



# COMM 4330 - Special Issues in Comm: Media Industries

## Fall 2025 Syllabus, Section 180, CRN 16759

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### Instructor Information

**Ju Oak Kim**  
Associate Professor  
Email: juoak.kim@tamiu.edu  
Office: AIC 348  
Office Hours:  
T/TH 12:30 p.m.-02:30 p.m.  
M 10:00 a.m.-12:00 p.m. (virtual)  
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### Times and Location

Does Not Meet Face-to-Face

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### Course Description

Course provides intensive study of diverse and relevant specialized subjects and topics in communication. Subjects may focus on various trends, methodologies, research, measurements, and analysis within the field. Course may be repeated for credit when topic changes.  
Psychology & Communication Department, College of Arts & Sciences

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### Additional Course Information

This course provides an in-depth examination of the roles and activities of mass media within the United States society. Students will comprehend the influences that shape the books they consume, films they enjoy, television programming they watch, and even the toys they acquire. They will also develop the ability to articulate industry terminology and engage in discussions on emerging trends and pertinent issues of a diverse range of media industries.

### Program Learning Outcomes

1. Students will evaluate theories and approaches to selected problems and write a paper linking knowledge or skills acquired in research activities with the knowledge acquired in the field of media and communication studies.
- 2: Students will construct sustained, coherent arguments, narratives, or explications of communication-related issues or problems in academic and professional presentations to general and/or specific audiences.
- 3: Students will apply and integrate the communication knowledge and skills acquired in the program in professional settings, evaluate the strengths and weaknesses of the process, and, where applicable, describe the result.

### Student Learning Outcomes

1. Students will comprehend the profound changes occurring in contemporary media industries and their implications for their personal lives.
2. Students will demonstrate the media content creation, distribution, and exhibition processes within the media landscape shaped by the digital revolution.



3. Students will employ the concept of convergence as a lens to analyze key media industries, encompassing the book, magazine, recording, film, television, and video game industries

## Important Dates

Visit the Academic Calendar ([tamui.edu](https://www.tamui.edu/academiccalendar/)) (<https://www.tamui.edu/academiccalendar/>) page to view the term's important dates.

## Textbooks

| Group    | Title                                                               | Author        | ISBN          |
|----------|---------------------------------------------------------------------|---------------|---------------|
| Required | Media Today: Mass Communication in a Converging World (8th Edition) | Joseph Turrow | 9780367680299 |

## Other Course Materials

To go to the bookstore, [click here \(https://www.bkstr.com/texasaminternationalstore/home/\)](https://www.bkstr.com/texasaminternationalstore/home/).

The class has a Blackboard page. On it you will find this syllabus plus many other class materials.

## Grading Criteria

| GRADE | PERCENTAGE |
|-------|------------|
| A     | 90-100     |
| B     | 80-89.9    |
| C     | 70-79.9    |
| D     | 60-69.9    |
| F     | Below 60   |

## Open Boilerplate

- **Exams (30%):** You'll take the online midterm and final exams based on the assigned readings, videos, and lectures. The midterm exam includes multiple-choice and true/false questions, while the final exam includes multiple-choice, true/false, and short-answer questions. These exams will be administered online through Blackboard. To take these exams, students must install Respondus Lockdown Browser and Monitor. The midterm exam is worth 15% of the grade, and the Final exam is worth 15% of the grade.
- **Quizzes (30%):** You must take 10 weekly reading quizzes on Blackboard. You can use course materials (books and notes), but you're not allowed to seek help from anyone during the quiz. Each online quiz covers questions related to the assigned readings, videos, and materials listed in the course schedule for the same week. Quizzes are only available until the due date, and no makeup quizzes will be offered. Each quiz consists of multiple-choice and True/False questions that you must complete within twenty minutes. One weekly quiz is worth 3% of the grade.
- **Weekly assignments (40%):** You must submit 10 weekly assignments consisting of discussions, short answers, and case studies. One weekly assignment is worth 4% of the grade.
  - **Discussions:** Your participation in the online discussion forums is crucial for academic success. You'll be placed in a smaller group on Blackboard to ensure manageable conversations. Additionally, you're expected to write one post (300-500 words) on a given topic or question and at least two responses (50-100 words) to other students' posts to receive full credit. These written assignments focus solely on the content covered in the assigned readings and audio/visual materials. Remember to use proper grammar, spelling, and punctuation in your writing. Also, ensure that you cite your sources to support your arguments. For textbooks or other course materials, provide the title and page numbers. For online sources, include a link.
  - **Short Answers:** Submit your thoughts and analyses on the assigned questions. These written assignments focus solely on the content in the assigned readings and audio/visual materials. Address the specific requirement of the in-class activity in 300 to 500 words. Ensure proper grammar, spelling, and punctuation. Cite your sources to support your arguments. Provide the title and page numbers for the textbook or other course materials. For online sources, include a link.
  - **Case Studies:** Based on the assigned reading/lecture, you are assigned to conduct a case study. You need to submit your work, citing sources if applicable. Detailed instructions will be provided within the weekly assignment post on Blackboard.



## Schedule of Topics and Assignments

| Week of | Agenda/Topic                                                                                            | Reading(s)                              | Due                                                                                                  |
|---------|---------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------------------------------------------------------------------------------|
| 8/25    | Introduction to the Course: Understanding Mass Media, Convergence, and the Importance of Media Literacy | Turrow (2023) Chapter 1                 | Introduce Yourself Post: August 29th 11:59 p.m.                                                      |
| 9/1     | Making Sense of Research on Media Effects and Media Culture                                             | Turrow (2023) Chapter 2                 | Reading Quiz 1: September 5th 11:59 p.m.<br>Weekly Assignment 1: September 5th 11:59 p.m.            |
| 9/8     | The Business of Media                                                                                   | Turrow (2023) Chapter 3                 | Reading Quiz 2: September 12th 11:59 p.m.<br>Weekly Assignment 2: September 12th 11:59 p.m.          |
| 9/15    | Financing and Shaping the Media: Advertising, Public Relations, and Marketing Communications            | Turrow (2023) Chapter 4                 | Reading Quiz 3: September 19th 11:59 p.m.<br>Weekly Assignment 3: September 19th 11:59 p.m.          |
| 9/22    | Controls on Media Content: Government Regulation, Self-Regulation, and Ethics                           | Turrow (2023) Chapter 5                 | Reading Quiz 4: September 26th, 11:59 p.m.<br>Weekly Assignment 4: September 26th, 11:59 p.m.        |
| 9/29    | The Internet Industry                                                                                   | Turrow (2023) Chapter 6                 | Midterm Exam: October 8th, 09:00 a.m.-11:59 p.m. (Blackboard)                                        |
| 10/6    | Midterm Exam                                                                                            | Study Guide                             |                                                                                                      |
| 10/13   | The Book Industry                                                                                       | Turrow (2023) Chapter 7                 | Weekly Reading Quiz 5: October 17th, 11:59 p.m.<br>Weekly Assignment 5: October 17th, 11:59 p.m.     |
| 10/20   | The News Industry                                                                                       | Turrow (2023) Chapter 8                 | Weekly Reading Quiz 6: October 24th, 11:59 p.m.<br>Weekly Assignment 6: October 24th, 11:59 p.m.     |
| 10/27   | The Magazine Industry                                                                                   | Turrow (2023) Chapter 9                 | Weekly Reading Quiz 7: October 31st, 11:59 p.m.<br>Weekly Assignment 7: October 31st, 11:59 p.m.     |
| 11/3    | The Recording Industry                                                                                  | Turrow (2023) Chapter 10                | Weekly Reading Quiz 8: November 7th, 11:59 p.m.<br>Weekly Assignment 8: November 7th, 11:59 p.m.     |
| 11/10   | The Radio Industry                                                                                      | Turrow (2023) Chapter 11                | Weekly Reading Quiz 9: November 14th, 11:59 p.m.<br>Weekly Assignment 9: November 14th, 11:59 p.m.   |
| 11/17   | The Movie Industry                                                                                      | Turrow (2023) Chapter 12                | Weekly Reading Quiz 10: November 21st, 11:59 p.m.<br>Weekly Assignment 10: November 21st, 11:59 p.m. |
| 11/24   | The Television Industry                                                                                 | Turrow (2023) Chapter 13                | Final Exam: December 3rd 09:00 a.m.-11:59 p.m. (Blackboard)                                          |
| 12/1    | The Video Game Industry                                                                                 | Turrow (2023) Chapter 14<br>Study Guide |                                                                                                      |



## University/College Policies

Please see the University Policies below.

### COVID-19 Related Policies

If you have tested positive for COVID-19, please refer to the Student Handbook, Appendix A (Attendance Rule) for instructions.

### Required Class Attendance

Students are expected to attend every class in person (or virtually, if the class is online) and to complete all assignments. If you cannot attend class, it is your responsibility to communicate absences with your professors. The faculty member will decide if your excuse is valid and thus may provide lecture materials of the class. According to University policy, acceptable reasons for an absence, which cannot affect a student's grade, include:

- Participation in an authorized University activity.
- Death or major illness in a student's immediate family.
- Illness of a dependent family member.
- Participation in legal proceedings or administrative procedures that require a student's presence.
- Religious holy day.
- Illness that is too severe or contagious for the student to attend class.
- Required participation in military duties.
- Mandatory admission interviews for professional or graduate school which cannot be rescheduled.

Students are responsible for providing satisfactory evidence to faculty members within seven calendar days of their absence and return to class. They must substantiate the reason for the absence. If the absence is excused, faculty members must either provide students with the opportunity to make up the exam or other work missed, or provide a satisfactory alternative to complete the exam or other work missed within 30 calendar days from the date of absence. Students who miss class due to a University-sponsored activity are responsible for identifying their absences to their instructors with as much advance notice as possible.

### Classroom Behavior (applies to online or Face-to-Face Classes)

TAMU encourages classroom discussion and academic debate as an essential intellectual activity. It is essential that students learn to express and defend their beliefs, but it is also essential that they learn to listen and respond respectfully to others whose beliefs they may not share. The University will always tolerate different, unorthodox, and unpopular points of view, but it will not tolerate condescending or insulting remarks. When students verbally abuse or ridicule and intimidate others whose views they do not agree with, they subvert the free exchange of ideas that should characterize a university classroom. If their actions are deemed by the professor to be disruptive, they will be subject to appropriate disciplinary action (please refer to Student Handbook Article 4).

### TAMU Honor Code: Plagiarism and Cheating

As a TAMU student, you are bound by the TAMU Honor Code to conduct yourself ethically in all your activities as a TAMU student and to report violations of the Honor Code. Please read carefully the Student Handbook Article 7 and Article 10 available at <https://www.tamtu.edu/scce/studenthandbook.shtml> (<https://www.tamtu.edu/scce/studenthandbook.shtml/>).

We are committed to strict enforcement of the Honor Code. Violations of the Honor Code tend to involve claiming work that is not one's own, most commonly plagiarism in written assignments and any form of cheating on exams and other types of assignments.

Plagiarism is the presentation of someone else's work as your own. It occurs when you:

1. Borrow someone else's facts, ideas, or opinions and put them entirely in your own words. You must acknowledge that these thoughts are not your own by immediately citing the source in your paper. Failure to do this is plagiarism.
2. Borrow someone else's words (short phrases, clauses, or sentences), you must enclose the copied words in quotation marks as well as citing the source. Failure to do this is plagiarism.
3. Present someone else's paper or exam (stolen, borrowed, or bought) as your own. You have committed a clearly intentional form of intellectual theft and have put your academic future in jeopardy. This is the worst form of plagiarism.

Here is another explanation from the 2020, seventh edition of the Manual of The American Psychological Association (APA):

"Plagiarism is the act of presenting the words, idea, or images of another as your own; it denies authors or creators of content the credit they are due. Whether deliberate or unintentional, plagiarism violates ethical standards in scholarship" (p. 254). This same principle applies to the illicit use of AI.

**Plagiarism:** Researchers do not claim the words and ideas of another as their own; they give credit where credit is due. Quotations marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence



and change some of the words), you need to credit the source in the text. The key element of this principle is that authors do not present the work of another as if it were their own words. This can extend to ideas as well as written words. If authors model a study after one done by someone else, the originating author should be given credit. If the rationale for a study was suggested in the discussion section of someone else's article, the person should be given credit. Given the free exchange of ideas, which is very important for the health of intellectual discourse, authors may not know where an idea for a study originated. If authors do know, however, they should acknowledge the source; this includes personal communications (p. 11). For guidance on proper documentation, consult the Academic Success Center or a recommended guide to documentation and research such as the Manual of the APA or the MLA Handbook for Writers of Research Papers. If you still have doubts concerning proper documentation, seek advice from your instructor prior to submitting a final draft.

TAMIU has penalties for plagiarism and cheating.

- **Penalties for Plagiarism:** Should a faculty member discover that a student has committed plagiarism, the student should receive a grade of 'F' in that course and the matter will be referred to the Honor Council for possible disciplinary action. The faculty member, however, may elect to give freshmen and sophomore students a "zero" for the assignment and to allow them to revise the assignment up to a grade of "F" (50%) if they believe that the student plagiarized out of ignorance or carelessness and not out of an attempt to deceive in order to earn an unmerited grade; the instructor must still report the offense to the Honor Council. This option should not be available to juniors, seniors, or graduate students, who cannot reasonably claim ignorance of documentation rules as an excuse. For repeat offenders in undergraduate courses or for an offender in any graduate course, the penalty for plagiarism is likely to include suspension or expulsion from the university.
  - **Caution:** Be very careful what you upload to Turnitin or send to your professor for evaluation. Whatever you upload for evaluation will be considered your final, approved draft. If it is plagiarized, you will be held responsible. The excuse that "it was only a draft" will not be accepted.
  - **Caution:** Also, do not share your electronic files with others. If you do, you are responsible for the possible consequences. If another student takes your file of a paper and changes the name to his or her name and submits it and you also submit the paper, we will hold both of you responsible for plagiarism. It is impossible for us to know with certainty who wrote the paper and who stole it. And, of course, we cannot know if there was collusion between you and the other student in the matter.
- **Penalties for Cheating:** Should a faculty member discover a student cheating on an exam or quiz or other class project, the student should receive a "zero" for the assignment and not be allowed to make the assignment up. The incident should be reported to the chair of the department and to the Honor Council. If the cheating is extensive, however, or if the assignment constitutes a major grade for the course (e.g., a final exam), or if the student has cheated in the past, the student should receive an "F" in the course, and the matter should be referred to the Honor Council. Additional penalties, including suspension or expulsion from the university may be imposed. Under no circumstances should a student who deserves an "F" in the course be allowed to withdraw from the course with a "W."
  - **Caution:** Chat groups that start off as "study groups" can easily devolve into "cheating groups." Be very careful not to join or remain any chat group if it begins to discuss specific information about exams or assignments that are meant to require individual work. If you are a member of such a group and it begins to cheat, you will be held responsible along with all the other members of the group. The TAMIU Honor Code requires that you report any such instances of cheating.
- **Student Right of Appeal:** Faculty will notify students immediately via the student's TAMIU e-mail account that they have submitted plagiarized work. Students have the right to appeal a faculty member's charge of academic dishonesty by notifying the TAMIU Honor Council of their intent to appeal as long as the notification of appeal comes within 10 business days of the faculty member's e-mail message to the student and/or the Office of Student Conduct and Community Engagement. The Student Handbook provides more details.

## Use of Work in Two or More Courses

You may not submit work completed in one course for a grade in a second course unless you receive explicit permission to do so by the instructor of the second course. In general, you should get credit for a work product only once.

## AI Policies

Your instructor will provide you with their personal policy on the use of AI in the classroom setting and associated coursework.

## TAMIU E-Mail and SafeZone

Personal Announcements sent to students through TAMIU E-mail (tamiu.edu or dusty email) are the official means of communicating course and university business with students and faculty –not the U.S. Mail and no other e-mail addresses. Students and faculty must check their TAMIU e-mail accounts regularly, if not daily. Not having seen an important TAMIU e-mail or message from a faculty member, chair, or dean is not accepted as an excuse for failure to take important action.

Students, faculty, and staff are encouraged to download the SafeZone app, which is a free mobile app for all University faculty, staff, and students. SafeZone allows you to: report safety concerns (24/7), get connected with mental health professionals, activate location sharing with authorities, and anonymously report incidents. Go to <https://www.tamiu.edu/adminis/police/safezone/index.shtml> for more information.

## Copyright Restrictions

The Copyright Act of 1976 grants to copyright owners the exclusive right to reproduce their works and distribute copies of their work. Works that receive copyright protection include published works such as a textbook. Copying a textbook without permission from the owner of the copyright



may constitute copyright infringement. Civil and criminal penalties may be assessed for copyright infringement. Civil penalties include damages up to \$100,000; criminal penalties include a fine up to \$250,000 and imprisonment. Copyright laws do not allow students and professors to make photocopies of copyrighted materials, but you may copy a limited portion of a work, such as article from a journal or a chapter from a book for your own personal academic use or, in the case of a professor, for personal, limited classroom use. In general, the extent of your copying should not suggest that the purpose or the effect of your copying is to avoid paying for the materials. And, of course, you may not sell these copies for a profit. Thus, students who copy textbooks to avoid buying them or professors who provide photocopies of textbooks to enable students to save money are violating the law.

## Students with Disabilities

Texas A&M International University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal education opportunity. It is the student's responsibility to register with the Office of Student Counseling and Disability Services located in Student Center 126. This office will contact the faculty member to recommend specific, reasonable accommodations. Faculty are prohibited from making accommodations based solely on communications from students. They may make accommodations only when provided documentation by the Student Counseling and Disability Services office.

## Student Attendance and Leave of Absence (LOA) Policy

As part of our efforts to assist and encourage all students towards graduation, TAMIU provides LOA's for students, including pregnant/parenting students, in accordance with the Attendance Rule (Section 3.07) and the Student LOA Rule (Section 3.08), which includes the "Leave of Absence Request" form. Both rules can be found in the TAMIU Student Handbook (URL: <http://www.tamiau.edu/studentaffairs/StudentHandbook1.shtml> (<http://www.tamiau.edu/studentaffairs/StudentHandbook1.shtml/>)).

## Pregnant and Parenting Students

Under Title IX of the Education Amendments of 1972, harassment based on sex, including harassment because of pregnancy or related conditions, is prohibited. A pregnant/parenting student must be granted an absence for as long as the student's physician deems the absence medically necessary. It is a violation of Title IX to ask for documentation relative to the pregnant/parenting student's status beyond what would be required for other medical conditions. If a student would like to file a complaint for discrimination due to his or her pregnant/parenting status, please contact the TAMIU Title IX Coordinator (Lorissa M. Cortez, 5201 University Boulevard, KLM 159B, Laredo, TX 78041, [TitleIX@tamiau.edu](mailto:TitleIX@tamiau.edu), 956.326.2857) and/or the Office of Civil Rights (Dallas Office, U.S. Department of Education, 1999 Bryan Street, Suite 1620, Dallas, TX 75201-6810, 214.661.9600). You can also report it on TAMIU's anonymous electronic reporting site: <https://www.tamiau.edu/reportit> (<https://www.tamiau.edu/reportit/>).

TAMIU advises a pregnant/parenting student to notify their professor once the student is aware that accommodations for such will be necessary. It is recommended that the student and professor develop a reasonable plan for the student's completion of missed coursework or assignments. The Office of Equal Opportunity and Diversity (Lorissa M. Cortez, [lorissam.cortez@tamiau.edu](mailto:lorissam.cortez@tamiau.edu)) can assist the student and professor in working out the reasonable accommodations. For other questions or concerns regarding Title IX compliance related to pregnant/parenting students at the University, contact the Title IX Coordinator. In the event that a student will need a leave of absence for a substantial period of time, TAMIU urges the student to consider a Leave of Absence (LOA) as outlined in the TAMIU Student Handbook. As part of our efforts to assist and encourage all students towards graduation, TAMIU provides LOA's for students, including pregnant/parenting students, in accordance with the Attendance Rule and the Student LOA Rule. Both rules can be found in the TAMIU Student Handbook (<https://www.tamiau.edu/scce/studenthandbook.shtml> (<https://www.tamiau.edu/scce/studenthandbook.shtml/>)).

## Anti-Discrimination/Title IX

TAMIU does not discriminate or permit harassment against any individual on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, educational programs, or employment. If you would like to file a complaint relative to Title IX or any civil rights violation, please contact the TAMIU Director of Equal Opportunity and Diversity/Title IX Coordinator, Lorissa M. Cortez, 5201 University Boulevard, Killam Library 159B, Laredo, TX 78041, [TitleIX@tamiau.edu](mailto:TitleIX@tamiau.edu), 956.326.2857, via the anonymous electronic reporting website, ReportIt, at <https://www.tamiau.edu/reportit> (<https://www.tamiau.edu/reportit/>), and/or the Office of Civil Rights (Dallas Office), U.S. Department of Education, 1999 Bryan Street, Suite 1620, Dallas, TX 75201-6810, 214.661.9600.

## Incompletes

Students who are unable to complete a course should withdraw from the course before the final date for withdrawal and receive a "W." To qualify for an "incomplete" and thus have the opportunity to complete the course at a later date, a student must meet the following criteria:

1. The student must have completed 90% of the course work assigned before the final date for withdrawing from a course with a "W", and the student must be passing the course;
2. The student cannot complete the course because an accident, an illness, or a traumatic personal or family event occurred after the final date for withdrawal from a course;
3. The student must sign an "Incomplete Grade Contract" and secure signatures of approval from the professor and the college dean.

4. The student must agree to complete the missing course work before the end of the next long semester; failure to meet this deadline will cause the “I” to automatically be converted to an “F”; extensions to this deadline may be granted by the dean of the college. This is the general policy regarding the circumstances under which an “incomplete” may be granted, but under exceptional circumstances, a student may receive an incomplete who does not meet all of the criteria above if the faculty member, department chair, and dean recommend it.

## WIN Contracts

The Department of Biology and Chemistry does not permit WIN contracts. For other departments within the college, WIN Contracts are offered only under exceptional circumstances and are limited to graduating seniors. Only courses offered by full-time TAMU faculty or TAMU instructors are eligible to be contracted for the WIN requirement. However, a WIN contract for a course taught by an adjunct may be approved, with special permission from the department chair and dean. Students must seek approval before beginning any work for the WIN Contract. No student will contract more than one course per semester. Summer WIN Contracts must continue through both summer sessions.

## Student Responsibility for Dropping a Course

It is the responsibility of the student to drop the course before the final date for withdrawal from a course. Faculty members, in fact, may not drop a student from a course without getting the approval of their department chair and dean.

## Independent Study Course

Independent Study (IS) courses are offered only under exceptional circumstances. Required courses intended to build academic skills may not be taken as IS (e.g., clinical supervision and internships). No student will take more than one IS course per semester. Moreover, IS courses are limited to seniors and graduate students. Summer IS course must continue through both summer sessions.

## Grade Changes & Appeals

Faculty are authorized to change final grades only when they have committed a computational error or an error in recording a grade, and they must receive the approval of their department chairs and the dean to change the grade. As part of that approval, they must attach a detailed explanation of the reason for the mistake. Only in rare cases would another reason be entertained as legitimate for a grade change. A student who is unhappy with his or her grade on an assignment must discuss the situation with the faculty member teaching the course. If students believe that they have been graded unfairly, they have the right to appeal the grade using a grade appeal process in the Student Handbook and in the Faculty Handbook.

## Final Examination

All courses in all colleges must include a comprehensive exam or performance and be given on the date and time specified by the Academic Calendar and the Final Exam schedule published by the Registrar's Office. In the College of Arts & Sciences all final exams must contain a written component. The written component should comprise at least 20% of the final exam grade. Exceptions to this policy must receive the approval of the department chair and the dean at the beginning of the semester.

## Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it. The Telus app is available to download directly from TELUS (tamui.edu) (<https://www.tamui.edu/counseling/telus/>) or from the Apple App Store and Google Play.

## Distance Education Courses

This course is 100% online. There are no required sessions when you must be logged into Blackboard at a scheduled time. This course consists of weekly modules released one week ahead. Students are expected to keep pace with weekly deadlines but may schedule their efforts freely within that time frame.

Students should expect 3 hours per week of direct instruction (instructor content and Blackboard activities, for example) and 6 hours of homework (reading and assignment preparation).

Because this is an online course, your attendance is based on your online activity and participation. You are expected to log in to the course on Blackboard at least twice per week. If you have a situation that might cause you to miss an entire week of class, discuss it with the instructor in the earliest manner.

### Online Courses and On-Campus Meetings

Texas Administrative Code (TAC), Title 19, Part 1, Chapter 2, Subchapter J, Section 2.202 ([https://texreg.sos.state.tx.us/public/readtac\\$ext.TacPage/?sl=R&app=9&p\\_dir=&p\\_rloc=&p\\_tloc=&p\\_ploc=&pg=1&p\\_tac=&ti=19&pt=1&ch=2&rl=202](https://texreg.sos.state.tx.us/public/readtac$ext.TacPage?sl=R&app=9&p_dir=&p_rloc=&p_tloc=&p_ploc=&pg=1&p_tac=&ti=19&pt=1&ch=2&rl=202)), defines distance education as the formal educational process that occurs when students and instructors are not in the same physical setting for the majority (more than 50%) of instruction. Distance education includes hybrid and 100% online courses and programs as defined by the Texas Higher Education Coordinating Board (THECB):





- **Hybrid Course** - A distance education course in which more than 50 percent but less than 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations.
- **100-Percent Online Course** - A distance education course in which 100 percent of instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. **Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category.**

## Course Structure

Each module requires students to read the module objectives, the assigned book chapter(s), watch a weekly lecture video, and engage with other course materials. These readings, videos, and materials are essential for completing course assignments and activities, such as reading quizzes, weekly assignments (including discussion forums and short answers, two exams (midterm and final exam), and a media project. If students have any questions or concerns about the week's topic, they can post or comment on the Q&A forum in Blackboard. The professor and other students in the course will respond and share ideas.

## Student-Instructor Communication Policy and Response Time

### Announcements/Course Messages/Emails

The instructor will communicate with students mainly through Blackboard announcements, messages (preferred), and email. Every Monday, the instructor will post an announcement to inform students about weekly readings, assignments, and any other course-related updates.

Regarding course messages and emails, students can expect to receive replies from the instructor within 48 hours on weekdays (Monday through Friday, 08:00 a.m. to 05:00 p.m.).

Note: If students have an urgent matter that requires the instructor's immediate attention, they should email URGENT: COMM 3325 in the subject line.

### Assignments and Assessments

The course schedule notes all assignment due dates. Students will receive grades and feedback within two weeks of submission.

## Course Communication Guidelines (Netiquette)

There are course expectations concerning etiquette or how we should treat each other online. We must consider these values as we communicate with one another. Visit **Instructional Technology and Distance Education Services' web page on Netiquette** (<http://www.tamui.edu/distance/students/netiquette.shtml/>) for further instruction.

## Accommodations/Accessibility Policy

Texas A&M International University seeks to provide reasonable accommodation for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with the Director of Student Counseling and to contact the faculty member in a timely fashion to arrange for suitable accommodation. For more information, contact the online at **Office of Disability Services for Students (DSS)**, via phone at 956.326.3086 or by visiting the staff at the Student Center, room 118. A link to the Disabilities Services for Students site has also been included under the "Resources" tab inside the course.

## Student Support Resources

The University wishes to have all students succeed in their courses. To provide support to our students, an array of services in the areas of technology support, academic support, student support, and accessibility support may be found at the University. For more information, visit the Instructional Technology and Distance Education Services page on **University Resources and Support Services**.

## Computer/Technology Requirements

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Online students will need regular access to a personal computer that runs on a broadband Internet connection.

It is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services' webpage (<https://www.tamui.edu/distance/students/technology-requirements.shtml/>) when using the learning management system (LMS) of the University.

**Additional Hardware.** For this class, you will need the following additional hardware: Recently purchased laptops may have these built-in web cameras.

If you do not have this equipment, it is recommended to purchase a stand-alone webcam, a microphone, or a webcam with a built-in microphone from your local electronic store or any online store.

**NOTE:** Instructional Technology and Distance Education Services may check out available webcams to students on a first-come, first-served basis. To check out a webcam, please stop by Killam Library, Room 259, and request an available webcam.



**Additional Software.** You will need the following additional software:

**Microsoft Office:** TAMIU Students may access online versions of this software through their Dusty Office 365 account at <https://dusty.tamtu.edu/>. This site also provides students with access to download the Microsoft suite for educational use.

**See instructions for downloading the Microsoft Office suite.**

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**Note:** Students, if you do not own the required hardware or software or do not have access to the Internet, it will be highly challenging for you to make any progress in this class. However, my goal is to assist you in finding solutions and guide you appropriately most of the required materials can either be found free of charge at TAMIU's library, classrooms, and available computer labs. **Visit Media Services' web page on the availability of on-campus computer labs.** In addition, you may also purchase any of these items at any electronic store.

## Learning Management System (Blackboard)

Students are provided with an orientation (\*eLearning (Blackboard) Student Orientation\*) and access to guides on how to use the Blackboard LMS. Guides may be available at **Instructional Technology and Distance Education Services' Student eLearning Tutorial Videos page** or by contacting the eLearning team at [elarning@tamtu.edu](mailto:elarning@tamtu.edu).

## Minimum Technical Skills Expected

When participating in distance education courses, it is vital to consider the technology involved in order to have a successful course. Students in distance education should have knowledge of basic computer and Internet skills, as mentioned on the **Instructional Technology and Distance Education Services' webpage**.

## Technical Support Services

Because of the nature of distance education courses, the Office of Information Technology (OIT) computing and information services are vital to the success of online students. This webpage covers contact information for Distance Education Services (Blackboard Support), the OIT Help Desk, and E-mail support: **Technical Support Services**.

## Web Conferences/Synchronous sessions

All live sessions for the course are optional. Throughout the semester, the instructor will hold weekly virtual office hours (Mondays, 10:00 a.m.–12:00 p.m.) and two synchronous exam review sessions. Attendance is encouraged but not mandatory.

## Grading Scale/Schema (after Grade Breakdown section)

In determining the final course grade, the following scale is used in percentage or point value.

- 90-100 = A
- 80-89.9 = B
- 70-79.9 = C
- 60-69.9 = D
- Below 60 = F

## Rubrics (may be included here and in the Syllabus and Overview in the course)

TAMIU Analytical Writing Rubrics will be used to assess students' written assignments.

## Late Work Policy

Deadlines are crucial in the communication field. Please ensure that all your work is submitted by the designated deadline. While late submissions will be accepted, they will incur a 30% deduction from the overall grade.

## Course Evaluation

At the end of this course, students are encouraged to complete a course evaluation that will be distributed to them via email and through a course link.

## Turnitin Policy Or Other Types of Assignments in Other Systems

*[Instructor's policy on assignments held within the Turnitin system.]*

## Proctoring

This course requires the use of Respondus LockDown Browser and Monitor for online exams.

**Lockdown Browser:** This course requires the use of LockDown Browser for online exams. Watch this short video (<http://www.respondus.com/products/lockdown-browser/student-movie.shtml/>) to get a basic understanding of LockDown Browser.

Click the *Assist* navigation link in Blackboard or visit TAMIU's Respondus LockDown Browser and Respondus Monitor web page (<https://www.tamui.edu/distance/technology/respondus-ldb-and-monitor.shtml/>). Scroll down to the section on the *Respondus LockDown Browser*. Click the link to access the webpage for the software and additional information.

To Access Your Test:

1. First, be sure the Respondus LockDown Browser software is full installed on your computer.
2. Open a regular web browser (Google Chrome, Mozilla Firefox, MS Edge, Safari)
3. Log into Blackboard Learn.
4. Navigate to the course and test.
5. Start your attempt.
6. This will launch the Respondus LockDown Browser software.
7. Begin your test.

**Note:** You won't be able to access tests with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

**Guidelines:** When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

- Ensure you're in a location where you won't be interrupted
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or another surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

**Getting Help:** Several resources are available if you encounter problems with LockDown Browser. The Windows and Mac versions of LockDown Browser have a "Help Center" button on the toolbar. Use the "System & Network Check" to troubleshoot issues. If you have problems downloading, installing, or taking a test with Respondus LockDown Browser, email the TAMIU eLearning Team at [elearning@tamui.edu](mailto:elearning@tamui.edu). The office is located at Dr. Billy F. Cowart Hall 208 and is open Monday through Friday, from 8am to 6pm.

**LockDown Monitor:** Watch these short videos to get a basic understanding of LockDown Monitor: <https://www.tamui.edu/distance/technology/respondus-ldb-and-monitor.shtml> (<https://www.tamui.edu/distance/technology/respondus-ldb-and-monitor.shtml/>)

\*\*\*If you have any problems downloading, installing, or taking a test with Respondus Monitor, email [elearning@tamui.edu](mailto:elearning@tamui.edu)

**Cost for Respondus Monitor:** There is a one-time fee of \$15 per student, per school year, which covers the cost of all the required exams in the course. Payment for Respondus Monitor is made during the set-up process in a course's first Respondus Monitor-enabled quiz/test/exam. To pay for Respondus Monitor:

1. Start Respondus Monitor
2. Navigate to your test
3. Complete the set-up process, which includes a payment screen for entering credit card information.
4. Payment and entering credit card information are only necessary once per course.



When using the university's learning management system (LMS), it is recommended that you meet the technical requirements listed on the Instructional Technology and Distance Education Services webpage.

### **Accessibility and Privacy Statements on Course Technologies**

At Texas A&M International University, we believe that all students should have equal technology opportunities in the classroom. These technologies/sites may also require user data, such as the creation of a username and password. You may find the accessibility and privacy policies of the technologies used in this class on the following pages: **Accessibility Statements and Privacy Statements**.

### **Syllabus Subject to Change**

While information and assurances are provided in this course syllabus, it should be understood that content may change in keeping with new research and literature and that events beyond the control of the instructor could occur. Students will be informed of any substantive occurrences that will produce syllabus changes.