presentation 1 website</td>
<td>Critical Thinking Questions – Module/Week 2 Class Project Approval Reading Quiz 2 Video Quiz 3 Exam 1</td>
<td>10 20 10 8 100</td>
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<tr>
<td>3</td>
<td>2 presentations 1 website</td>
<td>Video Quiz 4</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>Sterin: ch. 5 2 presentations</td>
<td>Critical Thinking Questions – Module/Week 4 Reading Quiz 3 Exam 2</td>
<td>10 10 100</td>
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<tr>
<td>5</td>
<td>Sterin: ch. 8 2 presentations 2 websites</td>
<td>Critical Thinking Questions – Module/Week 5 Reading Quiz 4 Video Quiz 5 Video Quiz 6</td>
<td>10 10 8 8</td>
</tr>
<tr>
<td>6</td>
<td>Sterin: chs. 4, 13 3 presentations 2 websites</td>
<td>Critical Thinking Questions – Module/Week 6 Class Project Reading Quiz 5 Video Quiz 7 Video Quiz 8 Exam 3</td>
<td>20 200 20 8 8 100</td>
</tr>
<tr>
<td>7</td>
<td>Sterin: chs. 3, 9, 12 3 presentations 2 websites</td>
<td>Critical Thinking Questions – Module/Week 7 Reading Quiz 6 Video Quiz 9 Video Quiz 10</td>
<td>20 20 8 8</td>
</tr>
<tr>
<td>8</td>
<td>Sterin: chs. 10–11 1 presentation</td>
<td>Critical Thinking Questions – Module/Week 8 DB Forum 2 Reading Quiz 7 Exam 4</td>
<td>10 50 10 100</td>
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**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**.